# Key Questions to Ask When Creating Media Messages

## Authorship
- Who am I representing in making this?
- Who are my co-creators (if any), and what did we each contribute?

## Purposes
- Why am I making this? Who is my target audience?
- What do I want people to do as a result of my message?
- What do I want people to think (or think about)?

## Content
- What messages and impressions do I want to convey?
- What ideas, values, and information do I want to make explicit? Implied?
- What will I choose to leave out of this message, and why?
- Is my presentation of information and ideas fair?

## Techniques
- What techniques will work best to communicate the messages for this audience, and why?
- Do I have (or need) permission to use this content?

## Context
- Where and how will I share this message with my audience?
- How might cultural context influence the way people interpret my message?
- Why might this message be particularly relevant now?

## Economics
- Who is sponsoring or paying for this?
- Who might make money from this?
- How might that affect my message?

## Credibility
- Is the information in this message accurate, and how will the audience know that?
- What sources am I using for information and ideas, and why?

## Effects
- Who might benefit from this message?
- Who might be harmed by it?
- Whose voices are represented or privileged?
- Whose voices are omitted or silenced?
- What is my responsibility to my audience?

## Interpretations
- How (and why) might different people interpret this differently?
- What do I learn about myself from my choices in making this?

## Responses
- How might different people feel after hearing, reading, or viewing this message?
- What kinds of actions might people take in response to this?