



APR Workshop Schedule SPRING 2020

Time: Mondays, 6 p.m. – 7:30 p.m.

Location: Various locations:

Webex

Turner Construction | 135 West Central Blvd Suite 950 | Orlando, Florida 32801
 Orange County Government | 450 E South Street | Orlando, Florida 32801

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
Week of February 17	One-on-one introduction to the APR process, including the application process, FAQs for the exam, written submission, portfolio preparation, and panel presentation. Contact Laura and Mimi to schedule the intro.	APR Study Guide, pp 5-9, 14; 127-146	Chapters 1,	
March 2	RPIE: Research Planning, Implementation, Evaluation	pp. 28-43 pp. 20-59	Chapter 11 Chapters 12-14	33% for all of RPIE
March 9 - Deadline to Submit ELIGIBILITY FORM/APPLICATION to UAB – 5 PM				
March 9	Communication Models, Theories and History; Ethics & Law	pp. 111-127 pp. 100-107	Chapters 1, 4, 7, 8 & 12; 5 & 6	8% 13%
March 16 – NO CLASS SPRING BREAK				
March 23	Managing Issues and Crisis Communications	pp. 107-111	Chapters 1, 11-13	13%
March 27 - Deadline for WRITTEN SUBMISSIONS – 5 PM				
March 30	Managing Relationships (Includes Media Relations, internal com., electronic com.)	pp. 86-96	Chapters 4, 6, 7, 9, 10, 12 & 16	15%
April 6	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%
April 13 - MOCK PANEL PRESENTATIONS (Turner Construction Office)				
April 27 - May 1 - PANEL PRESENTATIONS (Orange County Government)				

APR Chairs / Coaches

<p>PRSA Laura Lord-Blackwell, APR 407-257-4781 Laura.Lord@ocfl.net</p>	<p>FPRA Tommiea Jackson, APR 662-609-0169 Tommiea.Jackson@ucf.edu</p>
<p>Mimi Flatley, APR 407-885-1405 mflatley@tcco.com</p>	