



**Missouri School Public Relations Association
Accreditation Preparation
2019-2020 Study Cohort**

MOSPRA Accreditation Chairs: Michelle Mueller, APR
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Review Course Location: Join.me

Review Course Dates/Times: MOSTLY SECOND FRIDAYS OF EACH MONTH
11:30 a.m.-1 p.m.
Friday, Sept. 13, 2019
Friday, Oct. 11
Friday, Nov. 15 – Note this is the 3rd Friday due to
MOSPRA Conf.
Friday, Dec. 13
Friday, Jan. 10, 2020
Friday, Feb. 14
~~Friday, March 13~~ Pandemic
~~Friday, April 10~~ Pandemic
Friday, May 1
Thursday, May 19-- **NEW DATE**
Friday, June 12

Materials Needed:

- ***Effective Public Relations***, Cutlip, Center & Broom (11th Edition)
- ***APR Study Guide***, free online at:
<http://new.praccreditation.org/resources/documents/apr-study-guide.pdf>

- MOSPRA Google Drive Folder for APR:
<https://drive.google.com/open?id=0B18fsdYNX7UqfmVyNk91cEhjekVTVFdSc1RmTzIxdE8xV2Y1RVF1Y0V5eGNXLWswWkUtRG8>

Additional Resources:

- Universal Accreditation Board <http://www.praccreditation.org>
- APR On-line Study Course <http://www.online2learn.net/APR/>
- APR Test App <https://itunes.apple.com/us/app/apr-practice-test-2017-edition/id1230113229?mt=8>
- *Public Relations Strategies and Tactics*, 11th Edition (Wilcox, Dennis L, and Glen. T Cameron)
- *The Associated Press Stylebook and Briefing on Media Law* (Associated Press)
- *Primer of Public Relations Research* (Don W. Stacks)
- *Strategic Planning for Public Relations* (Ronald D. Smith)

Even More Resources:

- *Advertising and Public Relations Law* (Moore, Roy L., Carmen Maye, Erik L. Collins)
- *Campaign Strategies and Message Design* (Moffitt, Mary Anne)
- *The Handbook of Strategic Public Relations and Integrated Communications* (Caywood, Clarke, L., ed)
- *The Practice of Public Relations* (Seitel, Fraser P.)
- *This is PR: The Realities of Public Relations* (Newsom, Doug, Judy VanSlyke Turk, and Dean Kruckeberg)

Resources from MOSPRA Friends:

Erica Chandler online quizlet: <https://quizlet.com/ejchandler>

MOSPRA APR Study Group Syllabus

Friday, Sept. 13: Starting the APR Journey

Homework prior to 9/13:

- Download and review intro to *APR Study Guide*
- Purchase *Effective Public Relations* textbook.

Friday, Oct. 11: **Research**, Planning, Implementing and Evaluating (RPIE)

Homework prior to 10/11:

- *Effective Public Relations* Chapters
 - a. Step One: Defining Public Relations Problems
- APR Study Guide (peruse p. 1-15; read 20-45)
- *PR Strategies & Tactics*: Chapter 5

Friday, Nov. 15: Research, **Planning**, Implementing and Evaluating (RPIE)

Homework prior to 11/15:

- *Effective Public Relations* Chapters
 - a. Step Two: Planning and Programming
- *PR Strategies & Tactics*
 - a. Ch. 6- Program Planning
- APR Study Guide: read pp. 20-62

Friday, Dec. 13: Research, Planning, **Implementing and Evaluating** (RPIE)

Homework prior to 12/13:

- *Effective Public Relations* Chapters
 - a. Step Three: Taking Action and Communicating
 - b. Step Four: Evaluating the Program
- APR Study Guide: read pp. 20-62

Friday, Jan. 10, 2020: Applying Ethics and Law

Homework prior to session

- *Effective Public Relations* Chapters
 - o Professionalism and Ethics
 - o Legal Considerations
- Study Guide Pages 100-106

Friday, Feb. 14: Understanding Communication Models, Theories

Homework prior to session

- Effective Public Relations Chapters
 - Theoretical Underpinnings: adjustment and adaptation
 - Communication and Public Opinion
- Study Guide Pages 111-123

Friday, March 13: Leading the Public Relations Function PANDEMIC

- ~~Effective Public Relations Chapters~~
- ~~Organizational Settings~~
- ~~Nonprofits, trade associations, and non-governmental organizations~~
- ~~Study Guide Page 63-85~~

Friday, April 10: Managing Relationships PANDEMIC

- ~~Effective Public Relations Chapters~~
- ~~Internal Relations and Employee Communication~~
- ~~External Media and Media Relations~~
- ~~Government and Public Affairs~~
- ~~Study Guide Pages 86-99~~

Friday, May 1: Leading the Public Relations Function PANDEMIC

- Effective Public Relations Chapters
 - Organizational Settings
 - Nonprofits, trade associations, and non-governmental organizations
- Study Guide Page 63-85

Thursday, May 19: Managing Issues and Crisis Communication PANDEMIC

- Effective Public Relations Chapters
 - a. Business and Industry Public Relations
- Study Guide Page 107-110

DATE TBA: Managing Relationships PANDEMIC

- Effective Public Relations Chapters
 - Internal Relations and Employee Communication
 - External Media and Media Relations
 - Government and Public Affairs
- Study Guide Pages 86-99

Friday, June 12: Communication Theories/Models & History of PR

- Effective Public Relations Chapters
 - a. Introduction to Contemporary Public Relations
 - b. Practitioners of Public Relations
 - c. Historical Origins

- Study Guide Pages 16-19 and 124-127

Course Participants (tentative as of September 2019):

Amanda Fischer-Penner, Hickman Mills
Bailey Otto, Cape Girardeau
Bob Satnan, Sedalia School District
Jessica Pupillo, Mehlville School District
Laura Wagner, Fort Zumwalt School District
Kelly Gordon, Pattonville School District (fast track)
Ray Weikal, Kansas City Public Schools (fast track)
Sam Rayburn, Brentwood School District
Karen Snethen, Fulton School District
Matt Lichtenstein, Dunklin School District (fast track)
Chantal Chandler, Special School District
Chuck McPherson, Northwest School District (fast track)
Chris Bennett, St. Charles School District
Sheba Clarke, Grandview School District
Beth Johnston, Lindbergh School District
McKenzie Magnus, Lindbergh School District
Anthony Dobson, Lindbergh School District
Derek Duncan, Parkway School District (fast track)
Alex Fees, Rockwood School District
Amanda Fischer-Penner, Hickman Mills School District
Jennifer Henry, Francis Howell School District
Tim Krakowiak, Poplar Bluff School District
Melissa McConnell, Belton School District
Kimberly McKenzie, Hazelwood School District
Marci Minor, Hallsville School District
Merideth Pobst, Jackson School District
Sharifah Sims-Williams, Normandy Schools Collaborative
Lana Snodgras, West Plains School District
Lisa Wade, Kirkwood School District
Laura Wagner, Fort Zumwalt School District