

# **CODE FOR DENTAL EDITORS**

*Adopted by the American Association of Dental Editors  
October 2001  
Kansas City, Missouri*

*Also adopted by the International College of Dentists  
and the American College of Dentists*

- A. The first responsibility of the editor is to the readers.**
- 1. The primary criterion for selecting content, format, and timing of publication should be to enable readers to better function in their roles.**
  - 2. Active steps should be taken to ensure that content is from reputable sources, factually accurate, balanced and unbiased.**
  - 3. Label opinion as such, disclose potential conflicts and identify sources.**
  - 4. Publish the mission of the journal and relevant disclaimers.**
  - 5. Make the publication as readable as possible through a style that is standardized for the publication and careful editing for grammar and clarity.**
  - 6. Correct errors when recognized.**
  - 7. Provide an opportunity for responsible alternative opinions.**
  - 8. Provide references and contact information so that interested readers can verify content and pursue further study.**
- B. The second responsibility of the editor, representing the professional community, is to authors.**
- 1. Promote the dignity of the profession, all individuals and all groups.**
  - 2. Publish regularly the standards for selection of content and format for submission of material.**
  - 3. Review submitted material in a fashion that is timely, confidential, constructive and ensures consistency in the selection process.**
  - 4. Work to improve the skills of authors.**
  - 5. If peer reviewed, standards should be stated for selection of reviewers and the rules under which they operate, and efforts should be made to improve the skills of reviewers.**

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**C. The third responsibility of the editor is to the organization publishing the journal.**

- 1. Never place the sponsoring organization in a legally questionable or intentionally embarrassing position.**
- 2. The editor must have timely and complete access to policy, mission and important emerging issues within the organization.**
- 3. The organization should determine the selection and terms of employment of the editor.**
- 4. Advertising must be in good taste and not false and misleading.**
- 5. A policy on copyright ownership should be developed and communicated.**

**D. The fourth responsibility of the editor is to the community of editors.**

- 1. The editor must conscientiously strive to remain informed of emerging trends in the fields and subjects covered in the publication.**
- 2. The editor should receive training needed to perform duties assigned and should keep such skills current.**
- 3. The editor should have final say over content of the publication.**
- 4. The editor must seek advice of and be open to guidance from peers.**
- 5. A policy covering republication and other use of published material should be published and sharing of material, with proper acknowledgement, is encouraged where the profession benefits from this practice.**
- 6. The editor should be above suspicion of party influence, conflict of interest or personal agenda.**