

RADFORD UNIVERSITY  
STUDENT MEDIA COMMITTEE  
BYLAWS  
Revised April 5, 2019

I. AUTHORITY AND PURPOSE

A. The Student Media Committee (hereafter referred to as the Committee or the SMC) has been established by Radford University to formulate, implement and supervise general management of Student Media.

B. The Purposes of Student Media are

1. To provide a valuable educational experience in media production and business to students
2. To disseminate news, information, arts, literature and/or entertainment to the University community
3. To serve as designated public forums for public debate, dialogue, ideas and/or opinions
4. To record a lasting chronicle of events at Radford University
5. To review and provide recommendations for endorsements for all policy approved by the Steering Committee ( i.e. student leader compensation, business polices and procedure)

II. STATEMENT OF POLICY

Freedom of expression and press freedom are fundamental values in a democratic society. The mission of any institution committed to preparing productive citizens must include teaching student these values, both by lesson and by example.

As determined by the courts, student exercise of freedom of expression and press freedom is protected by both state and federal law, especially by the First Amendment to the United States Constitution. Accordingly, school officials are responsible for encouraging and ensuring freedom of expression and press freedom for all students. It is the policy of Radford University and the RU Student Media Committee that the official, school - sponsored student media of RU have been established as designated public forums for student expression and as voices in the uninhibited, robust, free and open discussion of issues. Each medium should provide a full opportunity for students to inquire, question and exchange ideas. Content should reflect all areas of student interest, including topics about which there may be dissent or controversy.

III. RESPONSIBILITIES OF THE SMC

A. To ensure that students have the editorial freedom necessary to exercise their craft under First Amendment guarantees with no restraints beyond the limitations of ethical and legal responsibilities in matters of libel, obscenity and invasion of privacy. The responsible exercise of the editorial freedom will be the obligation of the Student Media staffs.

B. To assist in the appointment and removal of the Student Media Leaders and Faculty Advisors of each medium and any other offices deemed necessary to conduct Student Media operations in accordance with established criteria and

due process.

C. To outline the need for contracts or agreements for business services, review existing contracts and recommend renewal in accordance with Radford University Material Management policy and procedure, and authorize the Assistant Director for Student Media to act as the Contract Administrator as needed.

D. To ensure Student Media are conforming to responsible and ethical business operations.

E. Recommend expenditures from media reserve to the steering Committee.

F. To make recommendations to appropriate parties regarding the overall facility and space needs of Student Media.

G. To recognize new student media members and to withdraw recognition of Student Media members in accordance with established criteria and due process.

#### IV. MEMBERSHIP AND PROCEDURES

##### A. COMPOSITION

The composition of the SMC is determined by its membership.

Membership currently consists of the following:

1. Student: Editor in Chief or Executive Producer to represent each medium
2. Faculty: One Faculty Advisor from each medium
3. Administrative: Assistant Director for Student Media

##### B. CHAIR

The chair will be elected the first meeting of each fiscal year. The Chair will vote only in case of a tie. In the event the Chair is unable to meet the obligations of office during an academic year, a special election will be held to fill the position for the remainder of that term. The duties of the Chair shall be to:

1. Convene all regularly scheduled and special meetings of the SMC
2. Collect agenda items from all members in accordance with Meeting Procedures.
3. Provide copies of all pertinent information for SMC meetings and ensure that all Committee materials are distributed with Meeting Procedures.
4. Monitor and track reports on progress regarding SMC activities, including subcommittees.
5. Schedule and facilitate a planning retreat once during each academic year.
6. Oversee the meeting accordance with the current edition of Robert's Rules of order.
7. Act as a mediator to resolve committee conflicts and take additional steps to resolve them, should it be warranted.
8. Perform other duties as called for either in the SMC

Bylaws or as dictated in SMC business.

#### C. VICE CHAIR

The Vice Chair will be elected the first meeting of each fiscal year. The Vice

Chair will be responsible for running meetings when the Chair is absent.

#### E. SECRETARY

The duties of the Secretary shall be to:

1. Keep minutes of each SMC meeting, and distribute those minutes prior to each subsequent meeting.
2. Prepare all materials and notes, such as agendas, prior to each meeting.

#### D. MEETING PROCEDURES

##### 1. Meeting Schedule

- a. The committee Shall meet at least four times per semester
- b. A meeting schedule will be established at the first board meeting of each semester

##### 2. Agenda and Materials Distribution

Agenda items will be provided to the Chair at least one week in advance. At the Chair's direction, the Secretary will provide a meeting agenda, unapproved minutes from previous meetings as needed to all members if feasible.

