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