



Byline PRSA San Antonio's Newsletter July 2024

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Hello PRSA San Antonio,

I truly hope you are taking this Summer to pause, reflect, recharge or amp up your personal and professional moments.

Here at PRSA San Antonio, we are planting the seeds to finish this year strong with a healthy mix of learning lunches, mixers and connection events designed to help you maximize your PRSA involvement.

My personal challenge from Day 1 has been to connect 1:1 with each of our Chapter Members (200+) so if we haven't chatted yet, I'm dropping by your inbox or smartphone soon!

We need your talents! Let me start again: We need your collective talents! Can you serve on a Board committee, speak as an expert for a PRSA event or help design our digital experiences? My Board experience began just by getting involved with networking groups and it has truly been THE most rewarding ride for both my personal and professional arenas. My work has benefited tremendously and anytime I need to devote resources to PRSA, my boss cheerfully says "*Go be great!*"

Finally, we are gearing up for some big events such as the District Meeting in August (Bentonville, Arkansas) and PRSA ICON in October (Anaheim, California). Let me know if you are going to either and let's connect!!

Jason Meza, APR
2024 PRSA-SA Chapter President
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Connect with me on LinkedIn



UPCOMING EVENTS

SAVE THE DATE: Gift of Guidance Set for November 9



Don't miss our chapter's greatest way of giving back to our community!

Gift of Guidance will take place on Saturday, November 9, at Meals on Wheels of San Antonio. This event is a forum filled with tips and tricks for small business and non-profits who might benefit from PR professionals.



Look for the agenda, details and more information soon.

If you want get involved by volunteering your service, or to sponsor the event, attend or give a presentation to the group, please let us know at info@prsanantonio.com - as soon as possible. Thank you!

CHAPTER NEWS

What Does AI Think of the US Supreme Court's View of PR Ethics?

(This information is generated by AI.)

Public Relations and Supreme Court Ethics: A Comparative Analysis

In the realm of ethics, both public relations (PR) and the judiciary hold significant sway over public perception and trust. The recent ethical concerns surrounding the US Supreme Court and the perennial debates over PR ethics offer a rich ground for comparison.

PR Ethics: A Commitment to Truth and Transparency

PR ethics are grounded in principles that foster effective and ethical communication. They guide practitioners in making ethical decisions, maintaining transparency, and upholding professional integrity¹. The PRSA Code of Ethics, for instance, emphasizes values such as honesty, advocacy, expertise, independence, loyalty, and fairness². These values are not just aspirational; they are essential to building and preserving trust with stakeholders, including the public, clients, and the media³.

However, PR ethics have been criticized, with some arguing that the very nature of PR is akin to manipulation and propaganda¹. Despite this, the field has evolved, with a strong emphasis on ethical conduct being critical to success⁴.

US Supreme Court's Ethical Challenges

The US Supreme Court has faced its own ethical quandaries. Recent incidents have raised

questions about the impartiality of justices and the court's self-policing mechanisms⁵. And Justice Samuel Alito's display of an upside-down American flag, a symbol associated with political movements, has sparked debate over judicial impartiality and the need for external checks and balances⁶.

The Supreme Court has adopted its first-ever code of conduct, which includes avoiding impropriety and engaging in activities consistent with judicial obligations⁶. Yet, the effectiveness of these guidelines is under scrutiny, especially as public trust in the judiciary is at a low point⁶.

Comparing Ethical Frameworks

Both PR and the Supreme Court operate under ethical frameworks designed to maintain public trust. However, while PR professionals are often accused of unethical behavior due to the nature of their work, Supreme Court justices are criticized when their personal actions or affiliations appear to conflict with their role as impartial arbiters of the law.

The key difference lies in the enforcement and perception of these ethical standards. PR ethics are often debated in the court of public opinion, where reputation is everything. In contrast, the Supreme Court's ethics are debated within the context of legal precedents and the high stakes of judicial decisions that affect the nation.

Conclusion

Ethics in both PR and the Supreme Court are vital to the integrity of their respective professions. While PR ethics focus on the fidelity of communication, the Supreme Court's ethics center on the impartiality of justice. Both fields face challenges in adapting their ethical standards to contemporary expectations of transparency and accountability. As society evolves, so too must the ethical considerations of those who wield influence over public opinion and the rule of law.

Submitted by Melissa May, MA, APR

SHOUTOUTS

Member Shoutouts

Way to go, Melissa Vela-Williamson!



Melissa Vela-Williamson, APR, Founder, MVW Communications, is one of 11 new members **elected to PRSA's College of Fellows**. Established in 1989, the College of Fellows includes more than 750 professionals and educators who have made a significant impact on the public relations and communications profession.

It's not easy to go through the College of Fellows application process. Members of the College of Fellows have at least 20 years of PR and communications experience and are accredited in public relations (APR), among other qualifications.

Melissa will be inducted at a gala celebration on October 14, before PRSA's annual conference being held in Anaheim, CA.

Have news to share? Promotion or job change? Let us know! Email your exciting news to info@prsantONIO.com.

[NEW MEMBERS \(May-July\)](#)

Claudia Victoria Lemus Campos
Lynnette Montemayor
Samantha Rendon
Selena Marquez Horn
Kelly Bryan Smith
Margarita Velasquez

Have news to share? Promotion or job change? Let us know! Email your exciting news to info@prsantONIO.com.

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PRSA NATIONAL NEWS, EVENTS & BENEFITS



PRSA
Southwest District
2024 CONFERENCE
AUG. 21-23

**BLAZING
THE TRAIL**
in Public Relations and Communications

SAVE THE DATE!

Hosted by PRSA Northwest Arkansas *Bentonville, AR*



Oct. 15–17, 2024
Anaheim Marriott • Anaheim, Calif.

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discounted Saver Rate!
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ABOUT PRSA SAN ANTONIO

The mission of the San Antonio Chapter of PRSA is to advance communication professionals by providing career development opportunities and fostering a collaborative community where individuals can strategically and ethically practice effective public relations.

This year, the PRSA San Antonio Board of Directors' goal is to bring maximum value to PRSA Members.

To learn more about PRSA-SA and how you can get involved, contact PRSA-SA 2024 President Jason Meza, APR, at jmeza@sanantonio.bbb.org

Have an idea for an article you'd like to submit to Byline? Please email Vice President of Communications, [Erin Rodriguez](#).

[Send a Byline Idea](#)

PRSA San Antonio

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