

## Join Today!

Become a member of the Canadian Public Relations Society by visiting [www.cprs.ca](http://www.cprs.ca) to register online, or contact your local Membership Chair to receive a membership package.

## Member Referral Has Its Rewards

The CPRS Member Referral Program rewards members for encouraging public relations colleagues to join CPRS.

CPRS will credit you \$50 for every applicant who becomes a full member as a result of your referral.\*

Credits can be applied to any national program, including accreditation application, awards applications, national conference registration, or member renewal fees.

For more information, [visit www.cprs.ca](http://www.cprs.ca).



\* Limitations apply - visit [www.cprs.ca](http://www.cprs.ca) for details.

## Membership Categories

Membership in CPRS is restricted to individuals. Most applicants for CPRS membership will fall under one of the following categories:

**Full Members** - Individuals who devote the majority of their "work-for-pay" time to the practice of public relations.

**Associate Members** - Individuals who work for suppliers of service to the field of public relations (e.g. media wire services) or for organizations with logical association to the public relations industry.

**Student / Affiliate Members** - Individuals enrolled full-time in studies that would lead them to a career in public relations.

Subject to approval, Affiliate Membership may be granted to individuals who are enrolled in part-time studies that would lead them to a career in public relations.

## CPRS Member Societies

Visit [www.cprs.ca](http://www.cprs.ca) for a listing of all CPRS Member Societies.

CPRS is proud to be affiliated with these national and international public relations organizations:

Public Relations Society of America - [www.prsa.org](http://www.prsa.org)

Global Alliance for Public Relations and Communications Management - [www.globalpr.org](http://www.globalpr.org)

# Canadian Public Relations Society

Advancing Public Relations and Communications Management in Canada



Become a member today.



The Canadian Public Relations Society, Inc.

## About CPRS

The Canadian Public Relations Society (CPRS) is a national association of public relations professionals and has been part of the public relations profession in Canada for more than 60 years.

Members of CPRS are pledged to maintain the spirit and ideals of the CPRS Code of Professional Standards, and consider these essential to the practice of public relations.

*"The extensive professional network that I have today is largely CPRS-connected, and it extends across Canada. My involvement has provided me with the chance to build management skills, on my own initiative, that my employers have valued, and these skills have helped me to advance my career. The return on my CPRS investment has been extremely positive!"*

*- Blair Peberdy, APR  
Vice President  
Marketing, Communications, Public Affairs and  
Chief Conservation Officer,  
Toronto Hydro*

CPRS is dedicated to providing value to members through an array of benefits at each stage of their careers, and to advancing the stature of the public relations profession within the business community.

## The Benefits of Membership

### Professional Development and Volunteerism

Serving on the Board of Directors or as a committee volunteer at the local and / or national level can be rewarding and enriching for practitioners at any stage of their careers.

Through relationships with local colleges and universities, CPRS members can mentor students pursuing a career in public relations, a beneficial experience for both students and professionals.

Members who take an active interest in the strategic direction of the CPRS make a valuable contribution toward the long-term viability of the Society and advancement of the profession.

### Awards and Accreditation

The APR (Accredited in Public Relations) accreditation is an industry standard for measuring professional excellence in public relations. Members who pursue the APR accreditation demonstrate a commitment to upholding the highest standard of excellence in public relations practice, as recognized by industry peers.

Members may also submit work to the CPRS National Awards program, and where available, local Member Society awards programs. Gaining recognition for one's achievements can be both personally and professionally rewarding.

## More Benefits...

### Great Networking Opportunities

As a member of CPRS, you are part of a national network of more than 1,800 public relations professionals, spanning a variety of sectors and representing a broad base of knowledge and expertise.

Through local professional development events and the annual CPRS National Conference members can connect with professional peers and learn from industry leaders sharing knowledge and best practices on a range of topics.

### Value Added Affiliations

Through CPRS' affiliation with the Public Relations Society of America (PRSA) and Global Alliance for Public Relations and Communications Management, a global network of communications and public relations organizations, CPRS members have exceptional access to additional resources and public relations professionals around the globe.



New members of the CPRS College of Fellows honoured at the 2008 national conference