

## ANALYSIS VS OPINION CHECKLIST:

*We are required to be accurate and impartial according to the recognised standards of objective journalism, and to maintain the independence and integrity of the ABC.*

Ask yourself the following questions to ensure you don't stray into opinion. Don't consider them in isolation, to be confident that your analysis is consistent with ABC editorial policies you need to carefully consider them all. If in doubt, upwardly refer:

1. What is the **audience expectation of the content** – is it in a news show, in-depth current affairs, in a discussion/opinion-based format, or in rolling coverage; is it delivered by a subject specialist?
2. What is **the degree of controversy** around the subject matter? Is it a matter of current public policy or debate?
3. Is the language and tone **explanatory and reasoned**, rather than judgemental or hyperbolic?
4. Is a process of **assessing and weighing evidence** demonstrated?
5. Would it be clear to the audience that it is **a professional judgement** and **not a personal opinion** (is there some acknowledgement of alternative views)?
6. Does the whole segment/program/relevant coverage, demonstrate **the hallmarks of impartiality**?
  - A balance that follows the weight of evidence
  - Fair treatment
  - Open mindedness
  - Opportunities over time for relevant perspectives to be expressed

ABC journalists and content makers can't campaign or crusade in their reporting. We follow the evidence, examine different views and offer professional judgement and insight - so people can make up their own mind.

Finally, when relevant, ABC journalists and content makers can share their personal *lived experiences* in storytelling. However, questions (2), (3) & (4) must still be carefully considered.