



### **Certified Public Relations Counselor (CPRC) Fact Sheet**

- The CPRC certification program is designed to recognize professional growth and achievement of senior members. The CPRC credential is an opportunity, and member benefit, exclusively available to FPRA members who have earned their APR and have a minimum of 10 years experience in the field of public relations. CPRC certification enables candidates to challenge their personal knowledge, skills and abilities and demonstrate proven expertise to current and future employers, clients and peers as one of fewer than 75 Certified Public Relations Counselors in the state of Florida.
- CPRC is our second tier credential. However, it is not APR 2.0. Where the APR exam is an objective exam based on textbook and study guide preparation, the CPRC exam is a subjective exam that requires candidates to draw from their 10 or more years of solid public relations planning and experience in using the principles of R.A.C.E. to solve problems and present solutions. Though no two candidates' answers will be alike, all answers must demonstrate a strategic R.A.C.E. approach to a solution and include addressing of the key elements presented in each scenario.
- The CPRC exam consists of two portions, a written exam and an oral exam. Both exams must be passed to earn the CPRC credential.

#### **Written Exam**

- The written exam consists of 16 case studies with an estimated length of time for answering each question. The time estimates range from 15 to 60 minutes. The length of each time estimate also represents the number of points possible for that question. The total points possible on the written exam are 310. A candidate must score 217 points, 70%, or greater to pass. A total of approximately six hours (including a one hour lunch) is allotted for the exam. The exam will be graded by two FPRA professionals who have earned the CPRC credential. If there is not agreement on pass or fail, a third grader will serve as a tie breaker. Candidates are identified on the written exam by a number, not by name, to protect their privacy.
- Candidates will want to be as thorough as possible in answering each question within close proximity of the time suggested. However, do not make any assumptions that certain actions or steps in the R.A.C.E. formula are "a given." To manage time wisely, outline, or bullet form, is acceptable. Other tips include paying attention to what the question is asking, not reading more into the question (there are no "trick" questions), sketching out your answer before you answer in detail, and factoring your practical experience into your answers. You do not need to worry about mechanics (typos) as long as the answer can be read, and understood, by the graders. However, do proofread answers for clarity, continuity and completeness.
- It is also important to remember that the exam covers a variety of types of scenarios that cross all sectors of the public relations profession. If a candidate's experience has been mostly concentrated in a specific area (corporate, not-for-profit, agency or government for example), the candidate may want to tap into the knowledge of their fellow chapter, and Association, members for a refresher on situations and tasks more specifically tied to their world. Some candidates may even choose to create study groups and sessions with other candidates sitting for the exam to facilitate the exchange of information.

- For those going it alone or who prefer self preparation, reviewing past Golden Image winning entries posted on [www.fpra.org](http://www.fpra.org) is recommended. Regardless of study approach, reviewing our Code of Ethic is suggested.
- The local Credentialing Chair, with the support of the VP of Accreditation & Certification and Staff Office, will arrange a location, date and time that is convenient for both the candidate and the Certified Public Relations Counselor serving as the proctor for the written exam. The proctor will be responsible for preparing the work space, having exam materials ready, reviewing instructions and returning the candidate's completed exam to the state office.

### **Oral Exam**

- The oral exam is designed to evaluate the knowledge, skills and abilities that cannot be evaluated in a written exam, those required to successfully present a public relations plan and gain acceptance and support from decision makers such as senior management, boards of directors, clients and other stakeholders. The oral exam is intended to test your skills in this crucial persuasion process. The goal is to "sell" an idea or a course of action, rather than demonstrate extemporaneous speaking skills. Candidates are encouraged to present a project or program that they already have presented to a client or their management.
- The presentation is evaluated by a panel of FPRA professionals who have earned the CPRC credential. Items evaluated are the introduction, transition, body, conclusion, delivery and effectiveness and overall impression. Each item is scored between 1 and 5 for a total of 35 possible points. A candidate must score 24.5 points, 70%, or greater to pass. The session is also audio-taped.
- Candidates can obtain a copy of the presentation evaluation form from the State Office. The form can be used as a guideline for polishing the presentation you plan to give for the oral exam.
- The local Credentialing Chair, with the support of the VP of Accreditation & Certification and Staff Office, will arrange a location, date and time that is convenient for both the candidate and panelists. The local Credentialing Chair, if Certified, or one of the panelists, will be responsible for having the necessary audio equipment available, facilitating the panelists agreement on pass/fail and returning the score sheets and audio-taped to the state office.

### **Application and Fees**

- Applications may be requested from the State FPRA Office at 40 Sarasota Center Blvd., Ste. 107, Sarasota, FL 34240 or call 941-365-2135. The cost for the exam is \$150.