



SEVEN STANDARDS OF Quality Journalism

Multiple Credible Sources

- ▶ Eyewitness, official, expert

Avoidance of Bias

- ▶ Presenting the facts and context in a neutral manner

Documentation

- ▶ Documents, data, reports, video, photos or audio

Fairness

- ▶ Treating sources and subjects with appropriate respect, and giving subjects a chance to share their points of view or respond to any assertions or allegations about them

Verification

- ▶ The process of checking, confirming and supporting information and facts

Balance

- ▶ Representing multiple sides of the issue, event or controversy without giving unfair weight to one side or point of view

Context

- ▶ Presenting the facts in a way that makes their meaning clear, fair and accurate