

# BREAKING NEWS CONSUMER'S HANDBOOK

1. In the immediate aftermath, news outlets will get it wrong.
2. Don't trust anonymous sources.
3. Don't trust stories that cite another news outlet as the source of the information.
4. There's almost never a second shooter.
5. Pay attention to the language the media uses.
  - *"We are getting reports"*... could mean anything.
  - *"We are seeking confirmation"*... means they don't have it.
  - *"[News outlet] has learned"*... means it has a scoop or is going out on limb.
6. Look for news outlets close to the incident.
7. Compare multiple sources.
8. Big news brings out the fakers. And photoshoppers.
9. Beware reflexive retweeting. Some of this is on you.

ON **THE MEDIA**