##### 3. Quorum

A simple majority of the board shall constitute a quorum for the transaction of business.

##### 4. Meeting Participation

- a. Student, faculty, and administrative members have full member standing and are recognized for making motions, amendments, discussion, and voting, consistent with the current edition of Robert's Rules of Order. In the absence of a member, a proxy may serve as a representative provided the member notifies the Committee Chair as much in advance as possible. Ex Officio members may provide information and participate in Committee discussions, but will not vote.
- b. All meetings of the Committee are open to the campus community and to the general public. The Committee has the right to move into executive sessions to discuss personal and/or legal matters as provided by state law, but all formal votes must be made in open sessions.

##### 5. Vacancies

- a. Members who miss more than two meeting each semester without notifying the Chair shall be notified in writing by the Chair that a third unexplained absence will result in dismissal from the committee.
- b. Vacancies on the Committee, as well as other mid-term vacancies, shall be filled by the appointee of the original designating authority to fulfill the duration of the original term.

## 6. New Members

New members to the SMC will be provided an orientation by the Assistant Director for Student Media and/or the Committee Chairperson, at the beginning of each academic year regarding the purpose, policies, and procedures of the Committee.

# V. ROLES AND RESPONSIBILITIES OF STUDENT MEDIA STAFF

## A. FACULTY/STAFF ADVISORS

### 1. Appointment

Faculty Advisors are nominated at the first meeting each fall by the student leaders who represent each medium. Nominations are then voted on by the SMC committee. If the student manager responsible for each medium (hereafter referred to as a Student Media leader) decides upon more than one Faculty Advisor for his or her medium, he or she must designate one to serve as the voting representative on the committee. Other Faculty Advisors will serve on the committee as Ex Officio members.

### 2. Role of Faculty/Staff Advisors

- a. The Faculty/Staff Advisor serves as teacher, guide and counselor, whose chief responsibility is to be a resource available to students.
- b. Faculty/Staff Advisors help Student Media Leaders set up and maintain a coherent and consistent editorial and/or business policy that conforms to professional and ethical principles.
- c. The Faculty/Staff Advisor participates in all SMC business, representing the best interests of the medium he/she advises.
- d. Faculty/Staff Advisors serve in various roles designated by the medium's student director (e.g. perform workshops, attend staff meetings, help faculty and professional contacts for recruiting purposes, etc.)
- e. The Faculty/Staff Advisor does not serve as editorial contributor, editor or censor. He/she does not review copy, practice prior restraint, perform production work or assume a controlling role in the decision making process of the medium. The Faculty/Staff Advisor assumes no legal liability for the content of operation of the medium advised. Student Media Leaders are responsible for their individual medium's content.
- f. The Faculty/Staff Advisor shall encourage fair comment and criticism of the medium post publication and may serve as a bridge between the student staff and the rest of the community.
- g. The Faculty/Staff Advisor is encouraged to provide a written/verbal critique of each finished production.

### 3. Removal of Faculty Advisors

The SMC reserves the right to withdraw recognition of a Faculty Advisor at any time in accordance with established criteria and due process.

## B. ASSISTANT DIRECTOR FOR STUDENT MEDIA

1. The Assistant Director for Student Media reports to the Director of Student Activities under the Division of Student Affairs.
2. Role of the Assistant Director for Student Media
  - a. Advises, on a daily basis, all student staff members and oversees all operations of Student Media.
  - b. Helps the Student Media Leaders set up and maintain a coherent and consistent editorial and/or business policy that conforms to professional and ethical principles.
  - c. Makes recommendations to the Student Media Leaders to improve the quality of their medium.
  - d. Follow through on SMC approvals to initiate contracts for services required for Student Media operations.
  - e. Serves as the administrative officer for Student Media.
  - f. Helps Student Media Leaders recruit student staff.
  - g. Represents Student Media interests when needed on and off campus.
  - h. Makes arrangements for SMC-approved student compensation.
  - i. Strives to adhere to the College Media Association Code of Ethical Behavior for Media Advisers. For a copy of the complete Code of Professional Standards for media advisors, see the Assistant Director for Student Media in Tyler Hall 025.
  - j. Serves as the Student Media professional representative on SMC.

