



APR Statewide Study Session Agenda

Saturday, April 26, 2008, 9 a.m.-3 p.m.

University of Central Florida

4000 Central Florida Blvd.

Nicholson School of Communication

- 9: 00 a.m. **WELCOME**
Suzanne Sparling, APR
- 9:05 a.m. **OVERVIEW OF THE APR PROCESS**
Nancy McCarthy, APR
- 9:20 a.m. **COMMUNICATION MODELS AND THEORIES (15%)**
Suzanne Sparling, APR
- 10:00 a.m. **RESEARCHING, PLANNING, IMPLEMENTING & EVALUATING PROGRAMS (30%)**
Dr. Bob Davis, APR, CPRC
- 11:00 a.m. **BREAK**
- 11:15 a.m. **CRISIS COMMUNICATION MANAGEMENT (10%)**
Nancy McCarthy, APR
- 11:45 a.m. **WORKING LUNCH/READINESS REVIEW WORKSHOP**
Nancy McCarthy, APR
- 12:35 p.m. **BREAK**
- 12:45 p.m. **ETHICS AND LAW (15%)**
Dr. Allen Moore, JD, APR
- 1:30 p.m. **BUSINESS LITERACY (10%)**
Joe Chabus, APR
- 2:00 p.m. **MANAGEMENT SKILLS & ISSUES (10%)**
Joe Chabus, APR
- 2:30 p.m. **MEDIA RELATIONS (5%)**
Kate Hahn, APR
- 3:00 p.m. **WRAP UP AND ADJOURN**