

EXCELLENCE STANDARDS

for journalism and mass communication classes



The University of New Mexico

Truth

Freedom

Ethics

History

Diversity

Writing

Technology

Theory

Research

Data

Creativity

We value . . .

1. **Truth, accuracy and fairness**
2. **Freedom of expression, the First Amendment**
3. **Ethical ways of thinking and acting**
4. **The history and roles of the media**
5. **The diversity of audiences**

. . . and we emphasize these competencies:

6. **Write and edit clearly and accurately**
7. **Use the tools of technology**
8. **Apply theories in presenting information**
9. **Engage in research and critical evaluation**
10. **Understand data and statistics**
11. **Think creatively and analytically**