

## **Template for Reporters Covering Donald Trump**

Trump false statement

Identify history of prior false claims, by listing lies in Chronological order

2011: Tells a lie [insert description]

2012: Still a lie when it was repeated [insert description]

2014: Still lying [insert description]

2016: Amazingly, lying still [insert description]

Contextualize how Trump managed to never get called out on the lie; reference the social impact of these false statements, including overtones of racisms.

Point out facts that demonstrated to any rational person Trump's statements were obvious lies prior to listed dates.

Reference Trump's embrace of conspiracy, use flowery language to describe the toxicity of the lie. Mention how good minded associates of his are embarrassed by it.

Point out how he worked to "mainstream" a fringe falsehood.

Social media reference, where facts do not matters.

Explain how the lie was repeated on live television, unchallenged by fact-checking.

Reference the various light weight shows where the lie was repeated, without serious challenges from light weight anchors.

Rhetorical questions about motivations: Media attention? Racism? Cynicism? Calculated political stunt?

Point out how his aides and advisors say he has moved on, even as he keeps repeating the lie.

Reference his skillful manipulation of television.

Describe the lie being replaced with an even more bizarre new deception.

Describe the narcissism involved.

Reference the lies with interesting turns of phrase: casual elasticity with the truth; exhausted an army of fact-checkers; insidious, calculated calumny

Repeat reference to underlying racism coursing through the lie.

Use an Obama quote to show Trumps lack of eloquence or statesmanship.

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