Feature *The Credo* at the 2000 NCA conference

Provide a copy of *The Credo* for every participant

Request that NCA division chairs put *The Credo* on the agenda for their business meeting in Seattle

Include references to the development and acceptance of *The Credo* as part of the Presidential Address and other official talks/meetings

Make *The Credo* part of NCA's publications

Put *The Credo* on the NCA home page under "About NCA"

Put *The Credo* on the inside cover of all NCA journals and in other NCA sponsored publications

Encourage authors to incorporate *The Credo* into communication texts

Identify champions and an information resource for *The Credo* at the national level

Encourage the next NCA President to make promoting *The Credo* a priority

Identify a senior staff member who is responsible for working with *The Credo*; serves as the single point of contact regarding anything about *The Credo*; tabulates data regarding its promulgation and use; and works with the COCE task force on *The Credo*

Utilization by NCA

Encourage discussion and application of *The Credo* at NCA sponsored events

Ensure that sessions related to *The Credo* are held at national and regional conferences

Support published applications and analyses of *The Credo*

Request a call for papers/conference/publications related to *The Credo* for various applications in different settings

Encourage journal editors to develop special issues related to *The Credo*/ethical issues, especially across different areas within communication

Ask vice-presidential candidates for NCA to respond to *The Credo* as part of their statement in <u>Spectra</u>

Encourage department heads to search for/promote faculty members with a demonstrated commitment to promoting effective and ethical communication (e.g. put it into job descriptions) even if teaching a separate course is not part of their loads

Incorporate *The Credo* into other NCA initiatives

Cross check *The Credo* against NCA educational competencies/standards (e.g. for sophomores) for compatibility; if necessary revise competencies and standards

Set up an NCA ethics hot-line

Research and Assessment by NCA

Provide incentives for research

Publish a list of fellowships and other sources of support that could be used for communication ethics education/research

Feature results of research and assessments in *Spectra* and elsewhere

Set up system for tracking data related to *The Credo*

Tabulate the number of hits on NCA's home page

Record data about distribution, requests, etc.

NCA's *Credo for Ethical Communication*
Suggestions for its Promulgation, Utilization, and Assessment

Overview

This is a summary of ideas generated at the workshop on "Implementing and Evaluating NCA's Credo for Ethical Communication" held on May 11, 2000 at the Sixth National Communication Ethics Conference at Gull Lake, Michigan. This session was designed by the conference planners as a follow-up to the adoption of *The Credo for Ethical Communication* by the National Communication Association's Legislative Council in November 1999. It was led by Ken Andersen and Julie Belle White-Newman, both members of the planning committee for the conference that generated *The Credo for Ethical Communication*.

After a review of the development *The Credo for Ethical Communication* (hereafter referred to as "*The Credo*"), the fifty or so participants at Gull Lake broke into small groups. Each group generated concrete action steps for the promulgation, utilization and assessment of *The Credo*. The groups presented their ideas orally to everyone present and also submitted them in writing to the facilitators. White-Newman structured them into the summary that follows.

The action steps are directed at three groups – namely the staff and officers of the National Communication Association (NCA), the officers and members of the Commission on Communication Ethics (COCE), and academic departments and individuals affiliated with NCA and COCE. These groups have been identified as being responsible for ensuring that *The Credo* is widely known, readily used, and continuously assessed.

For more information consult the following article.
Andersen, Kenneth. "Developments in Communication Ethics: The Ethics Commission, Code of Professional Responsibilities, Credo for Ethical Communication." *Journal for the Association for Communication Administration* 29 (2000), 131-144.

1. Suggested Action Steps for The National Communication Association (NCA)

Promulgation by NCA

Clarify *The Credo*'s purpose
Make clear its purposes and origins before promulgating e.g. create a cover letter explaining that is an aspiration set of norms for use by citizens at large, as well as by scholars and teachers

Highlight the opening that explains why individuals should be ethical communicators and the underlying presupposition of good will on the part of communicators within a democracy

Integrate *The Credo* with other NCA documents
Indicate the relationship of *The Credo* to the Definition of the Field of Communication which states NCA members promote both effective and ethical communication

Create one document including the Definition of the Field, *The Credo*, the Credo for Free and Responsible Communication in a Democratic Society, and other interrelated official statements guiding NCA

Cross-reference *The Credo* in the NCA by-laws and other appropriate organizational guidelines

Create a strategic plan for publicizing and promoting *The Credo*
Hold a press conference and distribute a press release for use nationally and locally

Send out articles about *The Credo* to publications such as the *Chronicle of Higher Education* and *Academe*

Distribute Code widely
Have *The Credo* formatted professionally and printed in various ways e.g. for mounting and as bookmarks

Post in NCA office and other prominent places

Ensure members have copies

Send out to all NCA members/give out at conferences

Send to each communication department that is a member of NCA

Send to NCA affiliates, divisions, commissions

Send to other associations such as AAHE, ABJML, PRSA, BEA, ICA, and Council of Learned Societies

Present a copy of *The Credo* to notables and honorees

E.g. give out to students inducted into Lamda Pi Eta honor's society and to guest speakers at conferences, visitors to NCA office, etc.

