

Ethics Chat September 23, 2010

Summary

PRSA kicked off Ethics Month with a Twitter chat, focusing on the recent settlement between the [Federal Trade Commission](#) (FTC) and [Reverb Communications](#). Each September, PRSA observes Ethics Month as a reminder to members to practice truthful, accurate and transparent communications. Last week's chat focused on the Ethics Quiz.

Previous chat topics focused on the Ethics Quiz and online communications and blogger ethics. The topic for our final chat was "Looking the Other Way," based on a recently approved Professional Standard Advisory.

Members were invited to join the discussion, which was hosted by **Tom Eppes, APR, Fellow PRSA**, [Board of Ethics and Professional Standards](#) chair, and **Jim Lukaszewski, APR, Fellow PRSA**.

This is the final chat in our series. Thanks to everybody who participated!

Resources for Members

PRSA Ethical Guidance for Today's Practitioner (main page): <http://bit.ly/dhiWpO>

PRSA Code of Ethics (English): <http://bit.ly/bxeafY>

PRSA Code of Ethics (Spanish): <http://bit.ly/auGnoX>

Code of Ethics Pledge: <http://bit.ly/9ACmPq>

BEPS Professional Standards Advisories: <http://bit.ly/9jMmGf>

Code of Ethics Quiz: <http://bit.ly/an1Tzu>

Resources Page: <http://bit.ly/9RgRFW>

Reporting Questionable Ethical Performance: <http://bit.ly/bNcZET>

Ethics-related posts on *PRSA*: <http://bit.ly/cCMhZ4>

Ethics-related posts on *comPREhension*: <http://bit.ly/c7lh7F>

Tactics Article: "FTC settles complaint about fake video game testimonials with PR firm": <http://bit.ly/aRLZrz>

The Ethical Optimist (Blog): <http://bit.ly/b7E16U>

Global Alliance on Twitter: <http://bit.ly/aMsBMG>

PSA 15 "Looking the Other Way," <http://bit.ly/d1rp4p>

From Huffington Post, "[Crisis Spokeswoman Spins Herself Out-of-a-Job -- A Cautionary Tale.](http://huff.to/ctxS13)"
<http://huff.to/ctxS13>

By Jim Lukaszewski: "**Dilemmas and Moral Questions: The Heart of Ethical Decision Making.**" <http://bit.ly/aSnc0z>

By: "New World. New Challenges: What and How Will Communicators Contribute — Governance and Management." <http://slidesha.re/dkYW8t>

September 23 Transcript:

4:00 pm **tomeppes:** Welcome to the final Tweet Chat of PRSA's Ethics Month. Today, we'll talk about unethical behavior by superiors? Sound risky? #ethicschat

4:00 pm **prsa:** Welcome to the final Tweet Chat of PRSA's Ethics Month. Today, we'll talk about unethical behavior by superiors? Sound risky? #ethicschat

4:01 pm **ShaniB_PR:** RT @prsa: Did you know that a "do whatever it takes" attitude is a best practice? 30 more minutes until #PRSA #ethicschat begins.

4:01 pm **MinnesotaPRSA:** NOW! RT @prsa: You observe a peer conducting unethical behavior in the office. What to do? Join us for #ethicschat today at noon ET. #PRSA

4:01 pm **prsa:** I'm Tom Eppes, Chair of PRSA's Board of Ethics and Professional Standards. Jim Lukaszewski, Co-Chair is here, too. #ethicschat

4:01 pm **pnherdz:** RT @prsa: Welcome 2 the final Tweet Chat of PRSA's Ethics Month. We'll talk abt unethical behavior by superiors? Sound risky? #ethicschat

4:02 pm **wsuprssa:** RT @pnherdz: RT @prsa: Welcome 2 the final Tweet Chat of PRSA's Ethics Month. We'll talk abt unethical behavior by superiors? Sound risky? #ethicschat

4:02 pm **prsa:** Today is about a very practical aspect of ethical behavior. Your choices may be ethical. But what about those around you? #ethicschat

4:02 pm **prsa:** Q1: Do you exercise a ?Code of Silence? when it comes to unethical behavior? #EthicsChat

4:03 pm **chernoffnewman:** How is citizen journalism changing the world of journalism and PR? @PRSA <http://tinyurl.com/27qxxkd> #ethicschat

4:04 pm **gomezdm:** @pnherdz Glad you could join us again this week! Looking forward to your comments. #ethicschat #prsa

