

## How well does your journalism fit with the four As of Public Life?

When you look at your coverage over time, does it convey the following?

### Authority

- How does your journalism demonstrate an understanding of people, their lives, aspirations and concerns?
- How does your coverage inform people's decisions about the issues that matter most to them?
- How do you use your knowledge of your community to make news judgments?

### Authenticity

- To what extent would people from all parts of the community find a portrait of the community that "rings true" in your journalism?
- How well does your journalism uncover and reflect the many dimensions of people's lives?

### Accountability

- To what extent does your journalism focus on issues that really mean something to people? How do you know?
- How do you uncover and account for your preconceived views about people and issues?
- What do you do to consistently deliver on your aspirations and goals for your journalism?

### Affection

- How do you demonstrate that you care about the best interests of the community?
- What do you do to help the community face up to tough issues with care and compassion?