**4 Steps to Growing Your Ethics Portfolio**

The key to promoting ethics in the public relations field is to make ethics relevant to communicators, especially as "disinformation, alternative facts and 'fake news' " are becoming more prevalent, according to the Commission on Public Relations Education. PR professionals should be able to recognize ethical and unethical practices, speak out against unethical behavior, adopt an ethical framework to guide their own actions and use that framework to justify decisions, writes Kathy Fitzpatrick, JD, APR.

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<https://prsay.prsa.org/2018/09/12/saying-no-to-the-boss-building-your-ethics-portfolio/>

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