4:04 pm **naprca:** Final Tweet chat on unethical behavior by superiors just getting started b @prsa #ethicschat

4:04 pm **LoriMillerWHNT:** Final Tweet chat on unethical behavior by superiors just getting started b @prsa #ethicschat

4:05 pm **pnherdz:** @gomezdm Thank you! I'm excited to learn from your comments as well. #ethicschat

4:05 pm **Jimlukaszewski:** Remaining silent has the most corrosive effect on our relationship with managers and leaders. They expect us to speak up. #ethicschat

4:06 pm **prsa:** Q1A: ?Gray Wall? is intentionally ignoring actions, decisions , advice that R wrong, potentially unlawful or just plain stupid. #EthicsChat

4:06 pm **celesahorvath:** Q1 Here's what happens when hundreds of people don't recognize &/or remain silent on an ethical breach: <http://bit.ly/apmoqq> #ethicschat

4:06 pm **YoTodd:** Q1a:Glad to work in an environment where openness and honesty is valued. But def seen places where "Code of Silence" is practiced #ethicschat

4:07 pm **ckaemmerlen:** RT @prsa: Q1A: ?Gray Wall? is intentionally ignoring actions, decisions , advice that R wrong, potentially unlawful or just plain stupid. #EthicsChat

4:07 pm **pnherdz:** The most important conversations are usually the ones we are too scared to have. Staying silent usually hurts you in the end. #ethicschat

4:09 pm **prsa:** Q2: Have you ever challenged peers about PR ethics? #ethicschat

4:10 pm **ChiCall:** RT @prsa: Q2: Have you ever challenged peers about PR ethics? #ethicschat

4:10 pm **thepublicityguy:** @PRSA Do you mean challenge them on their ethics or their idea of ethics in PR? The question is a bit confusing... #ethicschat

4:11 pm **tomeppes:** It helps to keep a copy of the PRSA Code handy. I've used that to steer people clear of bad ideas. #ethicschat

4:12 pm **Samjb:** RT @prsa: Today is about a very practical aspect of ethical behavior. Your choices may be ethical. But what about those around you? #ethicschat

4:12 pm **pnherdz:** Yes! It's difficult b/c U may still need 2 work them afterward RT @prsa: Q2: Have U evr challenged peers abt PR ethics? #ethicschat

4:12 pm **prsa:** @thepublicityguy We're talking about PR ethics, which usually intertwine with business ethics. #ethicschat

4:13 pm **gomezdm:** Q2: Fortunately for me, I've never come across unethical PR or communications pros in my 20 years in the public sector. #ethicschat

4:14 pm **Jimlukaszewski:** In an intense discussion with HR, security, strategic planning, it's the communicator who remains silent the longest. Why? #ethicschat

4:14 pm **tomeppes:** @pnherdz Yes, it's difficult. Using the Code helps, since it won't be your opinion against theirs, but an industry standard. #ethicschat

4:14 pm **mdbarber:** RT @Jimlukaszewski: Remaining silent has the most corrosive effect on our relationship with managers and leaders. They expect us to speak up. #ethicschat

4:14 pm **jenwakefield:** @gomezdm Wow. how'd you manage that? #ethicschat

4:15 pm **tomeppes:** Q3: Would you report a peer to supervisors, if PR ethics were questionable? #ethicschat

4:15 pm **pnherdz:** @tomeppes Exactly. 1 of the most diff things I've experienced is people understand ethics differently, esp. in a global company. #ethicschat

4:16 pm **jenwakefield:** @prsa Yes. #ethicschat

4:16 pm **gomezdm:** @jenwakefield In the public sector, PR and comm offices tend to be small! Only dealt w/an agency once, & they were great! #ethicschat

4:16 pm **tomeppes:** @pnherdz Yes, there are global differences on ethics. Very important to understand that. #ethicschat

4:16 pm **0260pr:** Ethics = Trust. <http://www.prsa.org/AboutPRSA/Ethics/> ~ #ethicschat

4:17 pm **pnherdz:** Great point. RT @0260pr: Ethics = Trust. <http://www.prsa.org/AboutPRSA/Ethics/> ~ #ethicschat

4:18 pm **KeithTrivitt:** @pnherdz Interesting pt re: diff interpretations of biz/PR ethics based on global/cultural differences. How how u managed that? #ethicschat

4:18 pm **prsa:** RT @tomeppes: Q3: Would you report a peer to supervisors, if PR ethics were questionable? #ethicschat

