

Anne Libby  
Media Credibility checklist

|  | Yes | No |
|--|-----|----|
| <b>What is it?</b>   |     |    |
| Is it content marketing?   |     |    |
| Is it "user generated content" for a media outlet?   |     |    |
| Does the subject of the story have a new book coming out? A product launch?  |     |    |
| Is it an opinion piece?  |     |    |
|  |     |    |
| <b>What's at stake?</b>  |     |    |
| To what extent must the writer or publication maintain a favorable relationship with their subject?  |     |    |
| Does the subject's appearance in the media depend on maintaining favorable relationships with publishers or advertisers?   |     |    |
|  |     |    |
| Does the subject have a financial interest in making their case?   |     |    |
|  |     |    |
| <b>Why is it believable?</b>   |     |    |
| Does anyone involved with the story have relevant subject matter expertise? (Writer, subject of the story, or sources cited/quoted in the story.)                                      |     |    |
| Does the writer have operational experience in the topic?  |     |    |
| Was the piece edited by someone who has subject matter expertise?  |     |    |
| Is the methodology shared/known for data gathering/analysis cited in the story?  |     |    |
| What's the likelihood that the article was fact-checked?   |     |    |
| Is the writer writing about their own experience? If so, are they representing their experience as a best practice or norm? Why would their particular experience be broadly relevant? |     |    |