



Canadian Public  
Relations Society

Advancing Public Relations &  
Communications Management

Société canadienne  
des relations publiques

Pour une gestion optimisée des  
relations publiques et des communications

# MEMBERSHIP APPLICATION

**Please type or print clearly.** Complete ALL sections of the form. Give full details of your current and past positions' functions (append additional information or position description if there is insufficient space on form). Be sure your signature appears on page 4. *Please note: As a result of the Federal Privacy Legislation (Bill C6), you are not obligated to provide us with your birthdate or home address.*

## ELIGIBILITY

- 1. Member:** On the date of application, the applicant shall be employed in public relations or teach or administer a public relations course, or possess a diploma, certificate or degree in public relations.
- 2. Affiliate:** On the date of application, the individual has been employed full time less than two years in public relations. After two years of membership at the Affiliate level, the member would be required to renew as a full member.
- 3. Associate:** On the date of application, the individual is not employed full time in public relations, or is employed in functions partially related to public relations.
- 4. Individual Member:** The applicant must live and work outside specific geographical areas and must meet the eligibility requirements as for Member.

**HOW TO SUBMIT:** Forward the completed application form, signed by the applicant, directly to the National Office.

**DUES:** A cheque payable to The Canadian Public Relations Society, Inc., or credit card information covering the initiation fee, National and Member Society dues and applicable GST/HST must accompany the application.

Name of Member Society.....

Name.....

Organization/Employer.....

Business Address.....

Position or Title .....

City ..... Province ..... Postal Code .....

E-Mail.....

Business Telephone (     ) ..... Fax (     ) .....

### Nature of organization's business or activity:

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Association           | <input type="checkbox"/> Government - Federal    | <input type="checkbox"/> Industry/Manufacturer   |
| <input type="checkbox"/> Charitable/Non-Profit | <input type="checkbox"/> Government - Municipal  | <input type="checkbox"/> PR Agency/PR Consultant |
| <input type="checkbox"/> Crown Corporation     | <input type="checkbox"/> Government - Provincial | <input type="checkbox"/> Service                 |
| <input type="checkbox"/> Education             | <input type="checkbox"/> Government - Regional   | <input type="checkbox"/> Utility                 |
| <input type="checkbox"/> Financial Services    | <input type="checkbox"/> Health                  | <input type="checkbox"/> Private Sector, Other   |

Other (specify) .....

Date of birth (DD/MM/YY) ..... **Language of Society Mailings:** ☐ English ☐ French

Home Address .....

City ..... Province ..... Postal Code .....

Home Telephone (     ) ..... Fax (     ) .....

E-Mail.....

**Address to be used for Society mailings and Directory listing:** ☐ Business ☐ Home

Referred by..... Referred by email .....

Have you ever been accepted for membership in CPRS before? ☐ Yes ☐ No

Member Society ..... From: ..... To: .....

Were you accredited by CPRS? ☐ Yes ☐ No

Educational background (complete in detail giving dates and levels of achievement): .....

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### INFORMATION ON PRESENT POSITION

Please indicate the approximate percentage of time you spend on the following functions applicable to your current position.  
Percentages should add up to 100%.

..... Public Relations Management and Administration

..... Writing/Editing

..... Social Media

..... Community Relations

..... Public Relations Teaching

..... Media Relations

..... Institutional/Corporate Advertising

..... Public Relations Counselling

..... Publicity

..... Issues Management

..... Employee Relations

..... Other

..... Government Relations

..... Special Events

Please give information on present public relations responsibilities below. If more space is required, please use separate sheet and attach.

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Length of tenure in your present position: From (MM/YY)..... to present

### INFORMATION ON PREVIOUS POSITIONS

Position/Title ..... From (MM/YY): ..... To (MM/YY): .....

Organization: ☐ same or: .....

Describe your responsibilities .....

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Position/Title ..... From (MM/YY): ..... To (MM/YY): .....

Organization: ☐ same or: .....

Describe your responsibilities .....

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**If necessary, attach information on other previous positions.**

## CODE OF PROFESSIONAL STANDARDS

Members of the Canadian Public Relations Society, Inc. (the "Society"), pledge to uphold the letter and spirit of this Code of Professional Standards. Members will ensure that any breach of this Code by fellow Members is reported to the Society authorities in accordance with the Regulations of the Society. Any breaches of the Code will be dealt with at either the National or Member Society level according to the decision of the National Judicial Review Committee.

Society members shall strive to improve their individual professional proficiency and advance their knowledge and competency through continuing research and professional development. Paramount in this respect is the achievement of professional accreditation by each member, which should be sought actively within seven years of joining the Society.

**1. A member shall practice public relations according to the highest professional standards.**

Members shall conduct their professional life in a manner that does not conflict with the public interest and the dignity of the individual, with respect for the rights of the public as contained in the Constitution of Canada and the Charter of Rights and Freedoms.

**2. A member shall deal fairly and honestly with the communications media and the public.**

Members shall neither propose or act to improperly influence the communications media, government bodies or the legislative process. Improper influence may include conferring gifts, privileges or benefits to influence decisions.

**3. A member shall practice the highest standards of honesty, accuracy, integrity and truth, and shall not knowingly disseminate false or misleading information.**

Members shall not make extravagant claims or unfair comparisons, nor assume credit for ideas and words not their own.

Members shall not engage in professional or personal conduct that will bring discredit to themselves, the Society or the practice of public relations.

**4. A member shall deal fairly with past or present employers / clients, with fellow practitioners, and with members of other professions.**

Members shall not intentionally damage another practitioner's practice or professional reputation.

Members shall understand, respect and abide by the ethical code of other professions with whose members they may work from time to time.

**5. A member shall be prepared to disclose the name of their employer or client for whom public communications are made and refrain from associating themselves with anyone that would not respect such policy.**

Members shall be prepared to disclose publicly the name of their employer or client on whose behalf public communications is made.

Members shall not associate themselves with anyone claiming to represent one interest or professing to be independent or unbiased, but actually service another or undisclosed interest.

**6. A member shall protect the confidences of present, former and prospective employers / clients.**

Members shall not use or disclose confidential information obtained from past or present employers / clients, without the express permission of the employers /clients, or upon the order of a court of law.

**7. A member shall not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of the facts.**

Members shall not permit personal or other professional interests to conflict with those of an employer / client without fully disclosing such interests to everyone involved.

**8. A member shall not guarantee specified results beyond the member's capacity to achieve.**

**9. Members shall personally accept no fees, commissions, gifts or any other considerations for professional services from anyone except employers or clients for whom the services were specifically performed.**

STATEMENT OF APPLICANT

I hereby apply for membership in the The Canadian Public Relations Society, Inc., and attest to the accuracy of the information contained in this application. I agree to accept the Society's decision regarding this application for membership. I have read and understand the Society's "Code of Professional Standards" as outlined in this application form. I agree to abide by this Code and Bylaws and Regulations as established by the Society.

Signature of Applicant..... Date.....

Membership dues may be paid by: ☐ VISA    ☐ AMEX    ☐ MASTERCARD    ☐ Cheque enclosed

Name on the Card.....

Card No. .... Expiry date .....

Signature.....

**Member Society Use**

Approved by Member Society's Membership CommitteeDate.....

**National Society Use**

Verified by National Office.....Date .....

Category:    ☐ Member    ☐ Affiliate    ☐ Associate

Recommended Accreditation EligibilityDate.....