#### C. STUDENT MEDIA LEADERS

1. Selection of Student Media Leaders
  - a. Each medium's leader interviews with the SMC, which will select all Student Media Leaders.
  - b. Advertisement of Open Positions - Open positions for Student Media Leaders will be advertised for a minimum of two weeks.
  - c. Qualifications - All Student Media leadership candidates must have completed at least 30 credits and carry a minimum 2.25 grade point average and 2.5 grade point average in their major. The candidates must be in good standing with the university.
    - (i) The SMC reserves the right to waive the above qualifications for hiring Student Media Leaders. The candidate must pass with a 2/3 majority vote of the SMC, and have two evaluations with the Assistant Director within the first 90 days.
2. Role of Student Media Leaders

Detailed job descriptions apply to each position and will be reviewed by the SMC before each position is filled.

Generally, Student Media leaders serve to do the following:

  - a. To operate as Chief Operating Officer of the medium, assuming management of the medium's day to day operations.
  - b. To assume all responsibility for the final decision on all content

for that medium.

c. To strive to adhere to the guidelines set down by the Sigma Delta Chi Code of Ethics (Appendix 2) and to obey all applicable local, state and federal laws.

d. To appoint, supervise and remove members of the editorial and business staff.

e. To operate within expense levels indicated in the current Committee-approved budget and to carry out business plans in order to meet expected revenue levels.

f. To create or update a policy and procedures manual specific to the medium's general operations within thirty days after beginning term of service as a Student Media Leader. This manual will be approved by the SMC before it is distributed to new staff members.

g. To perform other duties assigned by the Assistant Director for Student Media and the SMC, including reporting to SMC meetings.

### 3. Responsibilities of Student Media Leaders

a. Students who work on official, school sponsored student media determine to content of their respective media and are responsible for that content. Students should:

(i) Determine the content of student media

(ii) Strive to produce media based upon professional standards of accuracy, objectivity and fairness.

(iii) Review material to improve quality and to improve sentence structure, grammar, spelling and punctuation.

(iv) Check and verify all facts and verify the accuracy of all quotations.

(v) In the case of editorials or letters to the editor concerning controversial issues, determine the need for rebuttal comments and opinions and provide space therefore if appropriate.

b. Unprotected Expression- The following types of student expression will not be protected and it is the Student Media Leader's responsibility to insure that such material is not published or broadcast:

(i) Material that is "obscene as to minors." Obscene as to minors is defined as material that meets all three of the following requirements:

1) The average person, applying contemporary community standards, would find that the work, taken as a whole, appeals to a minor's prurient interest in sex;

2) the work depicts or describes, in a patently offensive way, sexual conduct as the ultimate

sexual acts (normal or perverted, masturbation and lewd exhibition of the genitals; and;

3) the work, taken as a whole, lacks serious literary, artistic, political or scientific value.

(ii) Libelous material. Libelous statements are provably false and unprivileged statements of fact that do demonstrated injury to an individual's or business's reputation in the community. If the allegedly libeled party is a "public figure" or "public official" as defined below, then school officials must show that the false statement was published "with actual malice" i.e., that the student journalists knew that the statement was false or that they published it with reckless disregard for the truth without trying to verify the truthfulness of the statement.

1) A public official is a person who holds an elected or appointed public office and exercises a significant amount of governmental authority.

2) A public figure is a person who either has sought the public's attention or is well known because of personal achievements or actions.

3) School employees will be considered public officials or public figures in relationship to articles concerning their school-related activities.

4) When an allegedly libelous statement concerns an individual who is not a public official or a public figure, school officials must show that the false statement was published willfully or negligently, i.e., the student journalist who wrote or published willfully or negligently, i.e., the student journalist who wrote or published the statement has failed to exercise reasonably prudent care.

5) Students are free to express opinions. Specifically, a student may criticize school policy or the performance of teachers, administrators, school officials and other school employees.

(iii) Material that will cause "a material and substantial disruption of school activities."

1) Disruption is defined as student rioting, unlawful seizures of property, destruction of property, or substantial student participation in a school boycott, sit-in, walk-out or other related form of activity. Material such as racial,

religious or ethnic slurs, however distasteful, is not in and of itself disruptive under these guidelines. Threats of violence are not materially disruptive without some act in furtherance of that threat or a reasonable belief and expectation that the author of the threat has the capability and intent of carrying through on that threat in a manner that does not allow acts other than suppression of speech to mitigate the threat in a timely manner. Material that stimulates heated discussion or debate does not constitute the type of disruption prohibited.

