



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

**Informational Session:** Sept. 14, 6:30 – 7:30 p.m.

**Study Sessions:** Held on Tuesdays (except for Nov. 1) Sept. 21 through Nov. 9/Noon or 6 p.m. start time

<b>Session</b>	<b>Topic</b>	<b>Textbook*</b>	<b>Study Guide</b>
Week 1 Sept. 21 Noon	<b>Public Relations: A management function</b> ( + Overview of Panel Presentation/exam) Presenter: Lauren Martinez, APR	chps. 1, 2, & 3	pp. 17-20 pp. 5-16
Week 2 Sept. 28 Noon	<b>Ethics &amp; Law</b> (15%) Presenter: Pam Nulman, APR, CPRC	chps. 5 & 6 AP Stylebook: Briefing on media law	pp. 103-109
Week 3 Oct. 5 6 p.m.	<b>RACE/RPIE Part 1</b> (30%) Research & Planning Presenter: Jennifer Moss Wilson, APR, CPRC	chps. 11 & 12	pp. 21-64
Week 4 Oct. 12 6 p.m.	<b>RACE/RPIE Part 2</b> (30%) Implementation & Evaluation Presenters: Jennifer Moss Wilson, APR, CPRC & Jay Wilson, APR, CPRC	chps. 13 & 14	pp. 21-64
Week 5 Oct. 19 6 p.m.	<b>Communication Models, Theories &amp; PR History</b> (5%) Presenter: Kali Hammond, APR	chps. 1, 11-13	pp. 114-130
Week 6 Oct. 26 6 p.m.	<b>Managing Issues &amp; Crisis Communications</b> (15%) (Includes: Internal comm, media relations, etc.) Presenter: Rich Donley, APR	chps. 4, 6, 7, 9, 10, 12	pp. 110-113
Week 7 Nov. 1 6 p.m.	<b>Managing Relationships</b> (15%) Presenters: AnnMarie Varga, APR & Scott McCallum, APR	chps. 4, 7 & 8	pp. 88-102
Week 8 Nov. 9 6 p.m.	<b>Leading the PR function</b> (20%) (Includes: Business Literacy, Mgt Skills, Org Structure, etc.) (Bonus – ½ hour wrap up session) Presenter: Megan Paquin, APR, CPRC	chps. 2, 3, 4, 9, 11	pp. 65-87

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

APR Study Guide: [https://accreditation.prsa.org/MyAPR/Content/Resources/Resources\\_for\\_Candidates.aspx](https://accreditation.prsa.org/MyAPR/Content/Resources/Resources_for_Candidates.aspx)

**APR Chairs/Coaches**

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