

Ethics Program Ideas
2008 Chapter Programs and Activities

Program Title	Description	PRSA Chapter
Building Your Company's Good Name	<p>Building Your Company's Good Name. Isn't that what PR professionals are supposed to do -- build your company's good name? Any size, any type of organization, for-profit or non-profit, public sector or private -- a good name is the cornerstone of success.</p> <p>An informative presentation by Davis Young, author of the management book "Building Your Company's Good Name". Young will tackle questions such as: What is the role of a PR professional in building their company's good name and what are the specific steps you can take to add increased value in pursuit of that elusive good name?</p> <p>In this session you will learn:</p> <ul style="list-style-type: none"> • How a company can build a good name • What is involved • What the obstacles are to success • Who needs to make sure it gets done • What are realistic aspirations • Where you can start in an environment full of suspicion and cynicism <p>Davis Young is former president of Edward Howard.</p>	Akron
From Out of the Ashes	<p>March 8, 2006 was a sad day for the Birmingham Southern College campus. Two current students and a former one were arrested and charged for the connection of a string of Alabama church burnings.</p> <p>As Keith Thompson, a Methodist minister who is the college's vice president for institutional advancement, said to the New York Times in 2006, "If we are going to take the credit for the great accomplishments of so many of our alumni, we have to be prepared to take some responsibility for our current students when something like this happens. BSC President Dr. David Pollick knew what needed to be done. He immediately took the reigns and established the Alabama Churches Rebuilding and Restoration Fund while the Student Government Association created a resolution. Money and support came in from all over the United States.</p> <p>As an ethics professor for 20 years, Dr. Pollick realizes what you can gain from doing the right thing. "Each of us can become consumed by the strategies, tactics and goals of our institutions, whether they be for-profit or non-profit," said Pollick. "The intensity of business activity easily obscures the daily challenges of moral and ethical decision-making that are constantly present within the choices we make. How we remain conscious of their presence and attuned to their importance to our business and communal success</p>	Alabama

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	<p>deserves our attention. Courageous and ethical conduct is not only the best practice, but it is good business.”</p> <p>With September being PRSA’s Ethics Month, Dr. Pollick will highlight not only the church burnings BSC dealt with but other ethic cases that you can utilize.</p>	
<p>What Would You Do? Participate in the PRSA Ethics Month Challenge</p>	<p>A roundtable discussion about ethics case studies that allows members to apply the PRSA Code of Ethics as guidance for professional actions when faced with an ethical dilemma.</p> <p>How would you react if a member of your team breached client confidentiality?</p> <p>What steps would you take if your management asked you to put out a release that was not truthful?</p> <p>Your firm is in competition with another and you learn of some underhanded tactics are being played to gain government approval of a mining venture. Do you blow the whistle with the media? What would you do?</p> <p>These are scenarios that lend themselves to applying the PRSA Code of Ethics. Come participate in the lively discussions about the code and how we use it in every day practice.</p>	<p>Alaska</p>
<p>Multichannel Marketing Building Trust with Consumers: The Do’s and Don’ts of Multichannel Marketing</p>	<p>Consumer trust is at an all-time low. But when a company can build solid trust with its marketplace, buying decisions are made quicker and customer acquisition and retention costs decrease. As we embrace the many media options now available to us – including online behavioral targeting, mobile marketing and digital television – trust and privacy become important issues to consider. With these new mediums, there are many more risks that we haven’t encountered in more traditional media.</p> <p>Jennifer Barrett, Acxiom’s global privacy leader and one of the nation’s longest-serving privacy officers, will discuss some of the top considerations in terms of ethics, privacy and trust when embracing the newest marketing channels.</p> <p>Barrett is a frequent speaker on privacy and customer relationship management and has published numerous articles and participated in writing books on these subjects. She has testified several times before Congress and serves on a variety of industry boards. These include boards and councils of the Direct Marketing Association such as the Safe Harbor Ethics Committee, the DMA Political Action Committee and the Direct Marketing Educational Foundation. She is chairman of the DMA Committee on Social Responsibility and sits on the Executive Committee of the Center for Information Policy Leadership and Information Policy Institute.</p>	<p>Arkansas</p>
<p>And When They Get Behind Closed</p>	<p>Annual meeting and ethics discussion featuring: David Hawpe, Courier Journal Editorial Director/Vice</p>	<p>Blue Grass</p>

