



**APR Prep Course Schedule – Spring 2021**  
Orlando FPRA and PRSA chapters

<b>Timeline:</b>	Informational Session	February 10, 6:30– 7:30 p.m.
	Study Sessions	February 24 – April 14
	Mock Panel presentations	April 19 – April 30
	Panel Presentations	May 3 – May 14

**Study Sessions:**

Held each Wednesday, February 24 through April 14. Noon – 1:30 p.m. via Zoom

Session	Topic	Textbook*	Study Guide
Week 1 Feb. 24	<b>Public Relations: A management function</b> ( + Overview of Panel Presentation/exam)	chps. 1, 2, & 3	pp. 16-19 pp. 0-15
Week 2 March 3	<b>Ethics &amp; Law</b> (15%)	chps. 5 & 6 AP Stylebook: Briefing on media law	pp. 100-106
Week 3 March 10	<b>RACE/RPIE Part 1</b> (30%) Research & Planning	chps. 11 & 12	pp. 20-62
Week 4 March 17	<b>RACE/RPIE Part 2</b> (30%) Implementation & Evaluation	chps. 13 & 14	pp. 20-62
Week 5 March 24	<b>Managing Issues &amp; Crisis Communications</b> (15%)	chps. 1, 11-13	pp. 107-110
Week 6 March 31	<b>Managing Relationships</b> (15%) (Includes: Internal comm, media relations, etc.)	chps. 4, 6, 7, 9, 10, 12	pp. 86-100
Week 7 April 7	<b>Communication Models, Theories &amp; PR History</b> (5%) (Bonus – ½ hour wrap up session?)	chps. 4, 7 & 8	pp. 111-123
Week 8 April 14	<b>Leading the PR function</b> (20%) (Includes: Business Literacy, Mgt Skills, Org Structure, etc.)	chps. 2, 3, 4, 9, 11	pp. 63-85

\*Textbook: Cutlip & Center’s Effective Public Relations, 11<sup>th</sup> edition

APR Study Guide: <https://www.praccreditation.org/>

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