



## Join us virtually on September 14 for a presentation on PR Ethics with Mark McClennan!

**VIRTUAL EVENT** 

**“Training Your Ethical Mind:  
Preparing to survive and thrive in our dynamic environment”**

 Presented by **Mark McClennan**, author of *‘Ethical Voices: Practicing Public Relations with Integrity’* and former PRSA National Chair

 **SEPT. 14, 12-1 P.M. VIA ZOOM**  
\$10 members | \$15 non-members

Join our upcoming PRSA Virtual Event – “Training Your Ethical Mind: Preparing to Survive and Thrive in Our Dynamic Environment,” Presented by Mark McClennan, author of ‘Ethical Voices: Practicing Public Relations with Integrity’ & 2016 PRSA National Chair.

This event will take place on **September 14th from noon to 1 pm via Zoom**. Tickets are \$10 for members and \$15 for non-members. Attendees will be sent a Zoom link to the email provided upon registration.

## More About Our Presenter, Mark McClennan:

Mark McClennan is the general manager of the Boston office of C+C, a communications agency that helps good causes and purpose-driven brands. He is the host of EthicalVoices.com, a weekly blog and podcast on PR ethics. Mark also teaches PR ethics at Boston University and was the 2016 National Chair of PRSA. Earlier this year he co-led the development of the PR Council’s Ethics Guidelines on Generative AI.

His book, “Ethical Voices – Practicing Public Relations with Integrity” was released by Business Expert Press in 2022 and for a time was the #1 PR book on Amazon. It includes more than 100 real-world ethics incidents with advice from global industry leaders at companies including Starbucks, Lenovo, the TSA, the Federal Reserve, Harvard Business School, IBM, CDC, and the



world's largest public relations agencies.

Register Here!

## SAVE THE DATE!

Go ahead and register for our next TWO great, virtual events in October and November by clicking the hyperlinks below:

**[October 17:](#)** PRSA Lunch and Learn: "**A Call to Courage: Racing Ahead Toward Achieving Inclusive Excellence in PR,**" presented by Dr. Katrice Albert, UK's Vice President for Institutional Diversity and former Executive Vice President of Inclusion and Human Resources, Via Zoom, noon

**[November 21:](#)** PRSA Virtual Event – "**Public Relations and ChatGBT: Friends or Foes?,**" Featuring Global Experts Samantha Stark, Executive Vice President, 160over90, New York City; Stephen Waddington, Founder and Managing Partner, Wadds Inc, London, England; and Martin Waxman, Digital and Social Media Strategist, LinkedIn Learning Instructor, Digital Marketing Professor, AI Research and President, Martin Waxman Communications, Via Zoom, noon

## Thanks for a Great Summer with the PRSA Thoroughbred Chapter!



We've had some amazing events and presenters over the last few months, and we are grateful for everyone who has participated and made these events happen. **We have some great presenters coming up, we hope you can join us!** Register online now for September, October and November.



Our June event, "A Night at the Ballpark," featuring our Communicator of the Year Award Winner, Mike Halligan, at Counter Clocks Field.



Our PRSA Thoroughbred Chapter Board Retreat in July with a few of our past presidents who came to support and advise.



Our August event at Blue Grass Airport, with a special behind-the-scenes tour and PR insights.

Are you following us on social media? We're posting all our events and updates across these channels, don't miss out!



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