


# Dark PR, Part II: Disarming Disinformation

Virtual Event: October 15 @ 12 pm ET



**DISARMING  
DISINFORMATION**

DIPAYAN GHOSH      LISA KAPLAN      T. GARLAND STANSELL

The banner features a dark blue background with a white geometric pattern of dots and lines. On the right side, there is a large, stylized graphic of a Swiss Army knife with its various tools extended. Below the title, three circular headshots of the speakers are arranged horizontally. The names of the speakers are printed in white capital letters below their respective headshots.

OCTOBER 15 | NOON

REGISTER

THE NATIONAL  
PRESS CLUB

The National Press Club Communicators Committee invites you to join the second event in a series of critical conversations on disinformation, [dark PR](#), and how we can address it. The upcoming conversation will look inward at how we, as communicators, can help protect our clients and the public from intentional deception enabled by social networks, big data, and even bad actors within our industry.

On Thursday, October 15, at noon, learn how we can fight disinformation campaigns, create effective industry regulation and examine and improve ethics around deception in public relations and public affairs.

Our panel features speakers have been on the front lines of the fight against disinformation inside the world's largest social media companies, on political campaigns, in government and within the public relations industry.

**Lisa Kaplan** drove a proactive and defensive digital strategy as digital director for Senator Angus King's reelection campaign in 2018 before founding the Alethea Group to help clients protect against disinformation. **Dipayan Ghosh** worked at Facebook and was a technology advisor in the Obama administration before joining Harvard as co-director of the Digital Platforms & Democracy Project. As chair of the leading public relations trade association, PRSA, **T. Garland Stansell** is dedicated to navigating and developing the ethical responsibilities for much of the PR industry in the U.S.

Registration for National Press Club Members is free. \$15 for all non-NPC members. The event is virtual and will run from noon to 1:15 pm.

## Speakers

- [Dipayan Ghosh](#), Co-Director, Digital Platforms & Democracy Project, Harvard University
- [Lisa Kaplan](#), Founder and CEO, Alethea Group
- [T. Garland Stansell](#), Chair, Public Relations Society of America