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<p>Doors... Ever wondered what really goes on behind closed doors at the Courier Journal?</p>	<p>President; Keith Runyon, Courier Journal Forum Editor; Ed Manassah, former publisher of the Courier Journal, now the executive director of the Institute for Media, Culture and Ethics at Bellarmine University. You'll get answers to these key questions: How do members of the Courier Journal Editorial Board determine who gets a meeting with the Editorial Board? What's the best way to prepare for a meeting with these journalists? Do newspapers have their own agenda, regardless of your side of the story?</p>	
<p>PR Ethics in the digital age.</p>	<p>Presentation by Jennifer Floto, associate professor of Professional Practice at USC Annenberg School for Communication. Jennifer was named Teacher of the Year at USC in 2006 and is currently writing a book on ethics in the digital age.</p>	<p>California Inland Empire</p>
<p>How ethical are we? Learn what the media thinks</p>	<p>A presentation and panel discussion about media pros' perceptions of the ethical behavior of PR practitioners. Join your fellow practitioners for lunch and engage in a lively discussion about how ethical PR people really are. Learn the results of a recent national survey of media professionals regarding their perceptions of PR pros' behavior. Then, hear from a panel of area media professionals about their thoughts on the issue. Panelists include: <ul style="list-style-type: none"> <input type="checkbox"/> Faith Sidlow, KSEE Sunrise <input type="checkbox"/> Tracie Cone, Associated Press <input type="checkbox"/> Jim Boren, Fresno Bee <input type="checkbox"/> Barbara Anderson, Fresno Bee <input type="checkbox"/> Chad McCollum, CBS 47 It's sure to be a lively, stimulating and informative discussion that will give us all food for thought. Moderator will be Fresno State PR Professor Betsy Hays, APR, who conducted the national media study along with two colleagues—recent PR graduate Jamie Gregory and Temple doctoral student Sam Srauy.</p>	<p>Central California</p>
<p>Masters Series: Government Ethics Panel: Identifying Trends and Avoiding Traps that Affect Public Image</p>	<p>As we continue Election Year 2008, our Masters Series features political speakers and topics. The second event this year features a panel of government officials who will share their experiences and viewpoints on ethics and situations that affect public image. Panelists include: County Commissioner Paula Brooks; Upper Arlington City Manager Virginia Barney; John Oberle, attorney, lobbyist and former Taft administration</p>	<p>Central Ohio</p>
<p>PR Ethics: Minds-On Workshop</p>	<p>Session addressed the basic components of the Code of Ethics, its application in our daily workplaces, and then breakout groups to analyze and present on ethics case studies.</p>	<p>Central Texas</p>
<p>Ethical Battles in PR</p>	<p>PR practitioners often find themselves faced with complicated, politically sensitive, ethical and moral dilemmas that may stray from easy black and white areas into the always complicated grey, where it often boils down to a judgment call. We are called on to balance two sometimes conflicting ideas: loyalty to our employers, and a duty to society to provide open and honest communications.</p>	<p>Dallas</p>

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	<p>PR practitioners often get caught, or maybe "caught up," in conflicts between professional and personal ethical behavior and workplace pressures.</p> <p>Where do you draw the line? How do you approach these sticky situations we all encounter? How can we navigate the moral grey areas while balancing the demands of our employers and colleagues?</p> <p>At this joint program between the Dallas and Greater Fort Worth Chapters of PRSA, Doug Newsom, Ph.D, APR, Fellow PRSA, a professor in the Schieffer School of Journalism at Texas Christian University, will share insights she's learned from her more than 50 years in the field.</p>	
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Ethical Dilemmas	<p>Presentation of case studies that address ethical dilemmas (i.e. When your boss asks you to do something unethical, gifts to reporters, etc). This year, chapter is featuring a University of Oregon professor from the College of Journalism address ethics with regards to new media.</p>	Greater Oregon
A Conversation with Jeff Julin, Chair/CEO of PRSA	<p>Join your colleagues for lunch on MONDAY, September 8 to hear from Jeff Julin, APR, chair and CEO of the Public Relations Society of America. Jeff will discuss national trends in the practice of public relations including ethics, technology, and the strength of our profession. He'll offer insight and analysis into the big challenges facing our profession, along with ideas about future opportunities in our field.</p>	Greater Salt Lake
Litigating in the Public Eye: "Trying Your Case" Through High-quality Public Relations	<p>Join the Public Relations Society of America's Gulfstream Chapter on Thursday, February 21 to learn from two of Florida's leading experts on "litigating in the public eye." We are fortunate to have the ACLU's Howard Simon and NSU's Bruce Rogow who will discuss public relations tactics to help advance litigation, unique opportunities and traps that can</p>	Gulfstream

