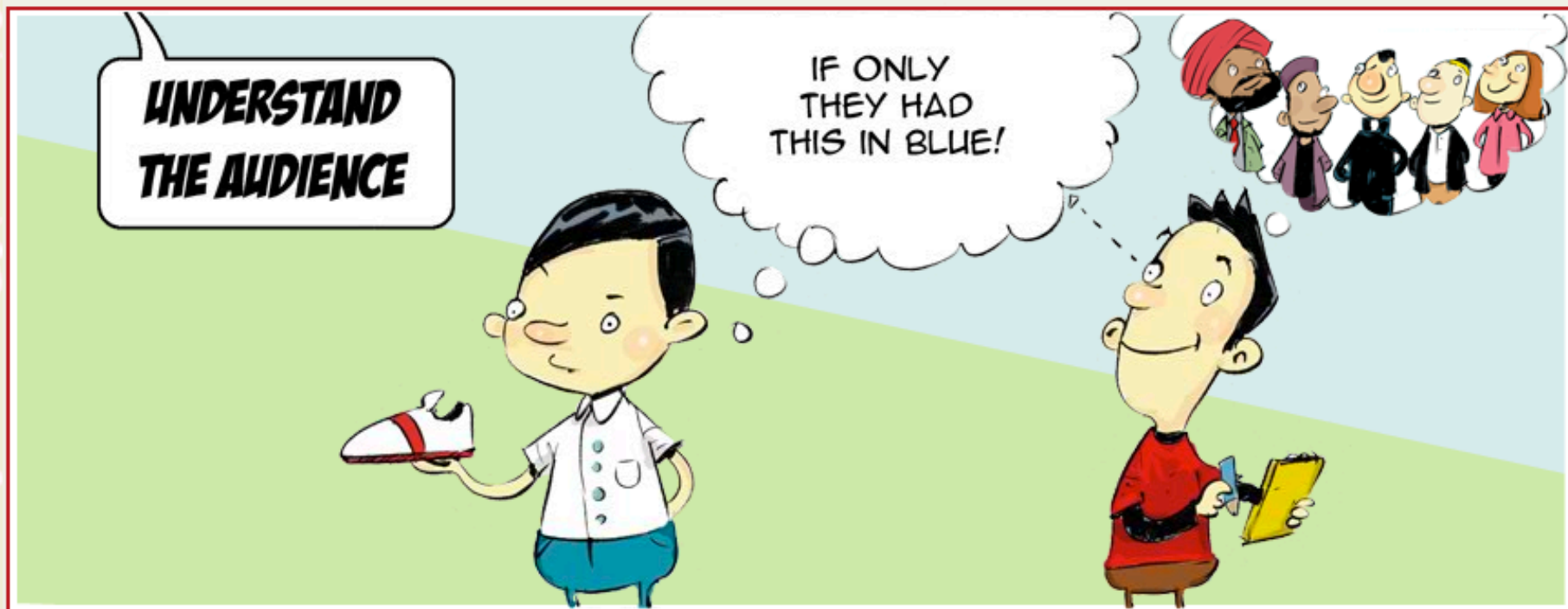




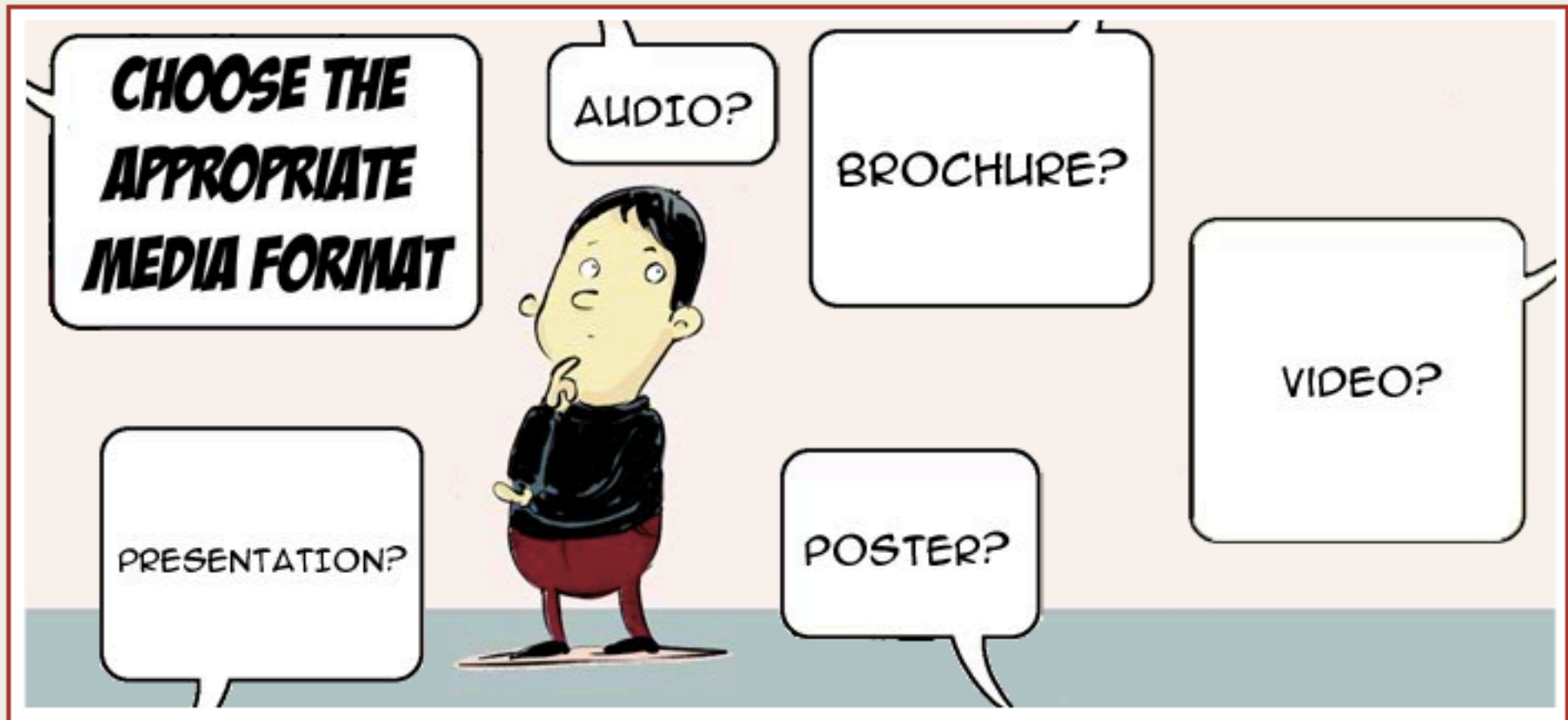
Key responsibility: The key point to remember is that your message should not harm or disrespect other people's values and beliefs.



