



APR Workshop Schedule FALL 2017

Location: HD Supply
501 West Church Street, Orlando, FL 32801

Time: Mondays, 6:00 pm – 7:00 pm

Text: [Cutlip & Center's Effective Public Relations, 11th Ed](#)

Study Guide: www.praccreditation.org | [APR Study Guide](#)

DATE	APR COACH	TOPIC	STUDY GUIDE	Effective PR CHAPTER HIGHLIGHTS	% OF EXAM	GUEST APR To be announced
Sept. 18		KICK-OFF Intro to Accreditation Application Process FAQs for 2017 Exam Written Submission Portfolio Preparation Panel Presentation	APR Study Guide, pp 5-9, 14; 127-146	Chapters 1, 2		
Sept. 25		RPIE: Research	pp. 28-43	Chapter 11	33% for all of RPIE	
Sept. 29	Deadline to Submit Eligibility Form / Application to UAB – 5:00 pm					
Oct. 2		RPIE: Planning, Implementation, Evaluation	pp. 20-59	Chapters 12-14	33% for all of RPIE	
Oct. 9		Communication Models, Theories and History	pp. 111-127	Chapters 1, 4 (History), 7, 8 & 12	8%	
Oct. 23*		Ethics & Law	pp. 100-107	Chapters 5 & 6	13%	
Oct. 27	Deadline for WRITTEN SUBMISSIONS – 5:00 pm					
Oct. 30		Managing Issues and Crisis Communications	pp. 107-111	Chapters 1, 11-13	13%	
Nov. 6		Managing Relationships (Includes Media Relations, internal com., electronic com.)	pp. 86-96	Chapters 4, 6, 7, 9, 10, 12 & 16	15%	
Nov. 13		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%	
Nov. 27*	All	MOCK PANEL PRESENTATIONS				
Dec. 4-8	All	PANEL PRESENTATIONS				

APR Chairs/Coaches

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*Skipping a week for fall break and
Thanksgiving holiday.