



SEVEN STANDARDS OF Quality Journalism

Multiple Credible Sources

- ▶ People in a position to know relevant facts and details, including eyewitnesses, officials and experts.

Avoidance of Bias

- ▶ Presenting the facts and necessary context in a dispassionate manner.

Documentation

- ▶ Reports, studies, data, videos, photos and audio recordings.

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 and confirming all facts and details in a report.

Balance

- ▶ Representing multiple sides of the issue, event or controversy — but without giving undue weight or legitimacy to one side or point of view.

Context

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