



APR Workshop Schedule FALL 2018

Location: Sept. 10, [Webinar](#)
 Sept. 17-Oct. 29, &Barr, 600 E. Washington St., Orlando
Time: Mondays, 6 p.m. – 7:30 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	TOPIC	STUDY GUIDE	Effective PR CHAPTER HIGHLIGHTS	% OF EXAM
Sept. 10 Webinar <i>all others are in-person at &Barr (address above)</i>	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. 17	RPIE: Research Planning, Implementation, Evaluation	pp. 28-43 pp. 20-59	Chapter 11 Chapters 12-14	33% for all of RPIE
Sept. 17 Deadline to Submit ELIGIBILITY FORM/APPLICATION to UAB – 5:00 p.m.				
Sept. 24	Communication Models, Theories and History; Ethics & Law	pp. 111-127 pp. 100-107	Chapters 1, 4, 7, 8 & 12; 5 & 6	8% 13%
Oct. 1	Managing Issues and Crisis Communications	pp. 107-111	Chapters 1, 11-13	13%
Oct. 5 Deadline for WRITTEN SUBMISSIONS – 5:00 p.m.				
Oct. 8 NO CLASS – FALL BREAK				
Oct. 15	Managing Relationships (Includes Media Relations, internal com., electronic com.)	pp. 86-96	Chapters 4, 6, 7, 9, 10, 12 & 16	15%
Oct. 22	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. 29 MOCK PANEL PRESENTATIONS				
Nov. 5 - 9 PANEL PRESENTATIONS				

APR Chairs / Coaches

PRSA Rich Donley, APR 407-347-9675 rdonley@mccicorp.com	FPRA Mandy J. Kimmer, APR, CPRC 407-456-9107 Amanda.Kimmer@ocfl.net
Susan D. Ennis, APR, CPRC 407-474-2082 susanennisapr@gmail.com	Tommiea Jackson, APR 662-609-0169 Tommiea.Jackson@ucf.edu