



NEWS CONSUMERS' BILL OF RIGHTS AND RESPONSIBILITIES

RIGHTS WITH RESPECT TO NEWS MEDIA OUTLETS

News consumers have a right to expect that professional journalists' first obligation will be to seek the truth;

News consumers have a right to expect that responsible media outlets will develop ethical guidelines for their journalists, will make these guidelines publicly available and take steps to foster and monitor adherence to the guidelines;

News consumers have a right to expect that news outlets will have transparent, easy-to-find procedures in place to quickly and prominently correct mistakes in reporting;

News consumers have a right to expect that reports will be properly sourced, and quotes will be verbatim or paraphrased with fealty to the original;

News consumers have a right to expect that sources will be identified to the maximum extent possible, and if not, news organizations will explain why not, such as national security or criminal justice reporting;

News consumers have the right to expect that when an outlet publishes a story, that story has been independently verified by the outlet unless otherwise stated, that the source of the story has been given proper attribution, and that nothing has been published based purely on rumor;

News consumers have a right to be notified of potential conflicts of interest, and a right to expect these journalists and media outlets avoid financial or personal conflicts;

News consumers have the right to expect that news reports, analyses, opinion, and editorial commentary—written or verbal—will be prominently and clearly labeled as such;

News consumers have the right to expect that photographs, video, and audio will not be doctored and will be verified for authenticity prior to publication;

News consumers have the right to expect that news divisions will enjoy editorial independence from their ownership's business interests, and that the ownership of news organizations will be fully, truthfully, and publicly disclosed;

News consumers have the right to expect that media outlets will include and accurately reflect diverse viewpoints in coverage, and that individuals or organizations who are criticized by the outlet will have an opportunity for comment or rebuttal;

News consumers must have the right to access easy-to-use channels to raise concerns and complaints about coverage and to receive a reply. In cases of major or widespread complaints about coverage, answers should be made public;



RIGHTS WITH RESPECT TO MEDIA PLATFORMS, INCLUDING SOCIAL MEDIA AND SEARCH ENGINES

News consumers have the right to expect that an online media platform will carry out due diligence and know their customers, clients, and business partners, and will ensure they do not do business with those seeking to exploit or manipulate consumers;

News consumers have the right to expect that media platforms will devote adequate resources to track, prevent, and remedy any misuse of their platforms by those who intend to deceive users through the spread of fraudulent news and information;

News consumers have the right to expect that media platforms will empower consumers with easy-to-use tools that they can use to gauge the credibility of information disseminated through the platform;

News consumers have the right to expect that platforms will disclose incidents of misuse and manipulation in ways that affect consumers, including direct notifications to consumers who were served deceptive content or advertising (consistent with privacy policies);

News consumers have the right to expect that platforms will clearly and publicly disclose policies governing when, why, and how the platform will take down content that violates its policies, such as threats, harassment, and unlawful or deceptive content;

News consumers have the right to accessible, easy-to-use, and quick channels to report misinformation published by or on a platform;

News consumers have the right to expect that media platforms that do take down content will have a clear and robust appeals process;

News consumers have the right to expect that known purveyors of content aimed to deceive consumers will not be able to profit through advertising or other revenue opportunities made available by media platforms.

RESPONSIBILITIES

News consumers also bear responsibilities:

News consumers should avoid spreading false information, including reposting or sharing information without first reading it through, and by investigating the credibility, provenance, and accuracy of the information;

News consumers should support news outlets that embrace guidelines embodied in the Bill of Rights above, such as explicit corrections and ethics policies, rules on source attribution, and a policy to preserve the accuracy and integrity of primary source material, including quotations, photographs, or video;

News consumers should endeavor to consume news from a variety of viewpoints, and to engage with media that challenges their preconceptions or biases;

News consumers should report instances of misinformation to platforms and outlets that publish them to facilitate more effective efforts to avoid the promulgation of false information;

News consumers should understand that a key role of journalism is to challenge the powerful, and that a free press is an essential safeguard of American liberty.
