

## AGRICULTURAL COMMUNICATOR'S CREED

1. I represent the reader, the listener, the viewer. I will always strive to see that my audiences get the information that will be most helpful to them.
2. I will never forget the ultimate purpose of research -- to make findings available to the people who can use the new knowledge to improve their own situation and that of society in general. Institutional building and maintenance are important but unless that institution produces and disseminates useful information, it is a parasite on the citizens who support it.
3. I will never intentionally mislead an audience nor disseminate information that I know to be untrue.
4. I will support the right and obligation of scientists to report the results of their research regardless of opposition from individuals or groups who will be affected by the results.
5. I will be careful not to sensationalize the results of research or make unwarranted claims about possible benefits from such research.
6. I will be a bridge builder, a fence mender, an innovator in encouraging cooperation and coordination among the many individuals, departments, institutions and firms that can provide helpful information to our audiences.
7. I will strive to improve my professional capabilities, working to sharpen specific skills while also broadening and deepening my understanding of communication theory and principles.
8. I will speak well of my organization to persons outside of the organization. I will express my complaints to appropriate officials within the organization.
9. I recognize that the only way that I will enjoy the appropriate respect from administrators and researchers will be for me to earn that respect. Such respect cannot be established by administrative decree.
10. I will provide leadership, coming forth with ideas that will be helpful to the people to whom I am responsible, the researchers of my organization, and my fellow communicators.
11. I will speak with pride of my communication function and the persons working in this field. I will support a professional organization that brings me into contact with persons with similar interests and responsibilities.
12. I will support the training of the agricultural communicators of tomorrow, including support for an agricultural communications curriculum at an appropriate university.