



Did You Know?

Ethics refers to a person's value system and the means by which he or she determines right or wrong.

Gifts of any kind, can contaminate the free flow of accurate and truthful information to the public.

*Via THINK Public Relations

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A Letter from the President

Welcome back!

I hope you are all excited to finish up the year with a great spring semester. What better way to start the spring than to check off one of the 10 requirements of a [Star Chapter](#) with an ethics-focused meeting? We now have six of the minimum eight requirements and are well on our way to joining this elite group of Chapters for the fifth year in a row.

Beginning with January's ethics discussion, and continuing throughout the semester, we want you to be thinking about your upcoming internships or jobs. PRSSA is here to help make that happen.

So, here's the plan:

We'll start the semester with a solid foundation, including ethics, personal branding and a LinkedIn workshop. From there, we'll

help you pick the best path for your career and get through the interview stage. The semester will round out with some practical advice, including budgeting for PR and a hands-on event planning competition.

With help from our guest speakers, committee programming and other PRSSA resources, you are sure to be successful in your hunt for the perfect job or internship. I just ask for one favor in return – when you secure that position, let us know! It will help us brag on you and show new PR majors just how valuable PRSSA truly is.

Sound like a plan? Great!

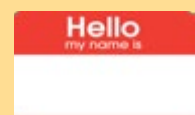
Tara Hebert
President
Manship Senior
[@THbear94](#)



Next Meeting: Personal Branding Meeting

Learn how to personally brand yourself with help from a special guest speaker.

Thursday, Feb. 4



Mark Your Calendar: Spring 2016



January

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21 	22	23
24	25	26	27	28 	29	30
31						

-  - Meetings/Gatherings/Workshops
-  - ImPRint Firm Meetings


February

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4 	5	6
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14	15	16 	17	18 	19	20
21	22	23	24	25 	26	27
28	29					

-  - Business Banquet
-  - Spring Membership Dues Deadline

March

Su	Mo	Tu	We	Th	Fr	Sa
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27	28	29 	30	31		

-  - PRSSA National Assembly in Austin, Texas

April

Su	Mo	Tu	We	Th	Fr	Sa
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3	4	5	6	7 	8	9
10	11	12	13	14 	15	16 
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24	25	26	27	28 	29	30

-  - Spring Social & Awards
-  - Service Events

PRSSA at LSU Guest Speaker In-Depth

Jerry Ceppos is dean of the Manship School of Mass Communication at LSU. One of his favorite experiences as the dean is receiving an accreditation report from outside experts last fall and, at the same time, receiving two gifts totaling well over \$2 million.

Ceppos has more than 30 years of newspaper experience. He was first a reporter, then an editor, then a corporate executive. He worked for the Rochester (NY) Democrat & Chronicle, the Miami Herald, the San Jose Mercury News. He was also vice president for news of Knight Ridder, which was the second-largest newspaper publisher at the time.

He has received a number of awards. He is proudest of being one of three people to receive the Ethics in Journalism Award from the Society of Professional Journalists for conceding that a series in the San Jose Mercury News was flawed.

Ceppos grew up in Silver Spring, Maryland. He graduated with a degree in journalism from the University of Maryland and has been honored as a distinguished graduate of Maryland's Merrill College of Journalism.

Ceppos says he always knew that he wanted to be a journalist. His father attended journalism school, his uncle was a newspaper editor and he grew up near Washington D.C. "Local news was national news," Ceppos said. "It was clear what I was going to do with my life."



Jerry Ceppos

Dean of the Manship
School of Mass
Communication at LSU

[@jceppos](#)

Las Vegas Review–Journal Ethical Issue

With Sheldon Adelson's recent purchase of the Las Vegas Review–Journal, the staff of journalists was recently left at a crossroads. The staff are naturally inclined to continue with their normal coverage. Does this change when the person of interest is the owner?

The reporters met with Steven J. Butler, the executive editor of the Providence Journal in Rhode Island, to "help establish some guidelines" of how the reporters should cover the Adelson family. Butler told the reporters they should "ease up a little."

"At one point, we mentioned that we were worried about being able to cover some significant trials involving Adelson, and Butler said if we don't cover them other media outlets will, so it's OK," [one of the attendees said.](#)

Adelson and his family are heavily involved in Nevada's business and politics. He is also a prominent donor to the Republican Party. The review journal is Nevada's largest newspaper. With Adelson and his family being in charge, there would be a vast range of political conflicts of interests.

Many people question why Adelson purchased

the newspaper. Was it to push his right wing political views? To leverage his own business interests? Either way, a journalist of the Las Vegas Review-Journal spoke out against such potential manipulation.

The paper ran a front page editorial giving the new owner a [piece of their mind](#):

"You can be assured that if the Adelsons attempt to skew coverage, by ordering some stories covered and others killed or watered down, the Review-Journal's editors and reporters will fight it."

