

**Detroit Chapter**

**PRSA**

Public  
Relations  
Society of  
America

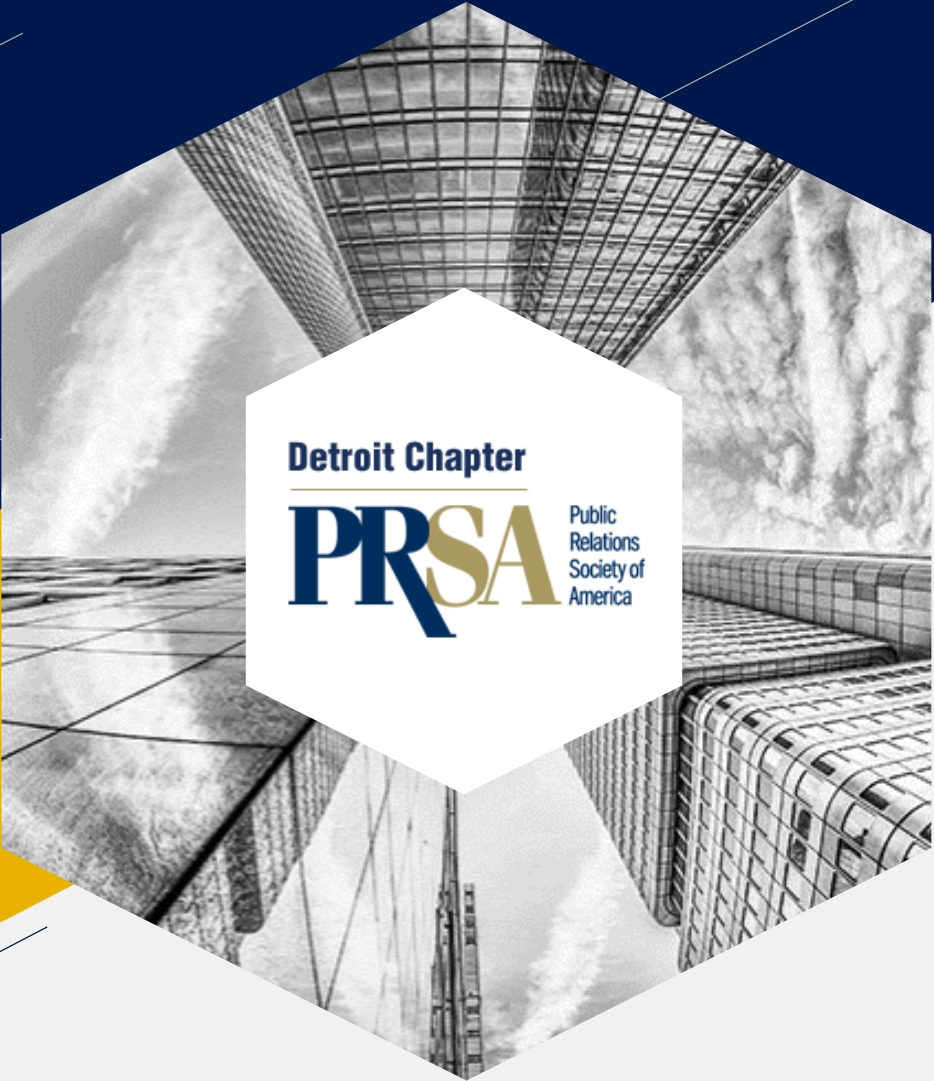
# Promoting **APR** and the **Code of Ethics**

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 be completed and turned in
- **Week of August 13:** Panel presentations will be scheduled

# Annual APR Webinar Prep Session



## ACCREDITATION OVERVIEW

PRSA Detroit Chapter  
2018 Accreditation Prep Session  
*(This file contains notes)*

## ACCREDITED 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.

# Social & Website Support

<https://www.prsadetroit.org/professional-services/accreditation/>

**Sharon Tatom Garcia, APR**  
I am a credentialed award winning PR and communications leader known for exp...  
1w

It takes a village to support an #APR candidate through the process of obtaining the credential. On Friday, I did my part by serving on a candidate's Panel Presentation along with fellow APRs **Megan Soule, APR, MBA** and **Becky Price**. Not only did we get to connect with each other, but we also got to brush up on our own strategic planning skills, serve #PRSA, and be little flies on the wall of a #PR campaign we normally would not get an inside view of. The whole process is very rewarding and I encourage all APRs to give of their time in this way. Big recognition goes to @PRSADetroit committee members **Jamie Morris, APR** and **Cynthia Carey, APR** for all of their volunteer work serving on the #PRSADetroit Chapter's APR Committee!



**PRSA Detroit Chapter**  
May 8


LAST CALL! Have you ever thought about pursuing your Accreditation in Public Relations (APR), but you have questions about the process? Then join the PRSA Detroit APR committee for an informational webinar on Wednesday, May 9 from 12-1 p.m. The webinar is FREE to all PRSA Detroit members.

