1. Explain Your Reporting Process
   - Write a description of how and why the story was reported
   - Make it clear why the explanation is being provided
   - Include where reporters gathered information and steps taken to be fair
   - Make sure the information is highly visible

2. Use a Variety of Sources
   - Diversify sources and avoid relying on the same few people
   - Refrain from focusing only on people with extreme views
   - Explain choices – clarify why certain voices were left out or unavailable
   - State a lack of relationship with sources

3. Provide a Complete Story
   - Add context, give background information, and link to previous coverage
   - Explain key terminology and government or police processes
   - Place story labels (news, analysis, opinion) in a highly visible location
   - Include footnotes in the article text that offer source material

4. Be Aware of Your Phrasing
   - Use neutral language when describing contentious situations
   - Avoid terms that serve as catch-all labels for people
   - Be fair and consistent in coverage of local communities
   - Focus on story facts, not interpretation

5. Think Beyond the Story
   - Correct mistakes promptly
   - Provide reporter bios on your site - and consider adding personal details
   - Encourage audience participation at the conclusion of the story