2) For student media to be considered disruptive, specific facts must exist upon which one could reasonably forecast that a likelihood of immediate, substantial material disruption to normal school activity would occur if the material were further distributed or has occurred as a result of the material's distribution or dissemination. Mere undifferentiated fear or apprehension of disturbance is not enough; school administrators must be able affirmatively to show substantial facts that reasonably support a forecast of likely disruption.

3) In determining whether student media is disruptive, consideration must be given to the context of the distribution as well as the content of the material. In this regard, consideration should be given to past experience in the school with similar material, past experience in the school in dealing with and supervising the students in the school, current events influencing student attitudes and behavior and whether there have been any instances of actual or threatened disruption prior to or contemporaneously with the dissemination of the student publication in question.

4) School officials must protect advocates of unpopular viewpoints.

5) "School activity" means educational student activity sponsored by the school and includes, by way of example and not by way of limitation, classroom work, official assemblies and other similar gatherings, school athletic contests, band concerts, school plays and scheduled in-school lunch periods.



c. Legal Advice

(i) If, in the opinion of a student editor, student editorial staff or faculty adviser, material proposed for publication may be "obscene," "libelous" or would cause an "immediate, material and substantial disruption of school activities," the legal opinion of a practicing attorney should be sought. The services of the attorney for the local newspaper or the free legal services of the Student Press Law Center (703 -807-1904) are recommended.

(ii) The final decision of whether the material is to be published will be left to the student editor or student editorial staff.

4. Removal of Student Media Leaders - Student Media Leaders are supervised by both the assistant Director for Student Media and the SMC. Student Media Leaders' job performances may be reviewed and discussed at any time by the SMC. The SMC reserves the right to terminate employment it offers to students. Such action can take place only when adequate cause exists and only after due process. Adequate cause shall be understood to mean malfeasance, misfeasance or nonfeasance, and under no circumstances because of student, faculty, administrative or public disapproval of editorial or programming content.

## VI. GRANTING AND REVOKING STUDENT MEDIA STATUS

Believing that the best interest of Radford University and its students can best be served by making certain that there are ample opportunities for free and open speech about issues of interest to students, the Student Media Committee hereby goes on record as encouraging the development and/or evolution of new outlets for such expression.

### A. SMC OBLIGATIONS

The SMC stands ready to assist all such outlets with the following:

1. Technical advice
2. Editorial advice
3. Financial access to equipment as available without interference with the schedules of use by existing Student Media.
4. Possible financial support for one year, with the possibility of a one year extension based upon the approval of the board in its annual budget considerations.

### B. NEW MEDIA EXPECTATION

To qualify for SMC recognition and assistance, any prospective student medium must submit the following to SMC:

1. A petition for temporary recognition
2. A prospectus including, at minimum, the following;
  - a. Statement of purpose
  - b. Schedule of release (daily, weekly, semesterly, etc.)
  - c. Detailed organization chart
  - d. Statement of future plans addressing

- (i) The envisioned continued relationship with the SMC and with Student Media.
- (ii) The actual or envisioned relationship with any other university entity
- (iii) Whether the editor or other manager will be volunteer or paid
- (iv) Where the organization will be housed
- e. Business plan including
  - (i) short-range and long-range budget
  - (ii) detailed statement of equipment cost if such is anticipated
  - (iii) any agreements about use of existing Radford University equipment
  - (iv) any plans for self-generated financial support (rate cards, etc.)
- f. Letter of support from the intended Faculty Advisor

3. An agreement to include in copy and/or programming a disclaimer such as:

"All content is student speech, protected under the First Amendment as such. It does not necessarily represent the opinion of the University, its officials, or its faculty. Nor does the content necessarily express the opinion of all members of the student body."

4. Evidence of fulfillment of all applicable Hurlburt Student Center, Leadership Program and COCO requirements for becoming a recognized student organization.

### C. CRITERIA FOR RECOGNITION

The SMC will consider the following criteria when it examines requests for Student Media membership:

1. How does the new medium propose to serve students? What impact could it have on students?
2. How would the new medium benefit the university community in general?
3. How large is its budget in relation to this potential impact on both students and on the university community?
4. Would the medium be self-sustaining long term in terms of its staff and budget?

