

# September 2019 Newsletter



## 10 Ways to Get Sued, Lose Clients & Disgrace Yourself

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### Table of Contents

[From the President](#)
[September Program](#)
[Professional Development Summit](#)
[APR Fall Workshops](#)
[Frank R. Stansberry Scholarship Recipient](#)
[Membership Promotion](#)
[PRSA Webinar](#)
[Kudos](#)

### PRSA Orlando Job Board

[Manager, Communications - Corporate](#)  
 Charter Communications

[Industry Relations Specialist](#)

## President's Letter

As noted by PRSA National's Board Chair, Debra Peterson, APR, "public relations is built on the foundation of honesty, trust and commitment to serve the public good." We have a responsibility as PR professionals (and as good people) to do the right thing. Some situations may not make all our decisions cut and dry, and as our profession evolves in scope, so do the issues we may face.



September is recognized as Ethics Month by PRSA and the organization offers a variety of thought-provoking content, including a series of webinars and Twitter chats to remind us of the [Code of Ethics](#) we signed when first becoming a PRSA member. And here in Orlando, we have an exciting (we promise!) ethics-focused program in store. [10 Ways to Get Sued, Lose Clients and Disgrace Yourself](#) will be a "fast-paced zany romp into ethics and law," providing an interactive and fun look into what we should know and practice as communicators.

When seeking accreditation in public relations, professionals are partly measured by their understanding and commitment to ethical practice, ensuring the highest standards. This month, we are kicking off our [Fall 2019 APR Workshops](#). These complimentary sessions for PRSA Orlando Regional Chapter members are a great way to learn about the process and decide if you'd like to join the ranks of other accredited PR professionals. It all starts with a webinar on September 16. These free workshops are a great benefit for Orlando chapter members, so even if you're simply a little curious, I encourage you to check them out!

[Manager, Graphic Arts & Design](#)

Orange County Public Schools

[Marketing Coordinator](#)  
Finrock

[Communications and Marketing Manager](#)  
Coastal Conservation Association Florida

MORE JOBS

**Heather Keroes, APR**

2019 President, PRSA Orlando Regional Chapter

## Don't Miss our Upcoming September Program

### Resource Links

[Board of Directors](#)

[Member Benefits](#)

[APR Accreditation](#)

Refer a friend to PRSA



Facebook Twitter Website LinkedIn

### New Members

Chloe Boehm

Sarah Leigh Hollingsworth

Isabella Ruggeri

Samantha Perri Zarek



THANK YOU TO OUR GOLD  
SPONSOR PAN COMMUNICATIONS!

Orlando Chapter

PRESENTED BY:



## TO GET SUED, LOSE CLIENTS & DISGRACE YOURSELF

Don't miss this fast-paced zany romp into ethics and law especially designed for communicators. You are guaranteed to come away saying, "Wow, I didn't know that!"

We'll be loud. We'll be crazy. We'll be well fed. We will be challenged! We may be saved from a future court date!

Hear John Deveney, APR, PRSA Fellow, talk about his new appointment as Chair of the PRSA Grievance Committee. What does the Grievance Committee do?

Learn key points and practical applications of the PRSA Code of Ethics you signed when becoming a member. We'll test ourselves in a game show-style frenzy by playing:

**ILLEGAL, UNETHICAL or BOTH?** We'll test our knowledge in speed rounds on copyright infringement, plagiarism, slander, libel, misrepresentation, disclosure, and other stuff you'll never do.

**CAN I BE SUED FOR THAT?** The communicator's job can be legally complex. Do you know what could put you in jeopardy?

There will be useful handouts and prizes. Go here to learn more about PRSA Ethics: [www.prsa.org/ethics](http://www.prsa.org/ethics)

The content of the program is derived from the PRSA Code of Ethics, PRSA Best Practices & Standards, Accreditation training materials, and the Associated Press 2019 Stylebook & Media Law Guidebook.

