



APR Workshop Schedule -- Spring 2018

Location: **TBD (stay tuned!)**
Time: **Mondays, 6:00 p.m. – 7:00 p.m.**
Textbook: [Cutlip & Center's Effective Public Relations, 11th Ed](#)
Study Guide: www.praccreditation.org/resources/documents/apr-study-guide.pdf (Fourth Edition)

DATE - 2018	TOPIC	STUDY GUIDE	Effective PR CHAPTER HIGHLIGHTS	% OF EXAM
Feb. 26	KICK-OFF Intro to Accreditation Application Process FAQs for 2018 Exam	APR Study Guide, pp 5-9, 14; 127-146	Chapters 1, 2	
March 5	Written Submission Portfolio Preparation Panel Presentation			
March 12	Communication Models, Theories and History	pp. 111-127	Chapters 1, 4 (History), 7, 8 & 12	8%
March 16	Deadline to Submit Eligibility Form / Application – 5:00 pm			
March 19	NO CLASS – SPRING BREAK			
March 26	RPIE: Research	pp. 28-43	Chapter 11	33% for all of RPIE
April 2	RPIE: Planning, Implementation, Evaluation	pp. 20-59	Chapters 12-14	33% for all of RPIE
April 9	Ethics & Law	pp. 100-107	Chapters 5 & 6	13%
April 13	Deadline for WRITTEN SUBMISSIONS – 5:00 pm			
April 16	Managing Issues and Crisis Communications	pp. 107-111	Chapters 1, 11-13	13%
April 23	Managing Relationships (Includes Media Relations, internal com., electronic com.)	pp. 86-96	Chapters 4, 6, 7, 9, 10, 12 & 16	15%
April 30	Leading the PR Function (Includes: Business Literacy, Mgt Skills, Org structure, Leadership Skills, Problem Solving)	pp. 63-81	Chapters 2, 3, 4, 9, 11, 15-19	18%
May 7	MOCK PANEL PRESENTATIONS			
May 14-18	PANEL PRESENTATIONS			
APR Chairs/ Coaches:				
Rich Donley, APR 407-347-9675 rdonley@mccicorp.com		Mandy J. Kimmer, APR, CPRC 407-456-9107 Amanda.Kimmer@ocfl.net	Susan D. Ennis, APR, CPRC 407-474-2082 susanennisapr@gmail.com	