

A project to reduce the influence of disinformation.

STRATEGY: CHANGE THE RATIO

1. Give people confidence that they can find out what's real and what isn't.
2. Simplicity. Brevity. Clarity.
3. Change the ratio of garbage to good in individual feeds. Use paid and organic social media to compete with or displace disinformation in their feeds.
4. Build networks of similar organizations fighting disinformation in various ways within various communities. If we amplify each other's work, we will have a greater overall impact.

Twitter: @RealityTeam11

Instagram: @RealityTeam11

Facebook: facebook.com/RealityTeam11

Website: RealityTeam.org

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WHAT MAKES DISINFORMATION SO POWERFUL?

- **High volume:** There's just so much of it.
- **Simplistic:** The messages are simple and very easy to remember.
- **Networked:** Aligned sites and accounts spread lies fast, far and wide.
- **Repetition:** The more you hear something, the more likely you are to accept it.

APPROACH:

We're learning from the bad guys to help you (and us) stay clear-eyed.

- We make reliable information clear, simple, and memorable.
- We focus on people who are skeptical or confused, not indoctrinated.
- We are building a network of partners, friends, allies and influencers sharing honest, carefully researched information.

PROGRESS: In under 30 days, we have touched almost 200K people (in swing states) with at least one message, and engaged over 14,000.

WHO WE ARE:

Reality Team is a project of Hacks/Hackers - a 501c3 dedicated to supporting journalism, knowledge and ideas. In particular, we focus on the intersection between journalism and technology. We are proud to be supported by a grant from the Craig Newmark Philanthropies.

Reality Team is powered by a team of communications professionals, technologists, cybersecurity and disinformation analysts from the private and public sector who are committed to pushing back against disinformation. Our content is entirely independent, and non-partisan, focused on dispelling myths, rumors and disinformation.

FUNDING:

Craig Newmark Philanthropies

We are proud recipients of a grant from **Craig Newmark Philanthropies**. Among their objectives is Promoting trustworthy journalism, including the ethics of news distribution to deny the amplification of disinformation.

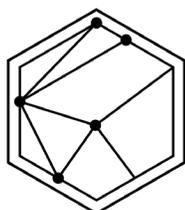
PARTNERS:

HACKS/ HACKERS

Hacks/Hackers Our mission is to create a network of journalists (“hacks”) and technologists (“hackers”) who rethink the future of news and information.

CREDIBILITY COALITION

The **Credibility Coalition** serves as a nexus for addressing the issue of information credibility. Members of our coalition facilitate, organize and take part in a variety of activities to advance our goals.



COGSEC
COLLABORATIVE

Cogsec Collaborative is a non-profit that helps specialists form teams to combat disinformation. They create and improve resources for the protection and defense of the cognitive domain.



The **CTI League** is the first Global Volunteer Emergency Response Community, defending and neutralizing cyber-security threats and vulnerabilities to the life-saving sectors related to the current COVID-19.

USC Annenberg

School for Communication
and Journalism
*Center on Communication
Leadership and Policy*

The **Voter Communications Task Force**, with support from the USC Annenberg Center on Communication Leadership & Policy, is a nonpartisan initiative to help others implement the best ways to communicate reliable information to voters about where, when, and how to vote in the 2020 elections and beyond.