

# 2020/2021 **New** Membership Application

## YOUR CURRENT RESUME MUST ACCOMPANY THIS APPLICATION

The following information is used to establish your membership record. Please type or print clearly.

Male  Female Total years of public relations experience: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Nature of organization's business or activity (check one):  Agency  Other  
 Association  Corporate  Counselor  Education  Financial  Government  
 Healthcare  Hospitality  Nonprofit  Retail  Tourism  Utility

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- Chapter (check one):**
- Capital
  - Central West Coast
  - Dick Pope/Polk County
  - Gainesville
  - Jacksonville
  - Lake County
  - Northwest Florida Coast
  - Ocala
  - Orlando Area
  - Pensacola
  - Southwest Florida
  - Space Coast
  - Tampa Bay
  - Treasure Coast
  - Volusia/Flagler
  - At-Large Member

**Attach your current resume to this application.** In depth, professional bios are accepted in lieu of resumes.

To be eligible to join FPRA, you must spend a substantial portion of your time in one or more of the designated practice areas below or teach/administer a public relations curriculum at an accredited college or university.

Please indicate your public relations practice areas. (If unemployed, refer to your most recent position.)

- Community Relations
- Consumer Affairs
- Corporate Communications
- Employee Relations
- Financial Communications/Investor Relations
- Fund Development/Donor Relations
- Institutional/Corporate Advertising
- Integrated Marketing Communications
- Media Relations
- Public Affairs/Government Relations

The following is not required, but does help FPRA with its planning and management efforts.

Year you were born:  1945 – 1954  1955 – 1964  1965 – 1974  1975 – 1984  1985 – 1994  1995 – 2002

ETHICS

FPRA Code of Ethics

As a member of the Florida Public Relations Association, I subscribe to the belief that inherent in the practice of public relations is the obligation of a public trust which requires of these principles:

1. Conduct his or her professional life in accord with the public interest.
2. Exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.
3. Deal fairly with the public, with past or present clients or employers and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinions of others.
4. Adhere to the highest standards of accuracy and truth, avoiding extravagant claims for ideas and words borrowed from others.
5. Not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible.
6. Not engage in any practice, which has the purpose of corrupting the integrity of channels of communication or the processes of government.
7. Be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made.
8. Not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased, but actually serving another or undisclosed interest.
9. Not guarantee the achievement of specified results beyond members direct control.
10. Not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of the facts.
11. Not place himself or herself in a position where the members personal interest is or may be in conflict with an obligation to an employer or client, or others, without full disclosure of such interests to all involved.
12. Not accept fees, commissions, gifts or any other consideration from anyone except clients or employers.
13. Scrupulously safeguard the confidences and privacy right of present, former, and prospective clients and employers.
14. Not intentionally damage the professional reputation or practice of another practitioner.

Approved in 1987 as proposed by the North American Public Relations Council (NAPRC), replacing the 1959 code of ethics.

**MEMBERSHIP CATEGORIES**

**Voting Members**

**Individual Professional:** An individual, professionally qualified by education or experience, who devotes at least 50 percent of his or her working time to public relations activities and pays his or her own dues. **The membership belongs to the individual.**

**Institutional Professional:** An individual professionally qualified by education or experience, who devotes at least 50 percent of his or her working time to public relations activities, and who is representing an organization, corporation, governmental agency or similar institution. **The organization pays the dues and owns the membership.**

**Multi-Institutional Professional:** Additional members from the same organization, corporation or governmental agency department who are professionally qualified by education or experience and devote at least 50 percent of their working time to public relations activities. Dues for the first member from an organization are paid at the institutional professional rate. **The organization pays the dues and owns the membership.**

**Retired Professional Membership:** Any professional member who has retired from the full-time practice of public relations for profit and has been a member in good standing for at least five years. If at any time the member chooses to return to the full-time practice of public relations, retired membership rates would no longer apply.

**Associate:** A person professionally or academically qualified for professional membership, but who is temporarily not actively engaged in a public relations profession. **This membership is available for a maximum of one year.**

**Non-Voting Members**

**Student-to-Professional Member:** Any person professionally qualified by education, who has graduated within the past 12 months from an accredited college or university with a degree in the related field of public relations/communications, devotes at least 50% or more of his/her working time to public relations activities, and pays his/her own dues. This membership is available for a maximum of one year.

**Allied:** Any person, either individual or representative of a firm or corporation, interested in the activities of the Association and in an allied field of the public relations profession. If the individual pays the dues, he or she owns the membership. **If an organization pays, the membership belongs to the organization.**

**Student:** Full-time students enrolled in accredited institutions of learning and interested in public relations. Student memberships run from September 1 – August 31. **Students are not required to submit a resume; however, it is recommended. Unofficial transcripts may be requested.**

**DUES**

**FPRA New Membership Dues**

Member Category (Check one.)	Your dues amount if you join FPRA between:			
	Nov – Jan 2020-2021	Feb – Apr 2021	May – July 2021 ½ year      1 ½ year	Aug – Oct 2021 1 ¼ year
<input type="checkbox"/> Individual Professional	\$250.00*	\$187.50*	\$130.00* or \$375.00 <sup>+</sup>	\$312.50 <sup>+</sup>
<input type="checkbox"/> Institutional Professional	\$250.00*	\$187.50*	\$130.00* or \$375.00 <sup>+</sup>	\$312.50 <sup>+</sup>
<input type="checkbox"/> Multi-Institutional Professional*	\$240.00*	\$187.50*	\$130.00* or \$375.00 <sup>+</sup>	\$300.00 <sup>+</sup>
*Note: The Multi-Institutional Professional membership rate can only be purchased by institutions that already own at least one active, full-price Institutional Professional membership. Please provide the name of that member who satisfied this requirement. First Member Name: _____				
<input type="checkbox"/> Allied Individual/Institutional	\$250.00*	\$187.50*	\$130.00* or \$375.00 <sup>+</sup>	\$312.50 <sup>+</sup>
<input checked="" type="checkbox"/> Plus \$50 processing fee for each new member	+\$50.00	+\$50.00	+\$50.00	+\$50.00
<b>Total Amount Enclosed</b> (Make sure your one-time processing fee is included.)	_____	_____	_____	_____
<b>The following membership categories do not require the \$50 processing fee:</b>				
<input type="checkbox"/> Associate Membership	\$70.00*			
<input type="checkbox"/> Student Membership	\$30.00			
<input type="checkbox"/> Student-to-Professional	\$85.00*			
<input type="checkbox"/> Retired	\$20.00*			
			<b>Total Amount Enclosed</b>	_____

\* Membership expires on October 31, 2021. + Membership expires October 31, 2022.

**PAYMENT**

Check made payable to FPRA enclosed     Email invoice to: \_\_\_\_\_

Mastercard    Visa    Discover    AmEx   # \_\_\_\_\_   Exp. Date \_\_\_\_ / \_\_\_\_

Name on Card \_\_\_\_\_

Billing Zip Code \_\_\_\_\_ Security Code (Visa/MC/Disc: 3 digits on back; AmEx: 4 digits on front) \_\_\_\_\_

*If you would like to be considered for a payment plan, please contact the State Office at state@fpra.org or 941-365-2135.*

I hereby apply for membership in the Florida Public Relations Association. I certify that I spend more than 50 percent of my working time in public relations activities. I further pledge, if accepted, to abide by the FPRA Code of Ethics. My payment (check/ credit card) for the appropriate amount is included.

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Application must include your  current resume,  membership dues and  application fee. If you have any questions, please contact the FPRA State Office at 941-365-2135 or state@fpra.org.