CODE FOR DENTAL EDITORS

Adopted by the
Regents of the American College of Dentists, March 2001
American Association of Dental Editors, October 2001

A. The first responsibility of the editor is to the readers. The editor should:
   1. Select content, format, and timing of publication using the primary criterion of improving readers’ abilities to function in their roles.
   2. Take active steps 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 by using a standardized style and editing carefully 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. The editor should:
   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. State standards for selection of reviewers and rules under which they operate for peer reviewed articles, and work to improve the skills of reviewers.

C. The third responsibility of the editor is to the organization publishing the journal. The editor should:
   1. Diligently avoid placing the sponsoring organization in a legally questionable or intentionally embarrassing position.
   2. Have timely and complete access to policy, mission, and important emerging issues within the organization.
   3. Respect the terms of employment of the sponsoring organization.
   4. Ensure that advertising is in good taste and not false or misleading.
   5. Develop and communicate a policy on copyright ownership.
D. The fourth responsibility of the editor is to the community of editors. The editor should:

1. Remain informed of emerging trends in the fields and subjects covered in the publication.
2. Seek training needed to perform duties assigned and should keep such skills current.
3. Have final say over content of the publication.
4. Regularly seek advice from and be open to guidance from peers.
5. Establish and communicate policy covering republication and other use of published material.
6. Encourage sharing of material, with proper acknowledgment, where the profession benefits from this practice.
7. Act so as to be above suspicion of party influence, conflict of interest, or personal agenda.

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