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Orlando Chapter

September 2018 Newsletter

SEPTEMBER

20

Brand Evolution - Communication Interplay

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President's Letter

September is recognized by PRSA as Ethics Month. What does this mean? It's a way to bring increased attention to the core foundation of our profession. This year's theme, "PR Ethics Counsel: Be Prepared," is intended to remind everyone about the preparation needed to be ready when an ethical issue arises. You're encouraged to check out the [ethics resources](#) available on PRSA's website including the [Code of Ethics](#), Ethical Standards Advisories, a decision-making guide, case studies and a mobile app. Also, check out PRSA National's latest blog post on ethics, "[Ethics and You: Leading the Way](#)," authored by Kirk Hazlett, APR, Fellow PRSA. Kirk is from our very own Sunshine District and is the Ethics Officer for the Tampa chapter of PRSA.



If you haven't already, take a look at "[A Collaborative Statement on the Essential Value of a Free Press](#)" issued on August 16 to more than 200 newspapers in collaboration between PRSA and eight other professional communication organizations. The statement expresses support for the critical role of a free press and the First Amendment, and that ethical journalism and freedom of thought and expression are perpetually essential to democracy.

"In today's political climate, there will inevitably be charges that this statement reflects a political stance or bias. It does not. Rather, it affirms the U.S. Constitution and the values that transcend political parties and other affiliations; in fact, the statement is co-signed by the

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New Members

Robert Andrescik

Kelly Ferris

Samantha Holsten

Whitney Martin

Christina Pantin

values," said PRSA Chair Anthony D'Angelo, APR, Fellow PRSA.

D'Angelo also submitted a [letter to the editor of the LA Times](#) confronting a columnist who wrote "lying to the media is traditionally called PR," and was quoted in an [Inc. article](#). "We won't lie or mislead. We play fair," he said. "Basically, we don't do anything that we wouldn't want to have widely reported by the news media. Operating that way is the right thing to do, and it builds trust with our clients, employers and the news media--which is good for business as well."

I applaud the advocacy work of PRSA's Chair on behalf of all. We must step up during these teachable moments to clarify our profession's ethical standards. Otherwise our peers, our management, and the public at large remain ill-informed about our roles in helping our organizations communicate honestly, accurately, and ethically.

See you on the morning of Thursday, September 20 at the Citrus Club. Hear from the Tavistock communications and marketing team on "Brand Evolution - Communication Interplay" and learn how the company has continued to grow and shape Lake Nona's image.

Sincerely,

Scott McCallum, APR

2018 President, PRSA Orlando Regional Chapter

Our September Event Is Shaping Up To Be Another Great One! Be Sure To Attend!

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BRAND EVOLUTION COMMUNICATION INTERPLAY



Jessi Blakley, APR
Communications
Senior Director



Brad Fennessy
Marketing
Director

Over the past decade it's been incredible to watch Tavistock completely transform southeast Orlando and help to redefine our economy – from a Medical City and hub for innovation to one of America's healthiest communities as a city for wellbeing, human performance and training. As with most enduring brands, Tavistock has continued to grow and reshape Lake Nona's brand as the community established. Beyond this, Tavistock has also launched several new businesses, concepts and even a new 24,000-acre community (more than double the size of Lake Nona). During this month's program learn more about the opportunities, issues, challenges and evolution of Lake Nona, the creation of new brands and the interplay between their growing departments and the larger Orlando community.

Thursday 09.20.18  Public Relations Society of America
Orlando Chapter

TIME: Registration – 7:30 a.m.; Program – 8 – 9:30 a.m.
LOCATION: Citrus Club, 255 Orange Ave., Suite 1800, Orlando, FL 32801
 We will keep you updated at PRSAOrlando, Twitter, Facebook, LinkedIn.

REGISTER NOW REFUND POLICY Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

• \$30 for members • \$45 for nonmembers • \$15 for students

REGISTER NOW**9/20/18 | Citrus Club**

Registration 7:30 a.m. - Program 8 a.m.

Thank you to our sponsor:

CONSENSUS

COMMUNICATIONS

Don't Miss Out on the Fall APR sessions!

On Monday, September 17, the Orlando-area chapters of PRSA and FPRA kicks off [five free 90-minute workshops](#) led by seasoned APR facilitators who will cover core topics to test your knowledge, skills and abilities (KSAs) as a public relations professional, help you organize your portfolio for your Panel Presentation and prepare you for the computer-based examination.

[Fall Workshop sessions will be held Monday evenings from 6:00-7:30 p.m., Sept. 17 - Oct. 22](#) at &Barr, 600 E.

Susan D. Ennis, APR, CPRC, 407-474-2082,
susanennisapr@gmail.com

Learn more with an ethical decision-making guide by clicking [HERE](#)!

Why register for the APR Boot Camp? The APR Boot Camp is a four-day intensive course for candidates to prepare and advance through the Panel Presentation and take the computer-based Examination for Accreditation in Public Relations (APR) or Accreditation in Public Relations + Military Communication (APR+M).

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permit extensive preparation time.

What will the APR Boot Camp cover?

Day One: Panel presentation preparation in the morning, followed by a panel presentation in the afternoon

Day Two: Full-day preparation for computer-based examination

Day Three: Morning preparation session for computer-based examination, afternoon peer study time

Day Four: Computer-based exam at the Prometric Testing Center in Fort Lauderdale, Fla.

Please note: There is an additional fee to take the APR exam; however, those fees are at least partially reimbursed by PRSA National, pending successful completion of the exam. PRSA Sunshine also offers a \$100 rebate program for local PRSA members.

Additional details are available at prsasunshine.org and prsa.org.

Spots are limited!

Kudos:

Jaylen Christie

Congratulations to Jaylen Christie, VP of communications, who started a new job as Director of Public Relations at Moxe, Inc.

Wendy Roundtree, MBA

Congratulations to Wendy Roundtree, scholarship/student relations chair, who recently started a new role as Manager, Media Relations at Orange County Public Schools.



[Do you have kudos to share? Submit to VP of Communication, Jaylen Christie.](#)

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