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	<p>ensnare even the savviest PR professional when dealing with legal issues.</p> <p>From garnering media pick-up, to educating the public about a cause, to walking the fine line of ethical decision-making, you are sure to walk away from this event with plenty of practical advice and maybe a “war story” or two.</p> <p>Howard Simon, PhD was appointed Executive Director of the ACLU of Florida on October 1, 1997. Previously, he served as Executive Director of the Michigan affiliate of the American Civil Liberties Union since 1974. Prior to his work with the ACLU, he taught philosophy at the University of During Simon’s tenure with the ACLU, the organization has been involved in cases and controversies dealing with school vouchers, charter schools, religious practices in the public schools, abortion rights, physician-assisted suicide (Schiavo), voting rights, and numerous controversies.</p> <p>Bruce Rogow, J.D., Professor of law at NSU is a Criminal law and First Amendment law expert. In the 2000 Presidential election litigation, he was counsel in the Supreme Court for the Palm Beach County Canvassing Board in Bush v. Palm Beach Co. Canvassing Board.</p>	
<p>WWPRPD? What would a PR professional do?</p>	<p>Think you know how to handle yourself in ethical compromising scenarios? Try these thought-starting situations and ask yourself, WWPRPD?</p>	<p>Kansas</p>
<p>Ethics Month</p>	<p>In our daily lives, we all face ethical and personal dilemmas that often seem insurmountable, but none of them can equal the life-and-death situations faced by British adventurer Ian Woodall. Woodall has climbed Mt. Everest five times, reaching the summit twice, but not before having to decide to continue his climb or rescue fellow climbers. Woodall’s story, which he will share as part of PRSA Ethics Week, will cause you to examine your own values and courage. In “The Tao of Everest” Woodall will take us through an emotional journey to reinforce principals of personal inspiration and practical leadership.</p>	<p>Nashville</p>
<p>Ethics Issue Resource Panel</p>	<p>PRSA-NCC Ethics Issue Resource Panel Coming Soon Think. When was the last time you needed to tap your professional ethical judgment? It could have been as subtle as 5 minutes ago when you added a person to a group email to ensure full, fair, and timely disclosure of something of interest to a group of stakeholders.</p> <p>It could have been when you played “Monday morning quarterback” on a political campaign story or a sports-related allegation of wrong-doing. Or, it could be as compelling as when your client, their industry, or you, become the target of alleged ethics violations—valid or not. What do you do?</p> <p>PRSA-NCC recognizes the vast degree and variables in which ethics and our PRSA Code of Conduct confront us everyday.</p>	<p>National City</p>

