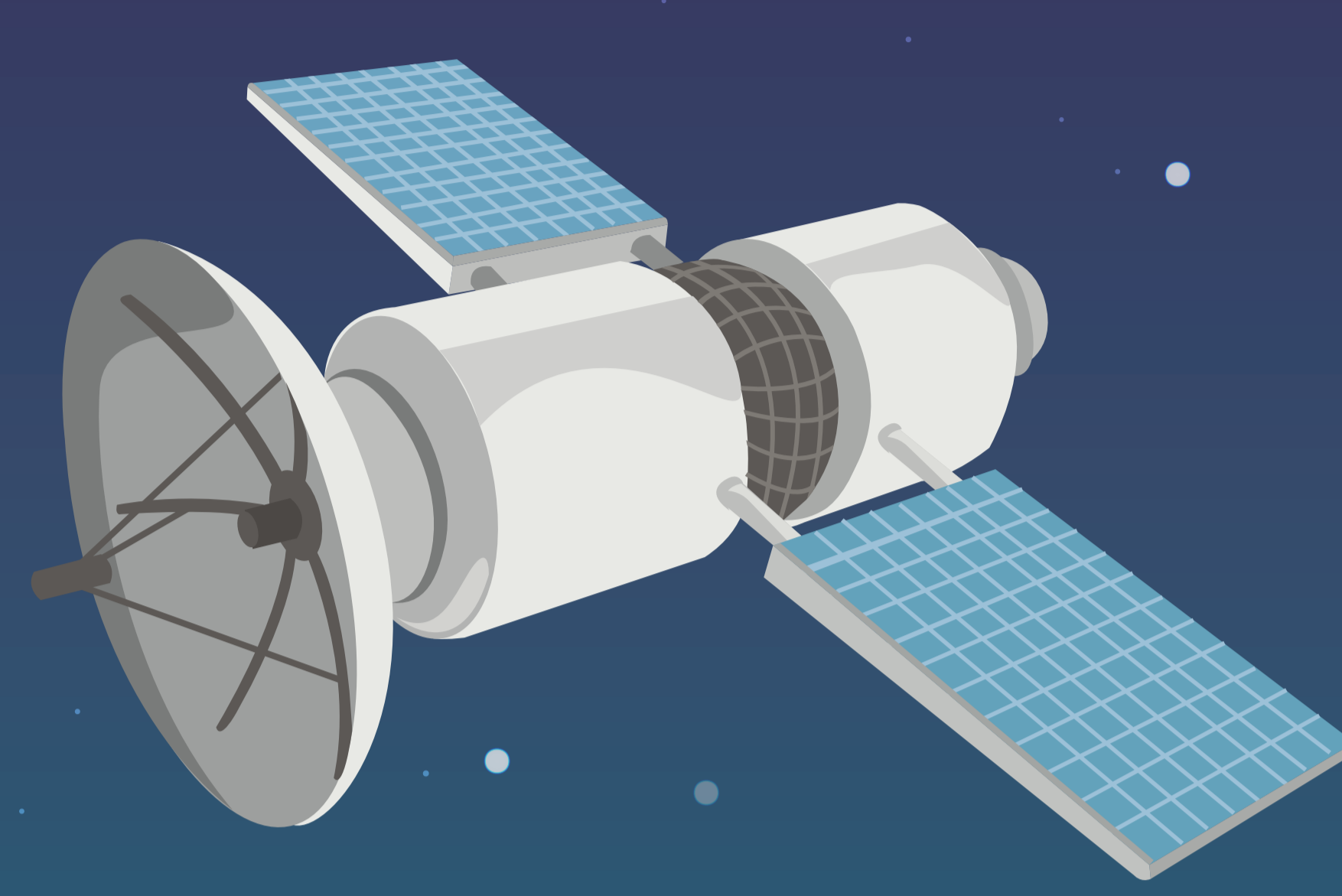


# Is it NEWS?



## Is it informative?

News may be entertaining, upsetting, or anywhere in between, but its core purpose is to help you learn about events and/or ideas.

YES!

## Does it rely on facts?

News is built on information – things like names, dates, places, numbers and quotations – from solid sources.

YES!

## Are the creators clearly identified?

News has clearly identifiable authors and/or publishers who will stand behind the content they create.

YES!

## Is it objective?

News aims to be fair by investigating all sides of the story. If there are opinions, they are attributed to identifiable sources.

NO

It's opinion journalism.

- Presents a specific perspective or argument

YES!

## Is it timely?

News is produced soon after something happens or when there's a fresh connection to an older idea or event.

**YES!**  
It is news!

- Informative
- Fact-based
- Clear creators
- Objective
- Timely

NO

It's another form of content.

- It could be:
- Infotainment
  - Marketing
  - Propaganda
  - A hoax or scam

NO

It's another form of factual report.

- It could be a:
- Reference article
  - Scientific report
  - Historical record or artifact