This was a bold move on behalf of the reporters, and journalists nation-wide supported them.

"These people don't realize that telling a reporter to lighten up on a good story is like telling a bull to avoid red capes," Dean Jerry Ceppos said. "The journalists are determined to make sure Adelson and his family receive no special treatment."

Editor's Note:

Tweet your opinion
about this case!
[#geauxPRSSA](#)

Ajalin Zenon
PR Junior
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Saving Lives While Earning Degrees

As part of the service-learning course MC 4005: Campaigns taught by Dr. Jinx Broussard, eight Manship seniors formed Impact Communications, a student-run public relations firm and partnered with Louisiana Organ Procurement Agency (LOPA) to run a semester-long public relations campaign. This past November, Impact Communications placed second in the 2015 National Organ Day Awareness Competition (NODAC).

During the semester, Impact Communications held a free on-campus event, Live to Give, Louisiana, to promote organ donation and the ever-growing need for organ donors, specifically in the state of Louisiana. The Live to Give campaign also included stewardship efforts: Rabalais Run for Life poster and t-shirt design, Road Scholars Institute of Driving car wrap design, Reginelli's at Northgate fundraising night.

Over the 20 events it held or participated in, Impact Communications registered 139 people as organ donors. Impact Communications also represented the concentration of public relations in the 2015 Manship School Capstone Colloquium.



Manship School of Mass Communication students of the student-run public relations firm, Impact Communications, represent the concentration of public relations in the 2015 Manship School Capstone Colloquium. Impact Communications dedicated spring 2015 to raising awareness about the importance of organ donation and increase Louisiana's organ donor registry.

From left to right: Bradley Williams, Sean-Patrick King, Francesa Brewer, Dr. Jinx Broussard, Courtney McGuffee, Ellen Wagner, Madelyn Duhon, Ariana Carter and Rebecca Herring

LOPA partners with Donate Life Louisiana (DLL), a statewide alliance of organizations that educates the public of the importance of organ and tissue donation. Organ and tissue transplants can save lives, prevent complications from diseases and improve the quality of life. [Read more here.](#)

ImPRint Communications Semester Recap

ImPRint Communications began the fall 2015 semester by immediately diving in and partnering with Hands Producing Hope, a social enterprise that focuses on empowering women in Costa Rica. HPH hired ImPRint to assist the organization with its campaign to raise \$20,000 by Oct. 31, 2015 to establish an additional program in Rwanda.

ImPRint firm members promoted HPH as well as two of the organization's fundraising events.



ImPRint Communications has expanded to a total of 35 members in the fall of 2015.

ImPRint assisted in setting up, selling merchandise and collecting donations at both events. Between the two events, HPH raised over \$1,000.

ImPRint also proudly hosted a trunk show for HPH to help contribute to the nonprofit's campaign. ImPRint raised a total of \$265 by selling jewelry, scarves and t-shirts in front of the LSU Student Union. By Oct. 31, HPH raised \$12,000, achieving about 60 percent of its goal. HPH became the first of many satisfied ImPRint clients during the fall 2015 semester.

After working with HPH, ImPRint partnered with AT&T and American University of the Caribbean School of Medicine to promote events for both organizations on LSU's campus. AUC hired ImPRint to pass out fliers in areas with high concentrations of science majors to spread the word about an informational session hosted near LSU.

ImPRint also advertised an AT&T-sponsored concert near campus. Firm members visited high-traffic areas around LSU's campus to pass out fliers and hang posters and door hangers. [Read more here.](#)

Our Professional Values: Know the Code

ADVOCACY | HONESTY | EXPERTISE | INDEPENDENCE | LOYALTY | FAIRNESS

Welcome back, future PR professionals! As the New Year and a new semester begin, we are encouraged to let go of the old and begin anew. January is a perfect time to resolve to be better prepared for a long, successful career in public relations. One aspect to consider: professional ethics.

Ethical dilemmas happen. As a young professional, recognizing an ethical dilemma may be challenging. Even seasoned professionals miss the mark occasionally. Being well versed in the PRSA Code of Ethics is a great first step toward keeping your career moving in the right direction.

The six core values are fundamental beliefs that should guide a PR professional's behaviors and decision-making process. In addition to the professional values outlined in the Code, PRSA and PRSSA members are bound to abide the provisions of conduct by:

- Preserving the free flow of information
- Promoting fair competition
- Disclosing all relevant information

- Safeguarding confidences
- Avoiding conflicts of interest
- Enhancing the profession

PRSA offers a robust selection of resources to help you better understand the intent and guidelines of the Code. A free webinar is available for PRSA and PRSSA members to cover the basics. Specific case studies and ethical standards advisories allow members to review specific, detailed cases to understand clearly the application of the principles. There's even a quiz to test your EQ, i.e. ethics quotient.