4:19 pm **ShaniB_PR:** RT @0260pr: Ethics = Trust. <http://www.prsa.org/AboutPRSA/Ethics/> ~ #ethicschat

4:19 pm **colleenptomey:** RT @prsa: RT @tomeppes: Q3: Would you report a peer to supervisors, if PR ethics were questionable? #ethicschat

4:19 pm **pnherdz:** @KeithTrivitt I won't take credit for managing the situation, but I know that a company standard needed to be set in place. #ethicschat

4:20 pm **jenwakefield:** @gomezdm Still amazed. #ethicschat

4:20 pm **Angeliqlam2:** What happens when great ethics cost you your job and your family depends on you? #prstudent #ethicschat

4:21 pm **pnherdz:** @KeithTrivitt If all else fails, I think it best 2 compromise, but if the sit is rllly dangerous, I dont know if I'd stick arnd. #ethicschat

4:22 pm **prsa:** RT @tomeppes: Q3: Would you report a peer to supervisors, if PR ethics were questionable? #ethicschat

4:22 pm **jenwakefield:** @Angeliqlam2 You find a new job. Prayer helps. #ethicschat

4:23 pm **pnherdz:** @Angeliqlam2 My 1st PR prof. instructed me to start a "freedom fund" so if you have to make that decision can survive. #ethicschat

4:23 pm **KeithTrivitt:** @pnherdz That makes a lot of sense, esp since understanding the dynamics of global biz is vital to success in any situation #ethicschat

4:23 pm **jenwakefield:** I think most people think they are following the Code of Ethics, even when they are not. Reason why chats like this are imp. #ethicschat

4:23 pm **pnherdz:** @Angeliqlam2 Better to lose your job than be ethically compromised. Ethics=Credibility=Trust. Lose that and you're in trouble. #ethicschat

4:24 pm **tomeppes:** Your personal ethics define you. It sticks forever. Should your employer's choices define you? #ethicschat

4:24 pm **YoTodd:** @jenwakefield Completely agree. Often showing the consequences specific tacticshave on audiences helps craft better strategies. #ethicschat

4:25 pm **jenwakefield:** RT @pnherdz: @Angeliqlam2 Better to lose ur job than be ethically compromised. Ethics=Credibility=Trust. #ethicschat

4:25 pm **Jimlukaszewski:** @pnherdz Ethical practices do vary, but they are converging. The standard to shoot for is proposed by <http://bit.ly/aMsBMG>. #ethicschat

4:25 pm **jenwakefield:** RT @tomeppes: Your personal ethics define you. It sticks forever. #ethicschat

4:25 pm **KeithTrivitt:** Well said RT @tomeppes: Your personal ethics define you. It sticks forever. Should your employer's choices define you? #ethicschat

4:26 pm **gomezdm:** Gd advice. RT @pnherdz: My 1st PR prof. instructed me to start a "freedom fund" so if u have to make that decision can survive. #ethicschat

4:26 pm **YoTodd:** RT @pnherdz: @Angeliqlam2 My 1st PR prof. instructed me to start a "freedom fund" so if you have to make that decision can survive. #ethicschat

4:26 pm **pnherdz:** RT @tomeppes: Your personal ethics define you. It sticks forever. Should your employers choices define you? #ethicschat

4:26 pm **pnherdz:** Nope! RT @tomeppes: Your personal ethics define you. It sticks forever. Should your employers choices define you? #ethicschat

4:27 pm **krystinolinski:** completely agree. jobs come&go but you're u 4ever RT RT @tomeppes: Your personal ethics define you. It sticks forever. #ethicschat

4:28 pm **pnherdz:** @Jimlukaszewski True, but cultural differences affect ethics so while everything is converging it is going to take time. #ethicschat

4:29 pm **Jimlukaszewski:** @KeithTrivitt: One thing we know for sure, your employers poor ethics will stick, for sure - Enron, Goldman Sachs, Exxon-Mobile. #ethicschat

4:30 pm **gomezdm:** Q6: Ignoring unethical behavior is safe -- esp when it crosses legal boundaries. #ethicschat

4:31 pm **pnherdz:** Your ethical decisions only will affect U. Better 2 set yr standards now, so when faced w/ a problem, U alrdy know wht 2 do. #ethicschat

4:31 pm **prsa:** Q6: Ignoring unethical behavior can seem the safest choice to keep your job. Is it? #ethicschat

4:32 pm **pnherdz:** RT @Jimlukaszewski: @KeithTrivitt: 1 thing we know 4 sure, yr employers poor ethics will stick, 4 sure... #ethicschat

