

How Competitive Are YOU in Today's Marketplace?

CERTIFIED
CPRC
PR COUNSELOR

FPRA's highest credential.....
Your greatest opportunity

CPRC – Why Me?

- **Today's economic climate means greater competition in the marketplace than ever before..... at all career levels.**
- **Can you afford NOT to take advantage of this FPRA member benefit?**
- **CPRC will be a requirement for Counselors' Network membership as of November 2009.**

CPRC Says You.....

- **Challenge yourself to be among the best**
- **Value professional development**
- **Lead by example**
- **Are one of fewer than 75 Certified Public Relations Counselors in the State of Florida**

CPRC – A Wise Investment

- **Many public relations practitioners may find that they do not have the resources (time and money) required for a post graduate degree.**
- **Some may not see the potential for a substantial return on investment.**
- **For \$150, considerably less than the cost of many one day seminars, you can earn credentials that can last a lifetime.**

CPRC – What is it?

- **The CPRC certification program is designed to recognize the professional growth and achievement of senior members.**
- **CPRC is a unique, second tier credential exclusively available to FPRA members.**
- **CPRC is a proactive “short term, minimal cost investment/long term benefit” professional development and career enhancement opportunity.**

CPRC – What is it not?

- **Though CPRC is our second tier credential, 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.**
- **Only for agency practitioners**

CPRC – Who's Eligible?

To sit for the CPRC exam, candidates must:

- **have earned the Accredited in Public Relations (APR) designation from the Universal Accreditation Board (UAB).**
- **have a minimum of 10 years of professional practice in public relations.**

CPRC – What's Involved?

- **The CPRC exam consists of two portions, a written exam and an oral exam.**
- **The written exam consists of essay questions. Though no two candidates' answers are expected to be alike, all answers are expected to demonstrate a strategic approach and address key elements presented in each scenario.**
- **The oral exam consists of a 30 minute presentation**

CPRC – The Written Exam

- **16 essay questions based on case studies with an estimated length of time to answer each question.**
- **The time estimates range from 15 to 60 minutes.**
- **The time estimate also represents the number of points possible for the particular question.**
- **To manage time wisely, outline or bullet form is acceptable. Answers can be expanded as time permits.**

CPRC - The Written Exam

- **A total of approximately six hours (including one hour for lunch) is allotted for the exam.**
- **The total points possible are 310. A score of 217 points (70%) or greater is required to pass.**
- **Candidates will be identified by a code, not by name, to protect their privacy.**
- **The exam will be graded by two CPRC FPRA members. If there is no agreement on pass or fail, a third will serve as a tie breaker.**

CPRC – The 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.**

CPRC – The Oral Exam

- **Candidates are required to present a project or program, preferably one that has been recently presented to a client or management.**
- **30 minutes is allotted for the oral exam, including time for Q & A.**
- **Visual aids may be used, but are not required. If A-V materials were not needed for the original presentation, they do not need to be created for the oral exam.**

CPRC – The Oral Exam

- **Items evaluated are the introduction, transition, body, conclusion, delivery, effectiveness and overall impression.**
- **30 minutes is allotted for the oral exam, including time for Q & A.**
- **The presentation is made to a panel of three CPRC FPRA members. The total points possible on the oral exam are 35. A score of 24.5 points (70%) or greater is required to pass.**

CPRC – How Can I Prepare?

- **Form study groups to tap into the knowledge of fellow FPRA members**
- **Review PR case study books**
- **Review winning Golden Image entries posted on www.fpra.org**

CPRC –The Process

- **Send your completed application to the State Office along with payment**
- **Notify your local Accreditation and Certification Chair of your intent to sit for the exam**
- **Your local Accreditation and Certification Chair will arrange dates, times and locations that are convenient for you, a proctor for the written exam and panelists for the oral exam.**

CPRC – My Results

- **The State Association Office strives for a two-week turnaround. However, depending on the number of candidates at any one time and the availability of graders and panelists, please allow 30 days.**
- **We know this is important to you and will communicate with you in a timely manner.**

CPRC – What if I Don't Pass?

- **The oral exam may be repeated after 30 days with no charge.**
- **The written exam may be repeated after 30 days for a \$75 fee.**
- **These fees apply only if the retake(s) is/are done within twelve months of the original attempt. Otherwise, full fees will apply.**

CPRC – For More Information

- **Contact your local Accreditation and Certification Chair**
- **Contact the State Office at 941-365-2135 or state@fpra.org**
- **Contact VP of Accreditation and Certification Jeff Nall, APR, CPRC at 850-432-1475 ext 130 or jnall@coawfla.org**

CPRC – Good Luck!

- **As always, FPRA is here to support its members and their professional development in any way possible.**
- **Please let us know how we can help you achieve your goals!**