Becky Scheible

Shy Bull and Herd

(919) 606-7099 [rscheibl@live.unc.edu](mailto:rscheibl@live.unc.edu)

NEWS RELEASE

FOR IMMEDIATE RELEASE – 10/14/14

PRSA LAUNCHES SEMINAR TOUR, PROMOTES INTEGRITY IN WORKPLACE

NEW YORK – The Public Relations Society of America announced Oct. 14 a nationwide seminar tour that will address issues of maintaining honesty and integrity in the workplace.

Stephanie Cegielski, vice president of public relations for PRSA, said, “This tour will focus on preserving an honest reputation, particularly relating to the mass communication industry, but also relating to other trades as well – we expect it to make a positive impact on all hard-working Americans.”

The seminar tour will begin Nov. 15 in New York and extend into other major cities in the U.S., including Los Angeles and Chicago. PRSA will bring the tour into the headquarters of various businesses, media outlets and other organizations, as well as onto the campuses of several universities.

Cegielski will be the major presenter for the tour, but several other PRSA representatives will speak at various seminars, catering to the specific needs of each location. Cegielski and one other representative will begin each seminar by giving speeches about their personal experience with and the importance of integrity. The seminar will close up with a discussion, providing attendees the opportunity to ask questions.

- MORE -

PRSA HOLDS SEMINAR TOUR/Page 2

The Public Relations Society of America is an organization of public relations professionals chartered in 1947. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and the public relations profession. More than 21,000 communications professionals are members of PRSA. More information can be found at [www.prsa.org](http://www.prsa.org).

# # #