4:33 pm **gomezdm:** Should have said "not safe." RT @gomezdm: Q6: Ignoring unethical behavior is safe -- esp when it crosses legal boundaries. #ethicschat

4:33 pm **maryhenige:** RT @pnherdz: RT @Jimlukaszewski: @KeithTrivitt: 1 thing we know 4 sure, yr employers poor ethics will stick, 4 sure... #ethicschat

4:34 pm **pnherdz:** Depends... RT @prsa: Q6: Ignoring unethical behavior can seem the safest choice to keep your job. Is it? #ethicschat

4:34 pm **prsa:** Q7: Some at Enron didn't speak out. A PR exec at Toyota did, retiring shortly after. What would you do? #ethicschat

4:34 pm **YoTodd:** Q6a: Not usually. Sometimes of course, but people who can identify problems AND solutions tend to be very very valued. #ethicschat

4:35 pm **krystinolinski:** Q7: its always the right time to do the right thing. job or no job #ethicschat

4:35 pm **Angeliqlam2:** RT @pnherdz: @Angeliqlam2 My 1st PR prof. instructed me to start a "freedom fund" so if you have to make that decision can survive. #ethicschat

4:35 pm **laurenkgray:** Listening in on #ethicschat

4:35 pm **KeithTrivitt:** @Jimlukaszewski Great pt & often, the stigma that comes from major ethical issues an employer gets into can stick w/ u #ethicschat

4:36 pm **gomezdm:** When was the last time you took the Ethics Quiz? Great way to assess your ethics knowledge. #ethicschat <http://bit.ly/dAAmeS>

4:36 pm **pnherdz:** Q6A: Will thr B a day when U have 2 testify in court? I wouldn't want to say that I ignored such behavior just to keep my job. #ethicschat

4:36 pm **maryhenige:** Always speak up. We represent all audiences. Have 2 B voice of reason & maintain R own integrity Can take R reputation w/ us #ethicschat

4:36 pm **laurenkgray:** It's so hard but there are other jobs out there if you chose not to ignore the ethical behavior. #ethicschat

4:36 pm **pnherdz:** Absolutely RT @krystinoliniski: Q7: its always the right time to do the right thing. job or no job #ethicschat

4:37 pm **chrisgent:** RT @tomeppes: Your personal ethics define you. It sticks forever. Should your employer's choices define you? #ethicschat

4:37 pm **pnherdz:** RT @maryhenige: Always speak up. We represent all audiences. Have 2B voice of reason & maintain R own integ Can take R rep w/ us #ethicschat

4:38 pm **tomeppes:** @maryhenige Great point! #ethicschat

4:38 pm **dconecity:** RT @chrisgent: RT @tomeppes: Your personal ethics define you. It sticks forever. Should your employer's choices define you? #ethicschat

4:39 pm **pnherdz:** @maryhenige Glad you can join us! #ethicschat

4:39 pm **jackie_smith:** Speaking of such things....now checking into #ethicschat

4:39 pm **jenwakefield:** RT @krystinoliniski: Q7: its always the right time to do the right thing. job or no job #ethicschat

4:39 pm **YoTodd:** Q7 In both cases, the prob was created by a long series of bad descisions. Hopefully we can stop it before it gets that far #ethicschat

4:40 pm **prsa:** Q8: Do you think the careers suffered for Enron people who knew but didn't speak out? #ethicschat

4:41 pm **jackie_smith:** RT @Jimlukaszewski: Remaining silent has the most corrosive effect on our relationship with managers and leaders. They expect us to speak up. #ethicschat

4:42 pm **pnherdz:** RT @YoTodd: Q7 In bth cases, the prob was created by a long series of bad descisions. Hopefully we cn stp it b4 it gets that far #ethicschat

4:42 pm **danperezfilms:** Never a wrong time... RT @jenwakefield: RT @krystinoliniski: Q7: its always the right time to do the right thing. job or no job #ethicschat

4:42 pm **tomeppes:** Our careers are branded by the organizations we worked for. Their mistakes can become ours. #ethicschat

4:43 pm **krisTK:** RT @tomeppes: Our careers are branded by the organizations we worked for. Their mistakes can become ours. #ethicschat

4:43 pm **Jimlukaszewski:** I's also useful to have developed your own set of personal values, the virtues you aspire to achieve. Ben Franklin had 13. #ethicschat

