**The Value of Transparency Amid Difficult Times**

The coronavirus pandemic and movement to fight racial injustice should spur communications professionals to become more focused on "being open and transparent," writes MediaSource President Lisa Arledge Powell. She shares personal life and business experiences to highlight the importance of being transparent in "public presence" and "marketing and public relations."

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[***http://prsay.prsa.org/2020/07/14/how-2020-has-highlighted-the-importance-of-being-open-and-honest/***](http://prsay.prsa.org/2020/07/14/how-2020-has-highlighted-the-importance-of-being-open-and-honest/)

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