Even better... download the free PRSA Code of Ethics app and its accompanying resources will be there to help you navigate through all stages of your career. It is available in Google Android Market and Apple's App Store, and can be accessed from iPhone, iPad and Android devices.

Sadie Wilks, APR
PRSSA at LSU Faculty Adviser
Manship School Instructor

[@sadiepr](#)



PRSA Code of Ethics Real-World Example

After Katrina, I spent months working as a contractor for the Louisiana Governor. We spent hours developing messaging for rapidly developing policies, and communicating quickly. Highly focused, the decisions we made and how well we executed them would change people's lives and our state forever.

I then started a business with two clients. The Governor's Office decided to keep me on part-time. My former company had designed and developed the website for the New Orleans Saints, which I was able to turn into a webmastering contract.

On the very first day, Tom Benson, the owner of the Saints, had invoked a "force majeure" clause in the Saints' lease agreement with Louisiana, which operated the Superdome, stating the Saints were moving out of state. Governor Blanco had an announcement about the negotiations intended to keep the Saints in New Orleans.

My two clients hated each other. Throwing barbs in the newspaper and calling to ask for my help.

The PRSA ethics rules say to disclose any conflicts of interest. Both of them knew I worked for the other. They say to act in the best interests of the client, subordinating personal interests. I couldn't consider my business' future.

The rules say I should safeguard confidences. Here I held both statements in my hands. Like the mentor to two grandmaster Chess players, I could see all the moves they were planning at the beginning of the game. How do you remain neutral - even with your expression while you read statements and know what it means to your other client?

[Read more here.](#)

Saving Lives While Earning Degrees

“This award would not have been possible without the support of our professor, Dr. Jinx Broussard or LOPA’s Community Educator, Lori Steele. We are honored to represent this organization and look forward to making an impact as organ donor ambassadors. The most powerful gift anyone can give is the gift of life.”

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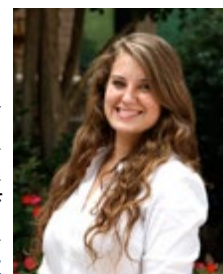
If you are interested in registering for organ donation, or have any questions, please visit www.LOPA.org. It takes less than a minute to register, and in doing so, you become a hero.



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ImPRint also advertised an AT&T-sponsored concert near campus. Firm members visited high-traffic areas around LSU's campus to pass out fliers and hang posters and door hangers. **Students were** very receptive and seemed excited about both events. ImPRint firm members documented the promotion of both events by collecting notes and taking pictures to share with the clients.

ImPRint then moved on to the next project on the list: conducting a guest satisfaction survey for BREC's Baton Rouge Zoo. Once the survey was complete, ImPRint firm members visited the zoo to conduct the survey for a week. Firm members interviewed guests asking them about their zoo experience. By the end of the week, ImPRint conducted over 100 surveys and entered them into an online system. The data collected was used to create a case study.

BREC's Baton Rouge Zoo will use the results as well as the case study to analyze guest satisfaction. Taking the data into consideration, the zoo will make an effort to improve their facilities as well as the overall zoo experience.

By no means did ImPRint's journey end here. The firm was already preparing for events scheduled for the spring 2016 semester. The firm has partnered with LSU Libraries to both promote and plan two events: the Annual Book Bazaar and the First Annual Donor Luncheon.

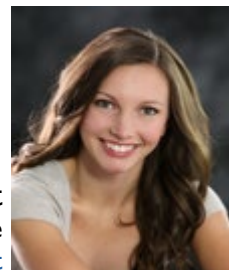
The ImPRint team has been working on creating marketing plans, completing preliminary research and designing logos and advertisements for the events. This work continued until the end of the fall semester, and the firm is ready to pick up right where it left off.

ImPRint worked hard last semester to provide quality services to its clients. Multiple media outlets posted news releases sent by the firm and picked up stories about what ImPRint was doing. PRSSA National even featured ImPRint Communications as Firm of the Issue in the [Winter 2016 Issue of FORUM](#).

The firm stands out among other organizations for many reasons; however, the most impressive aspect of ImPRint is the fact that it is student-run. ImPRint Communications is so proud of all that the firm accomplished during the fall 2015 semester, and the firm is ready to get the ball rolling again in hopes of another great semester!



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Meagan Morvant
PR Sophomore
[@MeaganMorvant](#)

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This is the great trophy of ethics. Rarely does someone ask you to lie, or share a secret. It's the subtlety. The nuance. The edges of each choice.

So, what did I do? I told them both that I could not consult with them. I would simply post the statements they wanted me to post in the order I received them, with none of the usual suggestions. And it worked. I kept them both as clients for a long time. New Orleans got to keep the Saints, when Louisiana rebuilt the Superdome. I was ethical.

Stafford Wood
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