### D. REVIEWS

The Committee shall review any newly recognized student or any reorganized medium on a regular basis. At least one such review must be held prior to the beginning of the second year of existence. Subsequent reviews shall be held prior to:

1. The implementation of any change in information provided to the SMC

2. The granting of any loans from the SMC
3. Entering into financial obligation with any other University or non-university individual, group, entity.

#### E. RECOGNITION

Immediately upon recognition, the new or newly reorganized student medium shall enjoy SMC representation and shall be considered an official Radford University organization under Student Media. Such initial recognition shall be probationary for no more than four years. At any such time during that period the SMC may grant permanent recognition. However at least every five years all Student Media (new and existing) shall be reviewed by the SMC. The editor in chief or other manager leading the medium will be notified of the planned review at least 10 days before the SMC begins conducting the review.

#### F. REVOKING RECOGNITION

The Committee may revoke a medium's status as a member of Student Media after a review has been conducted. Along with loss of Student Media Status, the medium will lose its listing, and thus all privileges, as one of RU's clubs and organizations.

It is the policy of Radford University that student journalists and media producers shall have the right to determine the content of student media. Accordingly, the following guidelines relate only to establishing grounds for disciplinary actions subsequent to publication.

### VII. FINANCIAL MATTERS

#### A. STAFF COMPENSATION

The Student Media Committee must approve all requests to financially compensate Student Media staff. There are a variety of ways to fund financial compensation. These include, but are not limited to, leadership scholarships, per-hour wage compensation, and stipends for work performed. To initiate a request for compensation, board members should submit proposals for compensation to the SMC Chairperson.

#### B. MEDIA BUDGETS

Annually, in accordance with SABC scheduling, all eligible media will be required to apply for SMC financial support and submit a budget of anticipated needs.

The SMC decides on allocations by a simple majority vote after all media budgets have been presented. All requests which involve SABC funds are subject to that committee's approval.

#### C. EXPENDITURES

All handling of Student Media accounts will be performed in accordance with applicable SMC, Student Activities Budget Committee and University policy guidelines.

### VIII. AMENDMENTS

Amendments to these bylaws may be made with a two-thirds majority vote of the SMC

in accordance with university guidelines.

## APPENDIX I

### 1. Responsibilities of the Advisor

#### To the student

As a supervisor, the advisor must guide rather than censor. Availability of the advisor is of utmost importance. The advisor should let it be known that he or she is willing to give guidance, provide counseling and be there when needed. This individual shares his or her knowledge of journalism with the staff. As a supervisor, the advisor helps students understand that the medium must maintain a regular schedule, that deadlines must be met and that professional standards and ethics should be followed at all times. The advisor uses this supervisory position to instruct, knowing that he or she is in a position to teach more and do a better job than when in a classroom in a formal classroom setting.

It is important that the advisor be knowledgeable in the technology of the medium advised. This role involves primary concern with the total quality of the medium rather than the day-to-day operation which is properly handled by student staff members. As a counselor, the advisor has the responsibility to guide students to an understanding of the nature, the functions and the ethics of student media. As a natural corollary, it is this individual's job to have firm, professional contacts in the community so he or she can serve as an effective liaison between the professional media and the students, both in making available the best possible models and in providing career information.

As a teacher, and this is perhaps the most important job of an advisor, the advisor should provide instruction that will result in a better publication or broadcast outlet. The effective advisor tries to emphasize individualized instruction and allows for individual differences in staff members' abilities to learn. He or she points out each areas and works with students to strengthen their abilities in these areas. The advisor makes students confident of what they can do and attempts to shape their minds in the direction of a realistic career. Most important, the advisor must make sure that all staff members have an opportunity to develop as fully as possible their potential within the framework of the medium.

#### To the Administration

The advisor functions as a liaison with the administration for an understanding of the ethics and responsibilities of a free press and of student media. In this role, the advisor must ensure full communication of administrative policy to student editors and managers as well as communication to administrators of the First Amendment right of students to print or broadcast without censorship or prior restraint and the duty of the institution to therefore allow full and vigorous freedom of expression.

The advisor must ensure an honest understanding of each side and its objectives by the other and a belief in the principles of full exchange of information in all cases. If the advisor acts as business manager, he or she should help assure and maintain the fiscal stability of the medium and should ensure that the medium reaches its long-range financial goals.

The editorial advisor must encourage the students to be accurate, fair, complete,

intelligent and reasonable in carrying out their individual functions.

