



Board of Ethics and Professional Standards

# 2021 Ethics Month Editorial Calendar

**LEADING WITH ETHICS**

**FREE to PRSA members!**

Date	About	Title	Presenter / Author
8/30	Email to Membership	September is Ethics Month	Michelle Olson, APR, Chair, PRSA
9/1	Online Ethics Quiz: Open all Month and Beyond!	What's Your PR EQ?	<a href="http://www.prsa.org/about/ethics">www.prsa.org/about/ethics</a> - Ethics Quiz
9/1	<i>Strategies &amp; Tactics</i>	Ensuring the Ethical Use of Social Media in Public Relations	Michele Ewing, APR, Fellow PRSA
9/1	<i>Strategies &amp; Tactics</i>	Why the Greater Emphasis on Ethics, UAB?	Marian Faulk, APR, UAB chair
9/2	Blog: Week 1	APR, An Essential Ingredient to Service Your Organizations	Paula Pedene, APR, Fellow PRSA
9/7 <small>9/6 Labor Day</small>	Blog: Week 2	When Are You Going to Speak Up? ESA 15: Looking the Other Way	Jim Lukaszewski, APR, Fellow PRSA
9/8 12p ET	Ethics Officer Webinar	Leading with Ethics: The Value of the APR Q&A	Paula Pedene, APR, Fellow PRSA, Kenn Dixon, APR, MA & Cristina Almanza, APR, MBA
9/9 3p ET	Webinar #1 co-host: Public Affairs Section	Leading with Ethics: Ethical Communications in the Military: Eliminating the Say/Do Gap on the Battlefield and Beyond	Rear Adm (ret.) Tom Jurkowsky with Teresa Carpenter, APR+M, moderator
9/13	Blog: Week 3	Ethical Issues: Active- duty Military: Using the Uniform to Enhance Your Personal Brand	Theresa Carpenter, APR+M
9/20	Blog: Week 4	Professional Conflicts of Interest: Failure to Disclose Erodes Client Trust: ESA 11	Meredith Libbey, APR
9/21 3p ET	Webinar #2 co-host: Health Academy	Leading with Ethics: Stay Humble and Keep your Head Down: A Conversation on Ethics Like None Other	Dr. Anthony Slonim, CEO, Renown Health & Rhoda Weiss, APR, Fellow PRSA
9/22 8p ET	PRSSA Twitter Chat	Leading with Ethics, @prssanational	Kayla Holley and Claire (Cassie) Gilpin, co-leaders
9/27	Blog: Week 5	ESAs: The Fad-Free Way to Build Your Ethics Muscle	Mark Dvorak, APR, Fellow PRSA

- Blogs posted on PRsay, [prsay.prsa.org](http://prsay.prsa.org)
- Register for 9/9 and 9/21 webinars at: [prsa.org/professional-development](http://prsa.org/professional-development). Accredited practitioners earn CEU.
- 9/8 Ethics Officer zoom is open to all members:  
<https://prsa.zoom.us/j/99408953587?pwd=WjVYR3lpK2UvS1dHNGFneU1wSGhqZz09>  
Dial in: 1-929-436-2866; Meeting ID: 994 0895 3587; Password: Ethics2021