

R.T.N.D.A. Radio-Television News Directors Association

The Association of Electronic Journalists

- The responsibility of radio and television journalists is to gather and report information of importance and interest to the public accurately, honestly and impartially.
- The members of the Radio-Television News Directors Association accept these standards and will:
- Strive to present the source or nature of broadcast news material in a way that is balanced, accurate and fair.
 - They will evaluate information solely on its merits as news, rejecting sensationalism or misleading emphasis in any form.
 - They will guard against using audio or video material in a way that deceives the audience.
 - They will not mislead the public by presenting as spontaneous news any material which is staged or rehearsed.
 - They will identify people by race, creed, nationality or prior status only when it is relevant.
 - They will clearly label opinion and commentary.
 - They will promptly acknowledge and correct errors.
- Strive to conduct themselves in a manner that protects them from conflicts of interest, real or perceived.
- They will decline gifts or favors which would influence or appear to influence their judgments.
- Respect the dignity, privacy and well-being of people with whom they deal.
- Recognize the need to protect confidential sources.
- They will promise confidentiality only with the intention of keeping that promise.
- Respect everyone's right to a fair trial.
- Broadcast the private transmissions of other broadcasters only with permission.
- Actively encourage observance of this Code by all journalists, whether members of the Radio-Television News Directors Association or not.