PREAMBLE
Professional electronic journalists should operate as trustees of the public, seek the truth, report it fairly and with integrity and independence, and stand accountable for their actions.

PUBLIC TRUST
Professional electronic journalists should recognize that their first obligation is to the public.
Professional electronic journalists should:
- Understand that any commitment other than service to the public undermines trust and credibility.
- Recognize that service in the public interest creates an obligation to reflect the diversity of the community and guard against oversimplification of issues or events.
- Provide a full range of information to enable the public to make enlightened decisions.
- Fight to ensure that the public’s business is conducted in public.

FAIRNESS
Professional electronic journalists should present the news fairly and impartially, placing primary value on significance and relevance.
Professional electronic journalists should:
- Treat all subjects of news coverage with respect and dignity, showing particular compassion to victims of crime or tragedy.
- Exercise special care when children are involved in a story and give children greater privacy protection than adults.
- Seek to understand the diversity of their community and inform the public without bias or stereotype.
- Present a diversity of expressions, opinions, and ideas in context.
- Present analytical reporting based on professional perspective, not personal bias.
- Respect the right to a fair trial.

INDEPENDENCE
Professional electronic journalists should defend the independence of all journalists from those seeking influence or control over news content.
Professional electronic journalists should:
- Gather and report news without fear or favor, and vigorously resist undue influence from any outside forces, including advertisers, sources, story subjects, powerful individuals, and special interest groups.
- Resist those who would seek to buy or politically influence news content or who would seek to intimidate those who gather and disseminate the news.
- Determine news content solely through editorial judgment and not as the result of outside influence.
- Resist any self-interest or peer pressure that might erode journalistic duty and service to the public.
- Recognize that sponsorship of the news will not be used in any way to determine, restrict, or manipulate content.
- Refuse to allow the interests of ownership or management to influence news judgment and content inappropriately.
- Defend the rights of the free press for all journalists, recognizing that any professional or government licensing of journalists is a violation of that freedom.

ACCOUNTABILITY
Professional electronic journalists should recognize that they are accountable for their actions to the public, the profession, and themselves.

In meeting its responsibility to the profession of electronic journalism, RTDNA has created this code to identify important issues, to serve as a guide for its members, to facilitate self-scrutiny, and to shape future debate.