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 Spectra
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.
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 it 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 Lambda 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 Lambda 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 books 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