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	<p>NCC seeks to meet the challenges by providing our members with a confidential, timely, and experienced group of senior NCC members that is dedicated to ethics issue management.</p> <p>Coming soon to this Web page, NCC is launching an online Ethics Issue Resource Panel—a valuable new service where members can go for expert, confidential counsel and, in keeping with our chapter’s record of leadership, one that we believe to be a first within the national organization. Valued counsel will be available through the generous support of NCC’s esteemed Hall of Fame Members.</p> <p>Objectives: To ensure that our membership is equipped with top of mind awareness of the PRSA Code of Conduct as well as real-time solutions to unique ethical challenges as they occur.</p> <p>To pro-actively serve and respond to its membership by striving for excellence in ethics programs and by harnessing the deep experience of senior members as a valuable, reliable resource for all.</p> <p>When launched, you can directly contact one of the Ethics Resource Panelists through a dedicated link for confidential, expert counsel on applying ethics to your situation in a timely manner. Check back here soon!</p> <p>We invite you to browse the following Ethics Information & Resources:</p> <p>Ethics in Public Relations podcast</p> <p>PRSA Code of Ethics</p> <p>Public Affairs Council</p> <p>The Public Affairs Council is pleased to announce the creation of an on-line course that provides an introduction to federal lobbying, gift and ethics laws. The course Web site address is learningcenter.pac.org</p> <p>Who should take the course?</p> <p>Registered lobbyists Organizations that employ federal lobbyists, either as in-house staff or as contractors Public affairs professionals from corporations and associations Anyone interested in learning more about federal lobbying, gift and ethics laws</p> <p>Why should you take this course?</p> <p>The new law, signed by the president on September 14, increases the frequency and scope of lobbying disclosures, bans gifts to Members of Congress from registered lobbyists and lobbyist employers, and - most important - holds lobbyists and lobbyist employers liable for improper gifts.</p> <p>Upon successful completion of the tutorial, you will receive a</p>	
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	<p>certificate indicating that you have gained a basic understanding of federal lobbying, gift and ethics laws.</p> <p>Ethics Resource Council The Ethics Resource Center is devoted to independent research and the advancement of high ethical standards and practices in public and private institutions. For 85 years, the ERC has been a resource for institutions committed to strong ethics cultures.</p>	
<p>Press Ethics – Test of "Best Practice" Behavior – A View from the Other Side of the Desk</p>	<p>The press often lectures other institutions on ethics – but does the press provide a "best practice" model on ethics? Should it? Legendary press reporter for the <i>Los Angeles Times</i>, David Shaw, was a passionate believer in the role of the press in our society. At the same time, he wrote that the press was not doing a good job of holding itself "morally accountable for its actions," and he worried about the press' own lack of transparency about its operations. Many of his journalistic colleagues shunned him for daring to apply the principles and practices of good journalism to the press. What can Shaw's example teach us 30 years later? Mike says attendees will walk away with a much deeper insight into the practices of the traditional news industry.</p>	<p>Northwest Ohio</p>
<p>Shadow Day and Ethics Meeting</p>	<p>Most people consider themselves ethical. Then how is it that we so often see ethical lapses reported in the news? Why is it that we make such poor decisions? The reality is that most of us are not equipped with good ethical decision making skills. Often when we reach those critical junctures in life, we find ourselves confused and immersed in compromise. Is there a better way? Dr. Tony Griffin will share with us the basics of clear ethical thinking in his engaging talk entitled "Save Us from Ourselves: The Basics of Clear Ethical Thinking." Tony Griffin, Ph.D., is the Mike and Sheila Ingram Executive Director at the Zig Ziglar Center for Ethical Leadership at Southern Nazarene Univeristy. His broad experience in education provides a solid foundation for this position. Showing the next generation of public relations practitioners the solid ethical standards we uphold ourselves to is a great Shadow Day experience for this year's participants and a presentation you won't want to miss!</p>	<p>Oklahoma City</p>
<p>Do the Right Thing</p>	<p>Roy Reid, APR, Consensus Communications, explores the Universal Accreditation Board's Code of Ethics and how it applies to modern business practices and principles. Participants will walk through guidelines set forth by the board and PRSA, examine how they come into play daily and discuss recent, real-life, ethical mishaps and blunders. Additionally, results from PRSA Orlando's recent ethics survey will be shared and the 2008 Frank R. Stansberry Ethics Awards will be presented.</p>	<p>Orlando</p>
<p>"Ethics of Politics and Journalism"</p>	<p>Vanity Fair and Larry Kane come to PRSA Philadelphia</p>	<p>Philadelphia</p>
<p>"The Ethics of Diversity: How Are We</p>	<p>A panel of educators, public relations professionals and community members to discuss ethical approaches in serving our diverse publics.</p>	<p>Pittsburgh</p>

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Doing?"		
Putting Your Ethics Online	<p>Social networking, chat rooms and blogs have forever changed the way public relations professionals help their clients interact with key audiences. The ability for anyone to share an opinion and influence products, services and ideas happens in the time it takes to click the "Send" button. The result can mean a rush of approval, or a shock wave of negative opinion heard around the world.</p> <p>Uploading ethics standards online is the focus of our September meeting. We've invited three panelists with unique experience in handling ethics challenges in the information age. Together, they bring extensive experience in managing online ethics challenges from marketing, legal and public relations perspectives.</p> <p>Dave Tedlock is the founder and president of NetOutcomes, a full service advertising agency providing marketing, communications, and team leadership in developing comprehensive Internet presence solutions.</p> <p>Deanna Conn is a partner with Quarles and Brady, LLP. Her practice includes commercial and intellectual property litigation, with a special emphasis on e-commerce, Internet law, spamming, website development and hosting agreements.</p> <p>Linda Welter Cohen, APR, is the founder and CEO of Caliber Communications, a Tucson firm specializing in brand strategy and reputation management. She is past chair of the PRSA National Board of Ethics and Professional Standards and a member of the PRSA Counselors Academy.</p>	Southern Arizona
Ethics Month		Volunteer