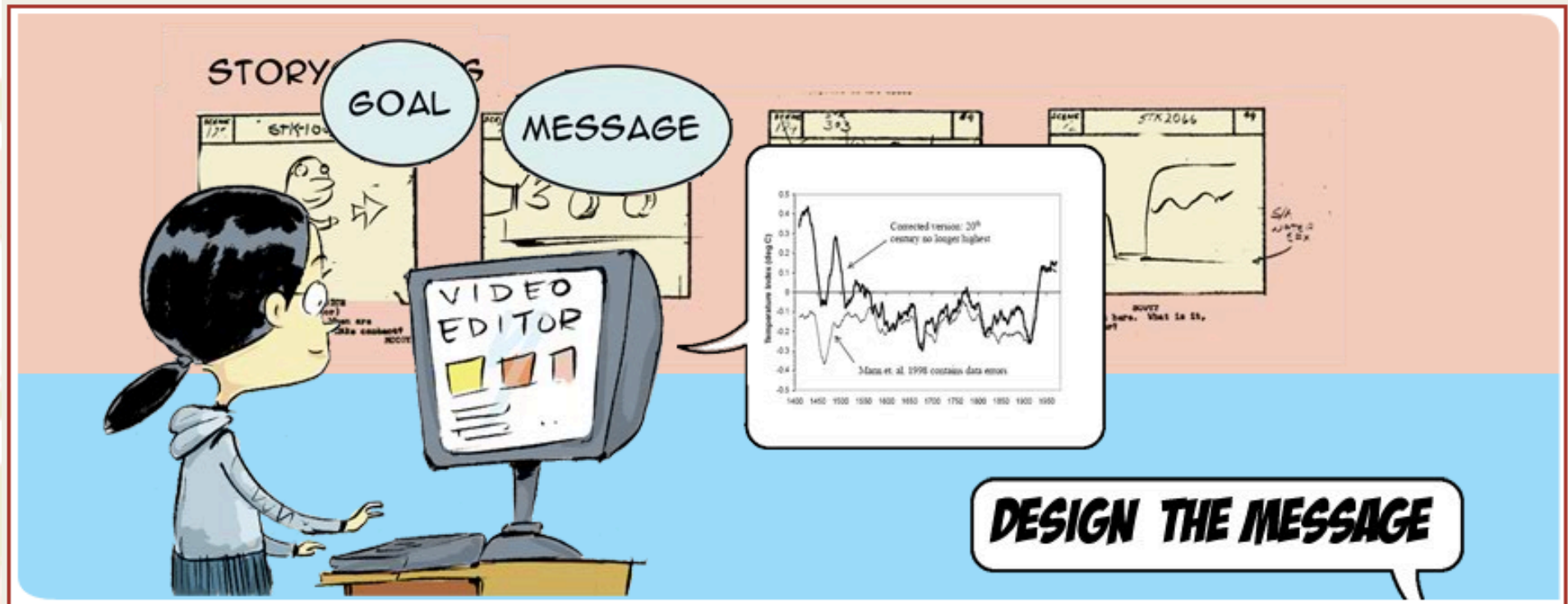
Key responsibility: Do not belittle or disparage your audience based on ethnicity, race or religion.



Key responsibility: Use authoritative and credible sources and cite the sources you use.



Key responsibility: Be conscious of the reach and impact of the format you choose. Local radio will give you local reach, but Facebook will give you global reach. However, with global reach, you have to be doubly careful about your message.



Key responsibility: Be sensitive to the feelings of your audience. Do not use violent or sexual content that incites bias or hatred.

