Overview of the Florida Public Relations Association by Tom McNicholas

A successful media professional, Tom McNicholas directs the public relations and marketing initiatives of his clients as president of McNicholas & Associates. The firm represents a diverse clientele, including landowners, government agencies, environmentalists, builders, and attorneys, among others. In recognition of his accomplishments, Tom McNicholas has received numerous accolades and awards, including multiple ADDY Awards, an Emmy nomination, and the Crisis Communicator of the Year Award from the [Florida Public Relations Association](http://www.fpra.org/%E2%80%8E) (FPRA).

Question: What is the FPRA?

Tom McNicholas: Established in 1938, the FPRA is the oldest organization of public relations professionals in the country. The organization was founded by Lieutenant Colonel John W. Dillin.

Question: What is the organization’s mission?

Tom McNicholas: The FPRA is dedicated to assisting practitioners perform their jobs better by providing resources such as continuing education courses, development programs, and professional accreditation opportunities.

Question: Who are the FPRA’s members?

Tom McNicholas: The FPRA is comprised of nearly 1,500 members, both industry professionals and students. Members stem from a variety of industries, including counseling firms, government entities, not-for-profit organizations, and independent public relations practitioners.