**APR Workshop Schedule FALL 2019**



**Mondays, 6 p.m. – 7:30 p.m.**

**Sept. 16,** [**Webin­­­­­ar**](https://ocfl.webex.com/ocfl/j.php?MTID=mf5ccdf8affd0634bd0a308d4c581c4bd) Use access code: 808 762 814 Trouble accessing? Text: 407-257-4781

**Sept. 23 – Oct. 21,**

**University of Central Florida Downtown Campus**

Communication and Media Building, Conference Room 201

500 West Livingston Street, Orlando, FL 32801

**Textbook:** [Cutlip & Center's Effective Public Relations, 11th Ed](https://www.amazon.com/Cutlip-Centers-Effective-Public-Relations/dp/0132669153)

**Study Guide:** [www.praccreditation.org/resources/documents/ apr-study-guide.pdf](http://www.praccreditation.org/resources/documents/apr-study-guide.pdf) *(4th Edition)*

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| **DATE** | **TOPIC** | **STUDY GUIDE** | ***Effective PR* CHAPTER HIGHLIGHTS** | **% OF EXAM** |
| **Sept. 16**  [Webinar](https://ocfl.webex.com/ocfl/j.php?MTID=md8749b8e299d449dd35d1d01423d2fd1) | **KICK-OFF**  Intro to Accreditation  Application Process  FAQs for 2018 Exam  Written Submission  Portfolio Preparation  Panel Presentation | APR Study Guide, pp 5-9, 14; 127-146 | Chapters 1, 2 |  |
| **Sept. 23** | **RPIE:**  Research  Planning,  Implementation,  Evaluation | pp. 28-43  pp. 20-59 | Chapter 11  Chapters  12-14 | 33% for all of RPIE |
| **Sept. 30 - Deadline to Submit ELIGIBILITY FORM/APPLICATION to UAB – 5 PM** | | | | |
| **Sept. 30** | Communication Models, Theories and History;  Ethics & Law | pp. 111-127  pp. 100-107 | Chapters 1,  4, 7, 8 & 12;  5 & 6 | 8%  13% |
| **Oct. 7** | Managing Issues and Crisis Communications | pp. 107-111 | Chapters 1, 11-13 | 13% |
| **Oct. 7 – Deadline for WRITTEN SUBMISSIONS – 5 PM** | | | | |
| **Oct. 14** | Managing Relationships  (Includes Media Relations, internal com., electronic com.) | pp. 86-96 | Chapters 4, 6, 7, 9, 10, 12 & 16 | 15% |
| **Oct. 21** | 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% |
| **Oct. 28 – MOCK PANEL PRESENTATIONS** | | | | |
| **Nov. 11-15** **–**  **PANEL PRESENTATIONS** | | | | |

**APR Chairs / Coaches**

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