

APR Study Sessions

APR study sessions kick off on Saturday July 11 and continue for five consecutive Saturdays, culminating in the Readiness Review on August 8. These FREE study sessions are designed to help chapter members prepare for the online APR exam by offering coaching, study materials, and moral support. "I've talked to a number of people who said they feel a bit intimidated by the process and the prospects of taking the online exam," said Nancy Kincaid, APR Chair. "I try to put their mind at ease by telling them that study sessions offer a wonderful opportunity for members to connect with other professionals who are working on their APR and feel the same way, as well as an opportunity to work with coaches who have taken the exam and can offer great insights."

You are not required to attend all of the sessions, but it is recommended you attend as many as possible, and certainly those sessions that you believe will benefit you most. You are required to attend the Readiness Review, scheduled for Saturday August 8. Remember much of the cost of your APR exam is offset by reimbursements from National and the North Pacific District, once you successfully complete the exam.

Obtaining your APR is one more way to set yourself apart in a competitive job market. While anyone might lay claim to being a PR professional, having the APR after your name, is a validation of that claim. So, come on, jump in and make the commitment to earning your professional accreditation this summer.

Time: 10 a.m. and conclude at noon
Meeting place: Capitol Athletic Club, Governor's Room
1600 8th Street, between O and P Streets
Parking: On-street meter parking available and public lots nearby

If you have any questions or are interested in joining the group, please contact Nancy Kincaid at nkincaid@tmo.blackberry.net or at (916) 654-2441. Each candidate will receive a study packet to get them started, to ensure we have one ready for you on July 11, please let Nancy know if you plan to attend.

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| July 11 | Study Session Introduction and housekeeping items.
Research, Planning, Implementation & Evaluating Programs (30% of exam) |
| July 18 | Communications Models & Theory, Business Literacy; Management Skills and Issues. (35% of exam) |
| July 25 | Ethics and Law (The Code); Current Issues in PR (15% of exam) |
| August 1 | Crisis Communication Management; Media Relations; Using Information Technology Efficiently; History; Advanced Communications Skills (20% of exam) |
| August 8 | Readiness Review – Individual appoints scheduled with Readiness Review Panel |