4:43 pm **deejbradley:** #ethicschat Q6 Would you rather keep your job or keep your industry? Blacklisting is real. Unethical behavior won't guarantee success

4:43 pm **PUBDIP:** RT @prsa: Welcome to the final Tweet Chat of PRSA's Ethics Month. Today, we? ll talk about unethical behavior by superiors? Sound risky? #ethicschat

4:43 pm **pnherdz:** RT @tomeppes: Our careers are branded by the organizations we worked for. Their mistakes can become ours. #ethicschat

4:43 pm **BonnieRiechert:** Q8: Credibility suffered, at least, for those who knew but did not speak out. #ethicschat

4:44 pm **YoTodd:** @PRSA Q8: It did for some. Others, not so much. But it would be hard to move on knowing that you could have prevented it all #ethicschat

4:45 pm **jackie_smith:** RT @gomezdm: When was the last time you took the Ethics Quiz? Great way to assess your ethics knowledge. #ethicschat <http://bit.ly/dAAmeS>

4:45 pm **prsa:** Q9: Do you think Toyota person would have a tough time finding another employer, if he were to go back to work? #ethicschat

4:46 pm **YoTodd:** Q8: I think that knowing you did nothing would be harder than finding a new job. #ethicschat

4:47 pm **tomeppes:** Do employers want people who revealed unethical behavior by former employers? #ethicschat

4:47 pm **pnherdz:** @prsa Q9A: Great question! He would def. have experience from dealing with the situation. Maybe that makes him more marketable. #ethicschat

4:48 pm **krystinolinski:** Q9: the toyota pr person did the right thing in a tough situation, you have to respect that #ethicschat

4:49 pm **pnherdz:** RT @jackie_smith @gomezdm: When was the last time U took the Ethics Quiz? gr8 way 2 assess yr knowledge <http://bit.ly/dAAmeS> #ethicschat

4:49 pm **pnherdz:** I agree. RT @krystinolinski: Q9: the toyota pr person did the right thing in a tough situation, you have to respect that #ethicschat

4:49 pm **gomezdm:** PRSA issued PSA 15 today, and advises against "looking the other way" in the workplace. Read more at <http://bit.ly/d1rp4p> #ethicschat

4:50 pm **tomeppes:** Do you think a prospective employer would worry they can't trust someone who revealed bad b'havior elsewhere? #ethicschat

4:50 pm **pnherdz:** RT @gomezdm: PRSA issued PSA 15 2day & advises against "looking the other way" in the workplace. Read mre @ <http://bit.ly/d1rp4p> #ethicschat

4:51 pm **YoTodd:** @Tomeppes Depends on how you revealed it and the situation. If your 1st choice was to upload to wikileaks, then probably not #ethicschat

4:53 pm **Jimlukaszewski:** Toyota & big companies in trouble get a lot of conflicting PR & public policy advice. Companies aren't inherently ethical. #ethicschat

4:54 pm **danperezfilms:** "I don't go to bed with no whore, and I don't wake up with no whore. That's how I live with myself." Carl Fox "Wall Street" #ethicschat

4:56 pm **prsa:** Q10: How can you encourage ethical behavior without looking ?preachy?? #EthicsChat

4:56 pm **pnherdz:** @Jimlukaszewski Good point. That's what we're trying to change! #ethicschat

4:57 pm **SMacheca_IOC:** RT @PRSA: Q10: How can you encourage ethical behavior without looking ? preachy?? #EthicsChat

4:57 pm **YoTodd:** Q10 Ethics is about education creativity and hard work. Finding a good solution is always harder than finding the easy solution. #Ethicschat

4:58 pm **YoTodd:** Have to leave early. Thanks for the #ethicschat. Look forward to reading the rest of the responses.

4:58 pm **pnherdz:** Q10A: It's srt w/ yr approach. If U approach the situation w/ an overly zealous/righteous attitude, U'll look more lk a fool. #ethicschat

4:58 pm **maryhenige:** Q10: Case studies work great - gets it 2 the 3rd person & preserves dignity. Way 2 make a pt meant 4 them. #EthicsChat

4:58 pm **tomeppes:** Q10: When PR ethics questions arise, refer people to the Code, then it's not you "preaching" ethics. #ethicschat

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4:59 pm **pnherdz:** Great idea! RT @tomeppes: Q10: When PR ethics questions arise, refer people to the Code, then its not you "preaching" ethics. #ethicschat

