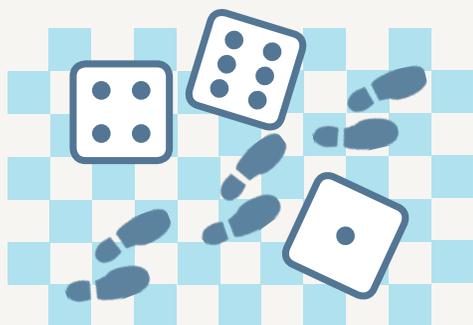




Check it Out

■ WHAT IS IT?

[Chequeado](#), translated as “Checked,” is an independent, nonpartisan media nonprofit recognized for its innovation in connecting with audiences. It verifies what public officials are saying, openly and with public input. The project began October of 2010 and has [15 partners](#) throughout Latin America emphasizing transparency and data sharing. It is part of the International Fact-Check Network, and part of a verification trend [Duke University's Reporting Lab](#) noted.



■ WHO'S BEHIND IT?

Chemist Roberto Lugo, physicist [Julio Aranovich](#) and economist [José Alberto Bekinschtein](#) founded the project in Argentina, using organizations such as [FactCheck.org](#) for inspiration. In recent years, director [Laura Zommer](#) emphasizes, Chequeado's support is growing from smaller, public donations for its efforts throughout Latin America. Young journalists with the project innovate [using GIFs](#) and [interactive games](#) to explain the importance of journalistic verification.

■ DOES IT WORK?

[Media experts](#) noted its [reach and impact](#) during the 2015 Argentinian presidential election with live-debate checks and shares. [Olivia Sohr](#), special projects coordinator, said it has 206,000 Twitter and 68,000 Facebook followers. [Alexios Mantzarlis](#), director of Poynter's International Fact-Checking Network, called it a [global leader](#) because it sparked independent fact-checking throughout Latin America with [Agency Lupa](#) (Brazil), [ColombiaCheck](#) and [Lie Detector](#) of La Silla Vacía (Colombia), among others.



■ HOW TO DO IT

Engaging with the public is key in following Chequeado's model. Users can access education platform [Chequeador](#), which helps to teach users how to do their own fact checking. A life-sized [interactive board game](#) traveled to cities highlighting a local, community issue. Directors use promotional [crowdsourcing](#) through [videos](#) on social media ([Twitter](#) and [Facebook](#)) to request public donations. Innovations director [Pablo Martín Fernández](#) provided [strategy tips](#), including successful formats and images.