Registering for the webinar does not commit you to pursuing your APR. The session is designed to inform attendees about the process to become accredited (including deadlines for the 2018 program), the benefits of earning an APR, and topics covered in the computer-based exam. Register here: <http://ow.ly/YV4130JTms>

to succeed  
in the world of pr

IT TAKES  
apro

Learn more about the  
Accreditation in  
Public Relations



1 Share

## ACCREDITATION

### PRSA DETROIT'S PREP SESSION ONLINE

Have you always wanted to become accredited, but struggled to find the time to devote to the APR Prep Session? This year, we're moving the prep online, which will allow you to go through the material at your own pace.

To start, this Accreditation 101 webinar from PRSA National may be a helpful overview:

WHAT IS THE GOAL OF THIS PRESENTATION?

- Help you understand the Accreditation process
- Review 2018 key Accreditation dates
- Cover key test areas in depth

### RESOURCES AVAILABLE FOR DOWNLOAD

Sign into the online module to gain access to presentations that will help you through the APR process. We recommend you view the **2018 Accreditation Overview** first. This will outline all the information you'll need to decide whether now is the right time for you to go through the APR process. Following this presentation, we recommend you view **Research APR Prep parts 1-5** and **Public Relations Programming**. These presentations will give you important information that you can use when filling out your panel presentation candidate questionnaire. The remaining presentations may be viewed at your leisure.

Fill out the form to view PRSA Detroit's library of presentations on communications theories, crisis communications/media relations, ethics, law, programming and research.

### GET STARTED EARNING YOUR APR

Name \*

First

Last

Email \*

Phone

Address

Street Address

City

State

ZIP Code

Company Name

[View Resources](#)



# 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

PRSA DETROIT PRESENTS: **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

**Detroit Chapter**  
**PRSA**  
Public Relations Society of America

For information contact:  
Nancy Skidmore  
(248) 545-6499  
nskidmore@earthlink.net

The time of incivility we now live in is polarizing and frustrating. This negative atmosphere, especially on social media, is unfortunately obvious, but less plain is what PR professionals can do to change it. For answers to this challenge, join us on Thursday, September 27 for PRSA Detroit Chapter Ethics Month free lunchtime webinar.

Participants will hear from **Rebecca L. Harris, PhD**, Global Head, Social Center of Expertise, General Motors. Dr. Harris is a 25+ year auto industry veteran with experience in corporate reputation, communications, marketing, service and parts, and manufacturing. She currently heads the Global Social Center of Expertise that she helped implement in 2013, where she and her team work to execute common process, tools, policy and governance for social media across the globe. Dr. Harris will provide real world case studies which will help the PR professional go forward to build a healthier climate for the organizations they represent, and the larger society we serve.

**Janelle Guthrie**, Chapter Outreach Chair, PRSA Board of Ethics & Professional Standards (BEPS), will begin the program with a Code of Ethics message to illustrate how the Code's principles can provide guidance to PR professionals.

## TEST YOUR PR ETHICS KNOWLEDGE

### 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 members-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 Najor, PhD, APR  
- Liaison: Sharon Tatom Garcia, APR

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

Start



Megan Soule, APR, MBA

Global Advanced Technology Communications at General Motors  
27m

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>



Code of Ethics - PRSA Detroit  
prsadetroit.org

# Social & Website Support

<https://www.prsadetroit.org/about-us/code-of-ethics/>

 PRSA Detroit Chapter  
September 5 at 10:20 AM · 🌟

Did you know that September is #PREthicsMonth? This might be the perfect time to brush up on the Public Relations Society of America (PRSA) code of ethics.



PRSADETROIT.ORG

## Code of Ethics - PRSA I

The PRSA-Detroit Chapter E Code The Honors Code was PRSA-Detroit Chapter Ethics way for members to show the

 PRSA Detroit Chapter  
August 21 at 4:24 PM · 🌟

September is #PREthicsMonth! Register now for a FREE lunchtime webinar "Civility as an Ethical Imperative: Case Studies on Social Media" on Sept. 27. Rebecca Harris, PhD, global leader of the General Motors Social Center of Expertise will provide real-world case studies on the challenges #PR professionals face, and will offer insights on navigating obstacles. National Public Relations Society of America (PRSA) Ethics leader, Janelle Guthrie will begin the webinar by discussing the PRSA Code of Ethics.



PRSADETROIT.ORG

**WEBINAR: Civility as an Ethical Imperative - Case Studies on Social Media - PRSA Detroit**

[Learn More](#)

  Annalisa Esposito Bluhm, Chad Lyons and 14 others

4 Shares

## CODE OF ETHICS

### The PRSA-Detroit Chapter Ethics Honors Code

The Honors Code was established by PRSA-Detroit Chapter Ethics Committee as a way for members to show their commitment for upholding the ethical standards of PRSA and the public relations profession. This members-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).



