

5 Mediactive principles for news creators

1. BE THOROUGH.

The more you know about something, the **more effectively you can explain it to others**. Think like a journalist and work hard to know both the big and the little details of whatever you're discussing.

2. BE ACCURATE.

Get it right. Sounds easy, right? Not always. Sometimes we see things that seem credible, so we pass them along, only to realize later that they're actually incorrect. **Triple-check your facts** – especially things like dates, places and names.

3. BE FAIR AND CIVIL.

Fairness is essential, both in journalism and in everyday media creation. If you can't understand someone else's point of view, **then you aren't trying hard enough to do so**. Civility not only goes hand-in-hand with fairness, but it is the backbone of healthy debate. If we can't be civil in our dialogue, then we might as well not begin it at all.

4. BE AN INDEPENDENT THINKER.

Being open to changing your beliefs is how you know that you're **truly thinking independently**, rather than being a slave to your own biases. It's not always easy, but it makes both your personal content and your dialogue with others more productive.

5. BE TRANSPARENT.

We all make mistakes. We may get the facts wrong, share the incorrect version of a news story, or be fooled by a total scam. When this happens, transparency is vital. **Explain how the mistake happened and correct it as publicly as we made it**. If people know you're transparent, they are much more likely to trust you.