**Ethics: PR's Responsibility Toward Truth, Facts**

Truth is integral to building and maintaining trust, which is key to performing the basic functions of public relations, Emmanuel Tchividjian writes. While the search for truth may be a sometimes ambiguous goal, PR leaders owe it to their clientele to work toward revealing facts and objective realities, he writes.

***PRSAY/Ruder Finn Ethics blog 3/14/17***

***Image source:***

[***https://ajmacdonaldjr.files.wordpress.com/2012/03/truthlies.jpg***](https://ajmacdonaldjr.files.wordpress.com/2012/03/truthlies.jpg)