Promoting APR and the Code of Ethics

Megan Soule, APR, MBA
PRSA Detroit President-Elect
PRSA Detroit Overview

• Established in 1945
• 360 members
• 95 APR members
• Small but mighty APR and Ethics committees
Accreditation
APR Committee

Mission:
• To educate and support APR candidates as they go through the process of becoming an APR.

Objective:
• To have three APR candidates go through the process and take the exam in 2018.

What are the 2-3 things the committee will focus on in 2018?
• Promote the online prep session.
• Promote the value of the APR through PRSA Detroit social media channels.
• Guide APR candidates and interested parties through the APR process.
Key Dates

• **May 9 at 12 p.m.:** APR overview via call or webinar

• **June 13:** APR application due to National and alert PRSA Detroit

• **August 1:** Panel presentation candidate questionnaires must completed and turned in

• **Week of August 13:** Panel presentations will be scheduled
Annual APR Webinar Prep Session

ACREDITED PRSA-DETROIT MENTORS

- PRSA-Detroit APR members can share insight, guidance and answer questions on the Accreditation process.
- Candidates will be paired with an APR member through the PRSA Detroit Accreditation Committee.
  - Candidates will receive an email from PRSA-Detroit Accreditation Committee with more details and the names of mentors.
  - Candidates will have the opportunity to select their mentor and must notify the PRSA-Detroit Accreditation Committee of their selection.
- The PRSA-Detroit Accreditation Committee will virtually introduce the mentor and mentee.
- It is the responsibility of the mentor/mentee to determine the structure, format and frequency of interaction and communication.
https://www.prsadetroit.org/professional-services/accreditation/
Code of Ethics
Ethics Committee

Mission:
• Be the go to resource to Detroit membership and PRSSA students for information and leadership in PR ethics.

Objective:
• Provide in-person learning opportunities and digital tools to keep ethical PR practices top of mind across our professional and student members.
Ethics Committee

What are the 2-3 things the committee will focus on in 2018?

• Digital
  • Refresh ethics quiz.
  • Change Honor Code recognition to a social recognition. Those who take the quiz and sign pledge can click/share on LinkedIn and FB.
  • Provide social/blog content to promote digital Honor Code.

• Programs
  • Free September ethics month webinar focusing on how professional civility increases credibility and is an ethics principle.
  • In-person program, late spring early summer, focusing on whistleblower issues, communications ethics around sexual harassment; or PR ethics around addiction in the workplace.
  • Define and plan for corporate or agency ethics training as a member service. Possibly roll out in 2019.

• Collaboration
  • Help create social content around our objectives (promote programs and Honor Code changes) to support Social Committee efforts.
  • Support Program Committee and make sure all in alignment around ethics programming.
Ethics Month

• Refresh of Ethics Honors Code website content
• Promotion of Ethics content/resources, quiz and pledge on website via social
• Sept. 27: Free webinar on special ethics topic
Ethics Month – Free Webinar

**CIVILITY AS AN ETHICAL IMPERATIVE:**
CASE STUDIES ON SOCIAL MEDIA

JOIN US DURING PRSA ETHICS MONTH FOR A FREE LUNCHTIME WEBINAR ON THURSDAY, SEPTEMBER 27, NOON TO 1:00 P.M.
COST: NO CHARGE

The PRSA Detroit Ethics Committee is seeking to address and educate members on the importance of civility and ethical conduct in the workplace, particularly in the era of social media. The webinar, titled "Civility as an Ethical Imperative: Case Studies on Social Media," will explore how professionalism and ethical behaviors can be maintained in a digital environment.

**THE PRSA-DETROIT ETHICS QUIZ**

Test Your PR Ethics Knowledge

The PRSA Detroit Ethics Quiz was created by the PRSA-Detroit Chapter Ethics Committee as a way for members to test their knowledge and show their commitment for upholding the ethical standards of PRSA and the public relations profession. The questions were developed by chapter members and are based on practical situations and real-world dilemmas. This member-only program is designed to help keep ethics top-of-mind among public relations professionals and promote ethics education, using many of the resources that are available from the Public Relations Society of America (PRSA).

If you have reviewed the Code of Ethics, the Statement of Professional Values, Code Provisions of Conduct, professional standards advisories, and other resources provided by PRSA, you are ready to take the quiz. Once you take the quiz, please be sure to return to the main page and submit the Code of Ethics Pledge.

As a community of committed public relations professionals, we hope the quiz will raise awareness and promote education on the ethical practice of public relations. Good luck!

The PRSA-Detroit Ethics Committee
- Co-Chair: Linda Hagan, PhD, APR
- Co-Chair: Shelly Najar, PhD, APR
- Lisbom: Sharon Teton Garcia, APR

Directions: Please select the best answer. Once you click on your choice, the best answer and a brief explanation will appear.

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**Megan Soule, APR, MBA**
Global Advanced Technology Communications at General Motors

I've renewed my Code of Ethics pledge through PRSA Detroit! You can take advantage of our free upcoming program on Sept. 27, resource materials and online quiz, too. by visiting: https://lnkd.in/eHFWfH2
Social & Website Support

Roundtable Discussion

• What preparation does your chapter offer for those interested in pursuing APR?
• Who leads the efforts for APR and Ethics training for your chapter?
• What are the most successful tactics your chapter has used to engage members for APR and Ethics activities?
• What are the most significant challenges your chapter experiences in activating successful APR and Ethics programming?
Thank You!

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