Please answer the below questions in 100-125 words each question. All questions response MUST include a SPECIFIC reference in APA format for each question. Please do not just post the text citation but tell me the page and paragraph or other source. All questions must have a reference or citation and please provide page and paragraph or other source. Please no dictionary or Wikipedia

NOTE: Your response should be at least 100 words and based on the reading or outside resources and include citations

Q 1.What are the ethical responsibilities of public relations professionals? How important is the ethical component of the practice of public relations?

Q 2.The growth of video news releases (VNRs) has increased significantly. Former President George W. Bush and former California Governor Arnold Schwarzenegger both made use of VNRs during their respective administrations. What are some of the more significant ethical issues inherent to using a VNR?

Q. 2 Over the years, numerous companies have been accused of exploiting the media, that is, planning and carrying out events that are designed with the primary if not sole intent to gain publicity. Discuss the short-term and long-term effectiveness of such tactics.  Give at least one example