

DEREK'S DOZEN



1. What's the first thing you tell someone about your day? That's your lede.
2. At a *minimum* you need two sources to confirm a fact.
3. It's almost always worth making that extra call for information.
4. Be first to the story.
5. Do your research so you know what questions to ask.
6. You are at highest risk of getting basic facts wrong.
7. Challenge your assumptions.
8. Be an omnivore when it comes to consuming media.
9. Be sensitive to what others are feeling.
10. Write in an active voice.
11. Nothing's perfect. Especially on deadline.
12. The ending is as important as the beginning.

"Everyone is entitled to his own opinion, but not his own facts." Sen. Daniel Moynihan