



# APR Cohort: Session 6

Friday, Feb. 14, 2020

11:30 a.m.-1 p.m.

[join.me/mospra\\_director](https://join.me/mospra_director)

Phone: [1.404.400.8750](tel:14044008750)

Conference ID: 910-070-824 #

KSA: Ethics and Law





# MOSPRA APR Cohort: Session 4

## Today's Agenda:

1. Welcome

2. Tips & Insights for Panel Presentation and Exam –

Jenna Todoroff, APR, Common Ground Public Relations

3. Highlights of **Ethics and Law (13 percent of exam)**

Aurora Meyer, APR, University of Missouri School of Law

4. Scenario Questions/Practice

5. Next Steps





# Earning Your APR: Tips for Success

**Jenna Todoroff, APR**  
**Account Supervisor**  
**Common Ground Public Relations**





## About Me

- Magazine journalism major... turned PR practitioner
- 8 years of PR agency experience
- 2 years as board member for PRSA St. Louis Chapter
- Currently serving as APR Chair for PRSA St. Louis





## So You Want to Earn Your APR?

- It won't happen overnight
- Preparation is key
- Enjoy and appreciate the process... and learn!





## My Advice to You

- There is no “right way” to do this
- Get re-accustomed to your learning style
- Determine your goal for completion
- Use the many resources at your fingertips!
- Read directions carefully
- Find a mentor





## Prepare Your Panel Presentation Questionnaire

- My tip: I finalized my questionnaire before I formally applied for the APR
- PR Plan: Choose a project in which you were centrally involved — or choose one that you felt was rewarding and/or important to you
- Identify your successes AND your failures
- Prepare a portfolio (a binder is great!) of materials demonstrating the PR plan and other activities — you'll reference it throughout your presentation
- Have someone review your questionnaire





## Apply!

- Formally apply when you feel comfortable and when your questionnaire is ready
- You have one calendar year after your application is approved to earn your APR







## The Panel Presentation

- You'll present your plan to three APRs
- PowerPoint isn't needed — print-outs of slides work great
- Use your portfolio to provide context around specific strategies and tactics
- Q&A after your presentation
- Advance/not advance recommendation





## Preparing for the Computer-Based Examination

- Now it's time to study!
- Concentrate on the APR Study Guide
  - Look at % of questions asked per KSA
  - On exam: situational questions, definitions and methods
  - Index cards help!
- Recommended readings supplement learnings
- Study buddies and webinars/cohorts





## The Exam

- Wear comfortable clothing and layer up
- Multiple choice questions —132 are scored
- Ability to flag questions and go back
- Dry erase materials provided
- Try not to second guess yourself
- You will find out if you've passed or failed within minutes of submitting your answers





## ...Then What?

- You'll receive official APR documents from the UAB and information on maintenance
- Put your APR to use! You've worked hard for it — show it off!
- Be a champion for APR to hopefuls





## Other Questions? Email Me!

Jenna Todoroff  
[jenna@commongroundpr.com](mailto:jenna@commongroundpr.com)





## Ethics & Law (13% of exam)

Aurora Meyer, APR  
Director of Communication & Marketing  
University of Missouri School of Law  
[meyerad@missouri.edu](mailto:meyerad@missouri.edu)





# Ethical Principles For Professionals

- Tell the truth
- Cite your sources and get permission before using the work of others
- Be loyal to your organization, but protect the public interest
- Don't release confidential information
- Don't misrepresent or overstate your qualifications
- Be transparent and forthcoming
- Treat others fairly and don't show favoritism
- Don't make promises you or your organization cannot keep
- Disclose your identity; do not pretend to be someone else
- Do not accept gifts or favors or use your position for personal gain
- Disclose any conflicts of interest





## General Guiding Principles:

- Seek the truth and report it as fully as possible.
- Make sure you are being fair and if not fair and balanced.
- Act independently of pressures.
- Minimize harm.





## Ethical Questions to Ask Yourself

- **What happened and what is happening?**
- Is this dangerous?
- Am I betraying the public's trust?
- Is this a gossip situation or are there facts to back this up?
- **What are my goals?**
- Is this about revenge?
- Is this to right a wrong?
- **What are my ethical concerns?**
- Am I breaking the law?
- **Do I need more information?**
- Are there more points of view?
- **Who are the stakeholders?**
- Who will be helped or hurt by this?
- What are the consequences of my actions?
- Is this information going to cost someone their job?
- **What if the roles were reversed?**
- What if it was about me?
- Am I worried about my job?
- **Am I doing what's right?**

# The Ethical Decision-Making Process

The following guide, which is adapted to meet the specific needs of public relations professionals, is offered as one approach that PRSA members may find helpful in addressing ethical dilemmas:

1. **Define** the specific ethical issue/conflict.
2. **Identify** internal/external factors (e.g., legal, political, social, economic) that may influence the decision.
3. **Identify** key values.
4. **Identify** the parties who will be affected by the decision and define the public relations professional's obligation to each.
5. Select ethical principles to guide the decision-making process.
6. **Make a decision** and justify it.

Via Kathy R. Fitzpatrick, APR Member, BEPS (available on PRSA.org)





## PRSA Code of Ethics

- The PRSA Code of Ethics sets out principles and guidelines that uphold the core values of the ethical practice of public relations.
  - **ADVOCACY:** We serve the public interest by acting as responsible advocates for those we represent. We provide a voice in the marketplace of ideas, facts, and viewpoints to aid informed public debate.
  - **HONESTY:** We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.
  - **EXPERTISE:** We acquire and responsibly use specialized knowledge and experience. We advance the profession through continued professional development, research, and education. We build mutual understanding, credibility, and relationships among a wide array of institutions and audiences.
  - **INDEPENDENCE:** We provide objective counsel to those we represent. We are accountable for our actions.
  - **LOYALTY:** We are faithful to those we represent, while honoring our obligation to serve the public interest.
  - **FAIRNESS:** We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public. We respect all opinions and support the right of free expression.