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KAREN GALANAUGH, APR, MSM  
PRSA PALM BEACH  
CHAPTER PRESIDENT



JOHN DEVENEY,  
ABC, APR, FELLOW PRSA,  
IABC FELLOW –  
CHAIR,  
NATIONAL PRSA ETHICS  
GRIEVANCE COMMITTEE

# FRIDAY 09.20.19

**TIME:** Registration begins at 7:30 a.m.; Program begins promptly at 8 a.m.

**LOCATION:** Citrus Club, 255 Orange Ave., Suite 1800, Orlando, FL 32801

**REFUND POLICY:** No shows will be invoiced. Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

Connect with PRSA Orlando on Facebook, Twitter and LinkedIn. [f](#) [t](#) [in](#)

REGISTER NOW

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

# Re-Ignite Your Creativity at the Oct. 4 Professional Development Summit



Are you looking to Re-Ignite Your Creativity? [Registration is now open](#) for our signature half-day Professional Development Summit, Oct. 4, 7:30 a.m.-noon, at the Citrus Club in downtown Orlando.

We'll jumpstart your day with, "Ready for Anything," an inspiring and interactive presentation with our **keynoter Bob Kodzis** from Flight of Ideas, Inc. Based on 20 years of improvisational performance and interviews with some extraordinary people who successfully face the unknown every day, this presentation is an insightful and funny look at what it takes to be ready for whatever the world throws our way.

Breakout sessions include:

- How to Re-Think Creativity for Strategic Results: From Pitch to Execution and Beyond featuring Tim Fisher, Monique Yeager, and Jennifer Bisbee, APR
- Re-Mixed: Introducing Your Clients to Branded Podcasts featuring Yeosh Bendayan of Push Button Productions
- Enhancing Your Influencer Marketing featuring Bess Auer, Founder of FLBLOGCON.com and Whitney Gonzalez, Founder & CEO of Radiate Social



[Register today](#) for the Professional Development Summit.  
Space is limited.

## APR Fall Workshop Sessions Kick Off on September 16



Considering earning your APR?

Join the Orlando area chapters of PRSA and FPRA for a webinar on Monday, Sept. 16, 6-7:30 p.m. to learn more about the process and decide if you want to take your professional development to the next level.

We will provide details of what it takes to earn your APR, from application to accreditation - including organizing your portfolio for your panel presentation and preparing for the computer-based examination. To join the [Webinar](#), use access code: 808 762 814. Trouble accessing? Text: 407-257-4781

The subsequent five prep sessions (Sept. 23 - Oct. 21), will be held Monday evenings from 6-7:30 p.m. at the new University of Central Florida Downtown Campus - Communication and Media Building, Conference Room 201 (500 West Livingston St., Orlando FL 32801) Mock panel presentations will be October 28 and panel presentations the week of November 11.

The workshops, which are free to members, are not required "classes" but rather a professional development networking group of mentors prepared to help you succeed.

[View the full Fall Workshop schedule.](#)

Don't miss this chance to learn and network with local, practicing colleagues.

## PRSA Orlando/Frank R. Stansberry Scholarship Recipient Profile

As indicated in our previous newsletter, we are pleased to announce that this year, three students at UCF will be awarded the PRSA Orlando/Frank R. Stansberry Scholarship. We are introducing you to each student. Our final one is Emily Diez, a Miami resident whose expected graduation date is December 2019.



**Why did you choose to major in communications?**

I'm an advertising/public relations major and I chose to major in this field because I love the idea of communicating directly to consumers and being able to do so creatively. This major was the perfect fit!

[Click here to read more!](#)

## Membership Promotion -- The Best Deal of the Year!

Get the Best Deal of the Year!

**FREE** Chapter Membership

**FREE** Section Membership

**FREE** Initiation/Reinstatement Fee

Join now!

Want to take advantage of PRSA's best membership deal of the year? Use code FALL19 to get a FREE Chapter, Section and initiation/reinstatement fee! Don't miss out on this limited time opportunity, join today!

Click

here: <https://apps.prsa.org/JoinUs/membershipApplication>

## Upcoming Webinars -- Free for PRSA Members!



Log in to your MyPRSA account to register for the following webinars in September - one of the many benefits of membership!

[Social Media, The Law and Public Relations Practice](#)

[Talking and Walking the Diversity and Inclusion Mandate: What to Do About D&I in the Workplace](#)

[The Value of Accreditation: What APR Can Do for You and Your Career](#)



### Kudos:

#### Mimi Flatley, APR

Kudos to Mimi Flatley, APR for starting a new position as Community & Citizen Manager at Turner Construction Company.



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

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Become a Member of PRSA Orlando



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