

CPRS MEMBERSHIP



Canadian Public
Relations Society

| Société canadienne
des relations publiques

The Canadian Public Relations Society (CPRS)

is a voluntary organization of men and women who practice 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.



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.



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 globalalliancecpr.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:

\$329.00* + 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:

\$175.00** + 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:

\$329.00* + 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

\$89 + HST/GST includes Local Society Fee

*New Member Initiation fee of \$50.00 applies.

**New Member Initiation fee of \$25.00 applies.