



June 4, 2020

Dear PRSA Hawaii Members,

We echo the sentiment of [PRSA \(national\) President T. Garland Stansell, APR](#) as our nation grieves the loss of George Floyd, Breonna Taylor, Ahmaud Arbery, among others, and strive for the peace, comfort and solidarity with affected family and friends. As the battery of recent events in the context of COVID-19 have taxed our hearts and energies, as communicators we remain steadfast having pledged to promote ethical and responsible dialogue with the freedom of information afforded to us by the First Amendment of the U.S. Constitution.

As many in Hawaii understand, the complexity of ethics may be as diverse as any combination of responding to racism, sexism, classism, xenophobia, other-isms but in trying times we are reminded that resilience in our island home is afforded to us through our shared values. Our [aloha](#) universally binds us. Our common human experiences make us more alike than we are different and strengthen our commitment to help one another. We are proud of our community who've stepped up to show aloha, care and sensitivity to one another in this challenging time of complicated need.

Our members often have the opportunity to inform and reconcile ethics into daily conversation at our respective businesses and institutions, not just in name but through action. For those who are interested in joining the conversation, on [Tuesday, June 9, 2020, we are hosting a live virtual Ethics in Communication](#) program featuring the expertise of retired Circuit Court Judge Michael Town — mediator, arbitrator and member of the State Prison Oversight Commission — and BJ Whitman, APR, Fellow PRSA, chair of the Public Relations Society of America (national) Board of Ethics and Professional Standards, in an open discussion of their experiences and to share insight into ethical standards and best practices. Codes of ethics and ethical models set standards for ethical behavior and offer guidance for decision-making to maintain a positive image and ensure trust with employees and consumers.

We encourage our fellow members to be leaders in the conversations of inclusion, civility, ethics and aloha – whether the opportunity arises personally or professionally. We hope you will continue to let us know how to meaningfully support you in your work.

Sincerely,

Mondy Jamshidi-Kent, MA  
PRSA Hawaii President