4:59 pm **gomezdm:** Q6: Interesting take re fallout of going against ur employer. 2008 Metrolink spokesperson spoke too soon? #ethicschat <http://huff.to/ctxS13>

4:59 pm **laurenkgray:** Q10: talk about issues as a group or look at other examples were decisions were made badly. #ethicschat

5:00 pm **Jimlukaszewski:** Ethical talk is easier than ethical accomplishment. First, decide where you stand then translate into ethical action. #ethicschat

5:00 pm **EinsteinMed:** RT @Jimlukaszewski: Ethical talk is easier than ethical accomplishment. First, decide where you stand then translate into ethical action. #ethicschat

5:01 pm **prsa:** Q13: Should you promptly correct erroneous info sent to media by a CEO or senior management? #EthicsChat

- 5:03 pm **gomezdm:** Great article from @jimlukaszewski re dilemmas and moral questions. <http://bit.ly/aSnc0z> #ethicschat
- 5:03 pm **laurenkgray:** Q13: Any incorrect info should be corrected ASAP before it gets too wide spread. #EthicsChat
- 5:03 pm **prsa:** Q14: Or should you avoid embarrassing CEO? If not, why? #EthicsChat
- 5:04 pm **pnherdz:** RT @Jimlukaszewski: Ethical talk is easier thn ethical accomplishment. 1st, decide whr U stand thn translate in2 ethical action. #ethicschat
- 5:04 pm **pnherdz:** RT @laurenkgray: Q13: Any incorrect info should be corrected ASAP before it gets too wide spread. #ethicschat
- 5:04 pm **pnherdz:** RT @gomezdm: Great article from @jimlukaszewski re dilemmas and moral questions. <http://bit.ly/aSnc0z> #ethicschat
- 5:05 pm **tomeppes:** The Code requires that we are truthful and correct any errors promptly. #ethicschat
- 5:05 pm **BrittanyLToland:** This #ethicschat right now is helping me write my paper about.. ETHICS! Perfect timing
- 5:05 pm **gomezdm:** More great resources, including case studies dealing with today's topics. Take a look. <http://bit.ly/c8xV44> #ethicschat
- 5:06 pm **pnherdz:** RT @tomeppes: The Code requires that we are truthful and correct any errors promptly. #ethicschat
- 5:07 pm **prsa:** Thanks to everybody participating in our Ethics Month chats! It's been a great experience delving further into this topic. #ethicschat
- 5:07 pm **BonnieRiechert:** Q13: If CEO sends media incorect info, work promptly with CEO to send correct info. #ethicschat
- 5:07 pm **pnherdz:** RT @BonnieRiechert: Q13: If CEO sends media incorect info, work promptly with CEO to send correct info. #ethicschat
- 5:08 pm **pnherdz:** RT @prsa: Thanx 2 everybody participating in our Ethics Month chats! Its been a great experience delving further in2 this topic. #ethicschat
- 5:09 pm **pnherdz:** Thank you for this awesome opportunity to discuss this important issue in PR. I've learned so much from all the participants. #ethicschat
- 5:09 pm **pnherdz:** Hope to chat with some of you again in future chats. Have a great day! #ethicschat
- 5:10 pm **maryhenige:** I'll say. Lucky U 2 B watching! RT @BrittanyLToland: This #ethicschat right now is helping me write my paper about.. ETHICS! Perfect timing
- 5:10 pm **krystinolinski:** @PRSA great #ethicschat!
- 5:11 pm **tomeppes:** Working together, we can make a difference on PR ethics. Help others learn. Visit the PRSA web site for ethics info. #ethicschat
- 5:12 pm **gomezdm:** RT @prsa: You can check our Ethics Resource site for transcripts of other #ethicschat held this month. <http://bit.ly/c8xV44>
- 5:12 pm **pnherdz:** RT @tomeppes: wrkn tgthr, we can make a difference on PR ethics. Help others learn. Visit the PRSA website 4 ethics info. #ethicschat
- 5:23 pm **ClarkHRRahman:** Did every1 see this presentation from Anne Gregory @WorldPRForum regarding PR ethics? #ethicschat <http://slidesha.re/dkYW8t> This inspired me
- 5:58 pm **rurimaritsa:** RT @ClarkHRRahman: Did every1 see this presentation from Anne Gregory @WorldPRForum regarding PR ethics? #ethicschat <http://mtw.tl/l61pea>
- 6:24 pm **akilahluke:** RT @prsa: When you see something, say something... right? In 15 minutes, #ethicschat begins! <http://bit.ly/cIPAhg>