**Ethics Is A PR Requisite**

PR professionals should be wholly versed in ethics and provide "guardrails" to corporations and clients to ensure they stay "on the right side of the law," writes Meredith Libbey, APR, member of PRSA's Board of Ethics and past president of the Nashville Chapter. When encountering a questionable situation, ask, "How would we feel if we saw this in the media?" and sound an alarm if something appears to be "illegal, unethical, inappropriate or just plain stupid."

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[*http://prsay.prsa.org/2022/09/21/tempted-to-look-the-other-way/*](http://prsay.prsa.org/2022/09/21/tempted-to-look-the-other-way/)

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[*https://i.pinimg.com/originals/6b/80/99/6b8099f6b0e3c3cd66709532858d9d4a.jpg*](https://i.pinimg.com/originals/6b/80/99/6b8099f6b0e3c3cd66709532858d9d4a.jpg)