As a production manager, the advisor should provide both technical and fiscal advice so that the product is a quality one.

To colleagues

The advisor is a member of the staff or the college or university with obligations to the profession, both as a teacher and as an advisor. He or she must function as an advisor to other faculty and staff members about the nature and functions of college student media.

The advisor should, at all times, remain a respected professional educator since in that role he or she can best provide, through example and through dialogue, an effective basis for the successful functioning of ethical student media.

## APPENDIX 2

Society of Professional Journalists Code of Ethics

The Society of Professional Journalists believes the duty of journalists is to serve the truth.

We believe the agencies of mass communications are carriers of public discussion and information, acting on their Constitutional mandate and freedom to learn and report the facts.

We believe in public enlightenment as the forerunner of justice, and in our Constitutional role to seek the truth as part of the public's right to know the truth.

We believe those responsibilities carry obligations that require journalists to perform with intelligence, objectivity, accuracy and fairness.

To these ends, we declare acceptance of the standards of the practice here set forth:

**Responsibility:** The public's right to know of events of public importance and interest is the overriding mission of the mass media. The purpose of distributing news and enlightened opinion is to serve the general welfare. Journalists who use their professional status as representatives of the public for selfish or other unworthy motives violate a high trust.

**Freedom of the Press:** Freedom of the press is to be guarded as an inalienable right of people in a free society. It carries with it the freedom and the responsibility to discuss, question and challenge actions and utterances of our government and of our public and private institutions. Journalists uphold the right to speak unpopular opinions and the privilege to agree with the majority.

**Ethics:** Journalists must be free of obligation to any interest other than the public's right to know the truth.

1. Gifts, favors, free travel, special treatment or privileges can compromise the integrity of journalists and their employers. Nothing of value should be accepted.
2. Secondary employment, political involvement, holding public office and service in community organizations should be avoided if it compromises the integrity of journalists and their employers. Journalists and their employers should conduct their personal lives in a manner which protects them from conflict of interest, real or apparent. Their responsibilities to the public are paramount. That is the nature of their profession.
3. So-called news communications from private sources should not be published or broadcast without substantiation of their claims to news value.

4. Journalists will seek news that serves the public interest, despite the obstacles. They will make constant efforts to assure that the public's business is conducted in public and that public records are open to public inspection.
5. Journalists acknowledge the newsman's ethic of protecting sources of information.
6. Plagiarism is dishonest and unacceptable.

Accuracy and Objectivity: Good faith with the public is the foundation of all worthy journalism.

1. Truth is our ultimate goal.
2. Objectivity in reporting the news is another goal, which serves as the mark of an experienced professional. It is a standard of performance toward which we strive. We honor those who achieve it.
3. There is no excuse for inaccuracies or lack of thoroughness.
4. Newspaper headlines should be fully warranted by the contents of the articles they accompany. Photographs and telecasts should give an accurate picture of an event and not highlight a minor incident out of context.
5. Sound practice makes clear distinction between news reports and expression of opinion. News reports should be free of opinion or bias and represent all sides of an Issue.
6. Partisanship in editorial comment which knowingly departs from the truth violates the spirit of American journalism.
7. Journalists recognize their responsibilities for offering informed analysis, comment and editorial opinion on public events and issues. They accept the obligation to present such material by individuals whose competence, experience and judgment qualify them for it.
8. Special articles or presentations devoted to advocacy or the writer's own conclusions and interpretations should be labeled as such.

Fair play: Journalists at all times will show respect for the dignity, privacy rights and well-being of people encountered in the course of gathering and presenting the news.

1. The news media should not communicate unofficial charges affecting reputation or moral character without giving the accused a chance to reply.
2. The news media must guard against invading a person's right to privacy.
3. The media should not pander to morbid curiosity about details of vice and crime.
4. It is the duty of news media to make prompt and complete correction of their errors.
5. Journalists should be accountable to the public for their reports and the public should be encouraged to voice its grievances against the media. Open dialogue with our reader, viewers and listeners should be fostered.

Mutual Trust: Adherence to this code of ethics is intended to preserve the bond of mutual trust and respect between American journalists and the American people.

The Society shall- by programs and education and other means - encourage individual journalists to adhere to these tenets, and shall encourage journalistic publications and broadcasters to recognize their responsibility to frame codes of ethics in concert with

their employers to serve as guidelines in furthering these goals.