CPRS
MEMBERSHIP

CPRS | SCRP

The Communications and Public Relations Society of Canada (CPRS) is a voluntary organization people who practice communications and public relations in Canada and abroad consisting of 13 Member Societies based in major cities or organized province-wide. Members work to maintain the highest standards and to share a uniquely Canadian experience in public relations and communications management.

ACCREDITATION

The APR® designation (Accredited in Public Relations) is a respected measure of professional experience and competence in the field of public relations. This designation is designed for professionals with more than five years experience in the field. Access the APR® Accreditation Handbook for more information.

The application deadline is December 1st, every year. Eligible applicants submit a detailed work sample and complete a written and oral exam. Members have online access to the self-assessment readiness tool, examples of work samples and past exams.

APR ACCREDITED IN PUBLIC RELATIONS

THE PUBLIC RELATIONS KNOWLEDGE (PRK®) EXAM

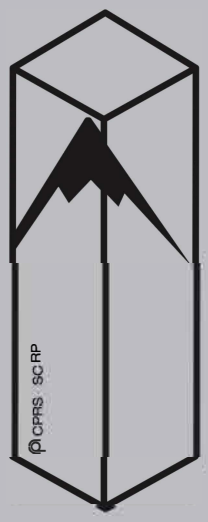
The PRK exam is the only standardized public relations entry-to-practice exam in Canada. Those who successfully complete the PRK exam will enter the job market, bringing tangible evidence of their knowledge and readiness for the workplace.

It is designed for recent graduates from public relations programs who are looking for a way to demonstrate their knowledge of public relations practice. The examination is offered virtually.

PRK | CRP

AWARDS PROGRAM

The CPRS Awards Program honours outstanding performance and service by members of the Society. These awards are exclusive to CPRS members and are a source of both individual and group prestige. The Awards Program showcases Canada's best public relations talent and offers a special opportunity to be recognized by one's peers for outstanding work and contribution to the profession and CPRS.



AWARDS OF EXCELLENCE

- based on entrants submitting their own work
- celebrates exemplary achievements by professionals.

MAJOR AWARDS

- based on nominations by peers
- members are recognized for outstanding contribution to public relations, the advancement of public relations itself on behalf of the Society, the attainment of the highest level of professional achievement, and to exceptional public service.

Further details about the awards program are available online.

PROFESSIONAL DEVELOPMENT

CPRS hosts an annual National Conference which provides unique educational and networking opportunities with public relations and communications management professionals from across Canada. Other professional development opportunities include: one-day regional conferences, webinars and partnered events.

CPRS members have access to Member rates with the Public Relations Society of America (PRSA) including their Professional Interest Section events. Visit the PRSA website for a list of professional interest sections and their upcoming events at www.prsa.org.

CPRS agency members may join the PRSA Counselors Academy, which provides opportunity to improve counselling and firm management skills with a variety of professional development activities including annual conferences, publications, online resources and a powerful worldwide peer network.

Local Member Societies also host workshops, seminars and networking opportunities throughout the year.

LEADERSHIP OPPORTUNITIES

A member-driven Society, CPRS National is directed by a volunteer Board of Directors and various Councils, Committees, and Task Forces with a leadership of professionals who are experts in the industry. There are numerous opportunities to become involved on both a National and Local Society level.

RESOURCES

CPRS MEMBERSHIP DIRECTORY

- online directory of members in good standing listed by Local Society, alphabetically, and by industry category for easy reference.

PRSA'S THE PUBLIC RELATIONS STRATEGIST

- a special Member rate to the quarterly publication focusing on strategic issues in public relations.

PRSA'S PUBLIC RELATIONS TACTICS

- a special Member rate for an award-winning monthly newspaper that delivers practical, how-to information by a public relations practitioner.

MISSION

The Communications and Public Relations Society of Canada, as a distinct Canadian association, seeks to:

- group all public relations practitioners in Canada and to foster their professional interests;
- advance the professional stature of public relations, in cooperation with its regional Member Societies and with like-minded organizations in other countries; and
- oversee its practice for the benefit and protection of the public interest.

THE NATIONAL RESOURCE LIBRARY

Managed by Mount Royal University, the CPRS National Resource Library provides Member-only online access to the finest work by Canadian practitioners, including the winning entrants of the CPRS Awards of Excellence and successful accreditation work samples. A broad collection of current hard copy and electronic English and French case studies, award winning public relations campaigns and other information sources are also available.

INSURANCE

PROLINK offers CPRS Member pricing for insurance solutions customized to the public relations industry and the professionals who compose it. CPRS and PROLINK have worked closely to develop a comprehensive program of insurance products to meet the needs of CPRS members.

CAREER FILE

The CPRS National Career File online job listing is a free service for public relations and communications professionals seeking new employment opportunities. For prospective employers or recruiters, the CPRS National Career File offers Member pricing and a highly-targeted vehicle to reach public relations and communications professionals from across Canada.

GLOBAL ALLIANCE

The CPRS is a founding Member of the Global Alliance for PR and Communication Management. The Global Alliance is a confederation of the world's major PR and communication management associations and institutions, representing 160,000 practitioners and academics around the world. Members have access to resources through **globalalliancepr.org**

Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest.

CPRS.CA

HOW TO APPLY FOR MEMBERSHIP

Further details on eligibility and the application form, contact the Local Member Society or the National Office.

To join online, visit **cprs.ca**

CATEGORIES OF MEMBERSHIP

MEMBER

The applicant shall be: employed full time in public relations or communications management; or teach or administer a public relations course; or possess a diploma, certificate or degree in public relations.

National Annual Fee:
$337.00* + HST /GST + Local Society Fee

EMERGING PROFESSIONALS

The applicant has been employed less than two years in public relations. After two years of membership at the Emerging Professionals level, the Member would be required to renew as a full Member.

National Annual Fee:
$179.00 + HST/GST + Local Society Fee**

ASSOCIATE

The applicant is not employed full time in public relations, or is employed in functions partially related to public relations.

National Annual Fee:
$337.00* + HST/GST + Local Society Fee

STUDENT

The applicant is a full-time student of a college, university or other educational institution in Canada. Or can be a part-time student who is working towards a degree, diploma or certificate, who is not presently employed in the area of public relations and communications management in a paid capacity.

National Annual Fee
$91 + HST/GST includes Local Society Fee

*New Member Initiation fee of $50.00 applies.

**New Member Initiation fee of $25.00 applies.