### Honors Code completion entails the following actions:

1. Review the materials below
2. Take the [PRSA Detroit Ethics Quiz](#)
3. Sign and submit The Code of Ethics Pledge
4. Review ethics materials each September during PRSA Ethics Month

Below you will find ethics resources and information, including links to the PRSA site. You may choose to review these resources as an individual, or your organization may choose to coordinate group sessions for review and discussion of the materials, which is encouraged. If you are an independent practitioner, the Ethics Committee strongly supports partnering with other solo PR professionals to review and discuss any of the ethics information available.

Following review of the materials, please pledge your commitment to practice ethically in the form at the bottom of this page. After you submit your pledge, you will be emailed a certificate to attest to your review of the materials and your commitment. The Honors Code logo also will be provided for your use as appropriate. Examples of ways PR professionals utilize the Honors Code logo include placement on their business card, email signature, and LinkedIn profile.

Thank you for your commitment to an enhanced ethics education and for your formal pledge below to abide by the PRSA Code of Ethics in your communications practice. Your dedication to the profession and your support of PRSA-Detroit's emphasis on ethics is appreciated.

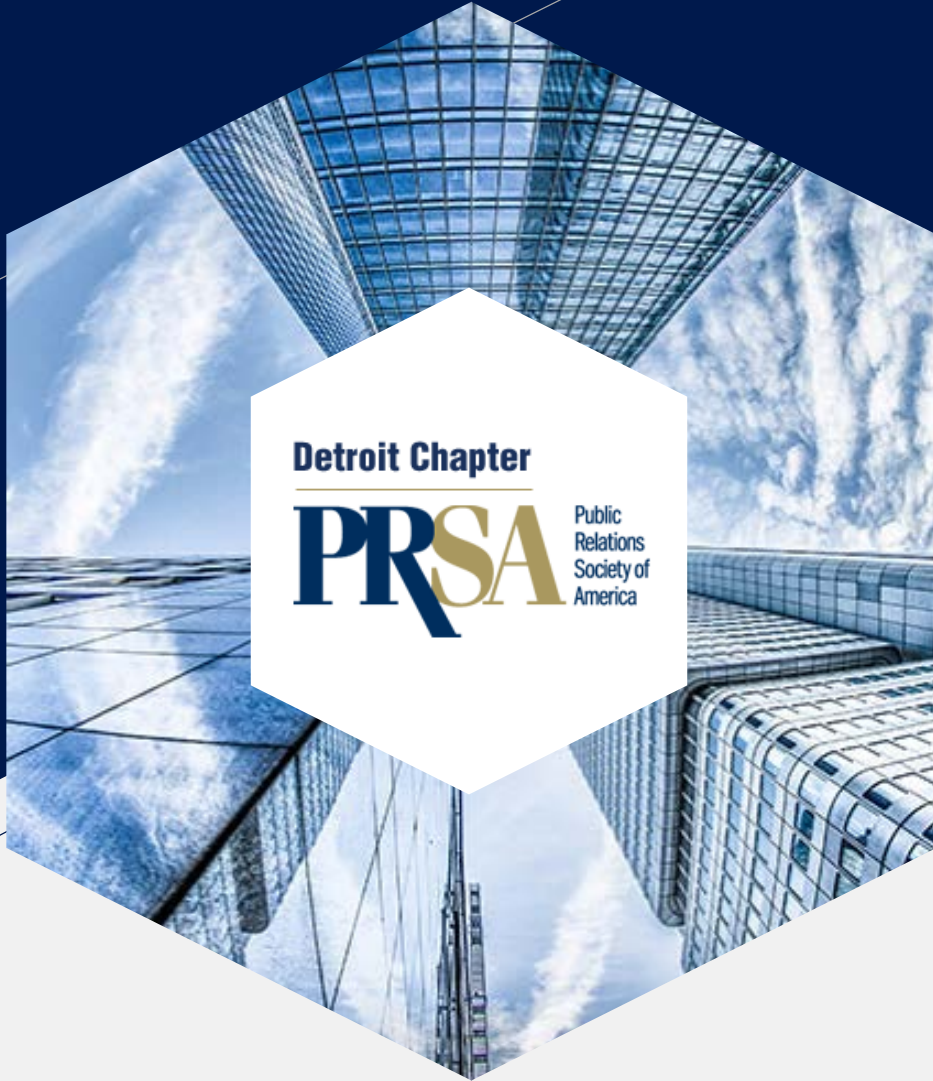
Please visit the PRSA national website for additional [ethics resources](#), including professional standards advisories, case studies and best practices.

### SUGGESTED MATERIALS FOR REVIEW ANNUALLY

- Professional Standards Advisories
- Case Studies, Process Guide for Ethical Decision Making, and other resources
- Guide: "Confronting Questionable Ethical Issues"
- Social Media Policies at Intersection of Public and Private Platforms

# 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?



**Detroit Chapter**

**PRSA** Public  
Relations  
Society of  
America

# Thank You!



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www.prsadetroit.org