3. Suggested Action Steps for Individuals and Academic Departments

Promulgation by Individuals and Academic Departments
Promote *The Credo* on campus and elsewhere
Paper a wall with *The Credo* and related materials inviting student responses

Organize brown bag lunches to explain/discuss *The Credo*

Send copies of *The Credo* to others encouraging its adoption including campus leaders, faculty senates, AAUP, and other professional and volunteer organizations

Offer a session on *The Credo*'s development at a state conference

Use copies of *The Credo* as "awards" (e.g. include *The Credo* as part of Lamda Pi Eta induction and give to guest speakers in classes)

Have a signing campaign to show support for *The Credo* being used to establish norms for ethical communication

Utilization by Individuals and Departments
Make *The Credo* part of courses taught
Establish *The Credo* as part of classroom norms

Build into course syllabi by linking learning outcomes and student assessments to knowing and being able to apply *The Credo*

Have units on communication ethics with specific activities related to *The Credo*

Show how principles in *The Credo* can be in conflict

Show how *The Credo* relates to moral reasoning and ethical decision making

Explore core ethical values embedded in *The Credo*

Embed *The Credo* in departmental activities
Establish *The Credo* as the basis for departmental standards for communication e.g. in interactions between graduate students and faculty

Ask that expertise in communication ethics and commitment to *The Credo* become part of every faculty member's job description and evaluation

Be willing to publicly apply/discuss *The Credo*
Volunteer to be part of COCE's speaker's bureau and/or become a local expert available to the media

Build in references to *The Credo* in consulting, training, and other work off-campus

Encourage adaptations of *The Credo*
Help others express the meaning of *The Credo* in their own words and find applications to their particular circumstances

Involve "real world practitioners" in making it more "citizen friendly" (e.g. creating "street versions")

Research and Assessment by Individuals and Departments
Do research testing the validity and usefulness *The Credo*
Test its validity and reliability in various situations

Provide critical analyses of its applicability in different contexts

Perform assessments of courses and department in which *The Credo* is employed

Establish as a priority doing research related to communication ethics
Build in related research projects in various courses

Set up departmental incentives for students and faculty to engage in related research and scholarship

Be willing to assist others interested in such research and scholarship

Support various research approaches to demonstrate how *The. Credo* makes a difference

E.g. developing metaphors to describe each principle; compiling a community of memory (ala Robert Bellah); and creating narratives/parables/examples for each key component

Highlight and reward scholarship related to *The Credo*

2. Suggested Action Steps for Commission on Communication Ethics (COCE)

Promulgation by COCE

Support NCA's promotion of *The Credo*
Set up a COCE computer link to NCA so people can learn more about/discuss *The Credo*
Publish *The Credo* in *ethica*

Promote its use in organizations and by professional groups
Disseminate to human resource departments, public administration departments, health care organizations, day care providers, etc. so it can be used in helping to train employees and develop professionals
Write articles for other groups such as state AAUP newsletter
Utilize connections and networks of COCE's members to disseminate

Utilization by COCE

Develop training materials and resources that can be used by others
Create audio-visual resources including videotapes
Build a repository of discussion questions, case studies, research results, teaching ideas, best case scenarios, etc. related to understanding and using *The Credo*
Disseminate a set of these materials along with the Credo

Set up a Resource Bureau
Identify COCE members who can do speaking, consulting, training and writing related to *The Credo*
Have members ready to work with the media
e.g. willing to comment on presidential campaigns and other major communication events (gaining public awareness like commentator Kathleen Hall Jamieson) and/or by making regular contributions to printed sources like the Chronicle of Higher Education
Create hooks for society at large to know/care; e.g. give out best/worst communication ethics awards

Help educators at all levels utilize *The Credo* and materials
Train student teachers through departments of education in using it
Create lesson plans and instructor guides for those teaching at various levels
Get involved in state and regional conferences that often attract high school and elementary teachers who are not connected to NCA
Help NCA assess *The Credo*'s relationship to K-12 standards for communication competence, especially sophomore standards for competence
Sponsor a summer conference to develop and disseminate materials about *The Credo* for use by educators

Research and Assessment by COCE

Create a task force to monitor and assess *The Credo*
Use the Task Force on *The Credo* to interface with NCA's resource person
Promote research by COCE members
Conduct surveys as to its use
Develop outlets for research such as sessions at NCA
Utilize electronic resources for current information and discussion about *The Credo*
Set up interactive list serve
Post to CRTNET
Coordinate and oversee other COCE activities related to *The Code*

Use Gull Lake conference for biennial check-in
Include a standing session at conference for COCE task force to report on status and assessment of *The Credo*
Have a session on a current ethical issue analyzed via *The Credo*