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Freedom Accuracy Fairness, The National News Council

The National News Council, Inc

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The National News Council

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- Richard S. Salant President, CBS News.
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- Roger J. Traynor Former Chief Justice, California Supreme Court; first Chairman, The National News Council.
- Herbert Wechsler Professor, School of Law, Columbia University; Director, American Law Institute.
- ### Executive Director
- William B. Arthur Former Editor, *LOOK* magazine.

FREEDOM ACCURACY FAIRNESS

THE NATIONAL NEWS COUNCIL

A not-for-profit exempt organization

WHAT WE DO

The National News Council is an independent, non-profit voluntary organization consisting of 18 members, drawn broadly from the country and representing varying occupations and shades of opinion. Assisted by advisers and a small skilled staff, it examines complaints received about inaccuracy and/or unfairness in news coverage, or unethical conduct by a news organization. Simultaneously, The Council works to uphold the principles of the First Amendment and to protect the nation's news organizations from unfair attack.

The Council was founded in 1973 to serve the public interest. It receives complaints from any individual or organization directed against wire services, newspapers, news syndicates, news magazines and radio and television networks.

The Council does not accept complaints about editorial expression or personal opinion, unless facts are in dispute.

The Council has no power to regulate or to impose penalties. It operates openly through public deliberations and publicly releasing its findings. Recognizing The Council's integrity and independence, more and more news organizations cooperate with it in promoting truth and fairness in news coverage.

The Council's major funding is from foundations. There has been a significant rise in the number of news organizations making financial contributions, and a number of private companies and individuals also add their support.

With each passing month, The Council adds to its activities, moving steadily to initiate studies and report on issues involving freedom of the press. It stands resolutely for accuracy, for fairness and for responsibility in the flow of news — the well that feeds the mind of every American citizen.

HOW TO COMPLAIN

Anyone — individual or organization — may bring a complaint to The National News Council concerning allegations of inaccuracy or unfairness by a news organization.

The procedure is simple:

1 Wherever possible, the complaint should be made directly to the news organization. In most cases, responsible news executives will move swiftly to correct the record where inaccuracy is involved.

2 Where one wishes to complain against a news organization and is not sure to whom to address the complaint, The National News Council will be glad to forward the communication to the appropriate news executive.

3 When The National News Council's intervention seems desirable, write a letter to The Council, explaining your complaint and including supporting information that is specific.

4 If the complaint concerns a printed news report, include a copy of the report, the name of the publication, and the date.

5 If the complaint concerns a radio or television news report, include the name of the station, the name of the network (if any), and the date and time of the airing.

6. Complaints to The Council should be addressed to:

The National News Council
One Lincoln Plaza
New York, N.Y. 10023