## PRSA Code Provisions of Conduct

### *Know Intent, Guidelines and Examples of Improper Conduct for Each*

1. **FREE FLOW OF INFORMATION:** Core principle protecting and advancing the free flow of accurate and truthful information is essential to serving the public interest and contributing to informed decision making in a democratic society.
2. **COMPETITION:** Core principal promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment.
3. **DISCLOSURE OF INFORMATION:** Core principle – open communication fosters informed decision making in a democratic society.
4. **SAFEGUARDING CONFIDENCES:** Core principle – client trust requires appropriate protection of confidential and private information.
5. **CONFLICTS OF INTEREST:** Core principle -- avoiding real, potential or perceived conflicts of interest builds the trust of clients, employers and the publics.
6. **ENHANCING THE PROFESSION:** Core principle – public relations professionals work constantly to strengthen the publics trust in the profession. (similar to competition)





## Copyright Law

- Two major goals of copyright laws are (1) to protect the original creator of the work and (2) to provide economic incentive for new knowledge. Applies to ANY tangible medium of communication.
- **Why you care:** Any written sources that are not original should be cited. In addition, Internet and social network references should adhere to traditional copyright procedures for securing appropriate permissions and/or indicate proper citations.
- **Authors IMMEDIATELY acquire common law copyright** for their work, which continues until the author dedicates the work to the public or surrenders the common law copyright and obtains specific copyright protection.





## Common Law Copyright

- **General publication** is any overt act that indicates the intention to surrender one's right to control one's creative expression and allow the public to copy the material. If there is a general publication and the author has not obtained statutory copyright (©), he or she has no further right to prevent the use by the public.
- **Limited publication**, such as delivery of a manuscript to a possible purchaser, does not cause the author to lose any common law rights.
- ***Important to know that the organization/company/institution owns an employee's work that was done on behalf of the organization; contractors must work that point out as part of their contract with the company.***





## Fair Use

Allows for parts of copyrighted materials to be used without violating copyright laws and without paying a fee. Fair use originally applied to printed works, but now applies to the music, photographs, videos and software. **Fair Use** can be enacted when it is used for:

- Criticism
- Comment
- News reporting
- Teaching
- Scholarship
- Research





## Other Laws to Know

- Fair Comment
- Libel (5 actionable conditions, defenses, fair comment)
- Slander
- Right to Privacy (appropriation, intrusion, public disclosure of embarrassing facts, false light)
- Sarbanes-Oxley Act (2002)– stemming from Enron scandal
- SEC (Securities & Exchange Commission) Laws – Gag Period, Blackout Period







## Scenario-Based Question: Ethics

You are the public relations director for a large hair salon chain that has 800-plus employees in the Midwest. You have become aware that several of your employees are posting negative reviews on social media review sites about your biggest competitor to bring this competitor's rankings down. These employees also are posting on an online forum without disclosing their work affiliation. Even though they used their personal accounts, you are concerned that this reflects negatively on your hair salon and is a poor way for them to act toward a competitor. As PR director, you decide action must be taken. What do you do?





(Choose 2)

- A. Talk with the CEO about taking disciplinary action against the employees who made the comments.
  
- B. Working with the HR department and incorporate ethics into the on-boarding process.
  
- C. Disseminate a document stating the company's social media/internet comment policy.
  
- D. On the intranet and internal newsletter, share stories of employees who positively emulate the company's values.





Answer:

B. Working with the HR department and incorporate ethics into the on-boarding process.

C. Disseminate a document stating the company's social media/internet comment policy.

Rationale: (Source: Strategies and Tactics)

“Public relations executives have the responsibility to ensure that ethics becomes an integral part of the “corporate culture” and also that ethical considerations are part of senior management’s policy decisions and how the organization responds to various situations.





## Scenario-Based Question: Ethics (Chris Moran, APR Online2Learn)

You work at a state government agency that, among other things, distributes grants to municipalities and nonprofit organizations to promote cultural programs. Before the grants are announced, you prepare a press release that includes a hyperlink to a list of all 70 grant recipients and brief descriptions of their funded projects. The grant manager asks you to remove the hyperlink because she is not comfortable with sharing it. You recognize this as an ethical dilemma.





Choose the two ethical principles that could be applied in this situation.

- A. Free flow of information
- B. Advocacy
- C. Disclosure of information
- D. Conflict of interest
- E. Loyalty.





Answer:

A: Free flow of information. Advancing the free flow of accurate and truthful information is essential to serving the public interest.

C: Disclosure of information: Open communication fosters informed decision-making in a democratic society.

Rationale (Strategies and Tactics, Ch. 3, page 105, “On the job insights” )





**Next Up: March 13, 2020**

**Session 7: KSA: Leading the Public Relations Function  
(18 percent of exam)**

**Homework:**

- *Effective Public Relations* --Note that there are sections of the following chapters that touch on this KSA—ch. 2 (Requirements for Success), 3, 4 (Business Practices), 9 (Cultural Contexts, Regulatory and Biz Contexts), 11, 15, 16, 17, 18, 19
- Study Guide Page 63-85
- *AP Stylebook*: Business Guidelines section
- *Strategies and Tactics*, chapters 1 (Essential Career Skills), 2 (Public Relations in the Next Five Years), 4, 12 (Regulations by Government Agencies, Liability for Sponsored Events, Attorney/Public Relations relationship) and 17 (Investor Relations), 18, 19, 20 and 21

