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Joy Mayer, September 2017

[TrustingNews.org](http://TrustingNews.org)

# TRUSTING NEWS



# THE TRUSTING NEWS PROJECT

Trust is up to us. Let's get going.

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The Trusting News project is bridging the gap between journalists and news consumers. We are learning how users decide what to trust and studying how they interact with news, then helping journalists act on that knowledge. We're demystifying news credibility and empowering journalists to improve their strategic approach to informing their communities.



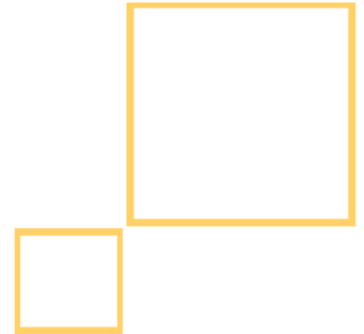
# THE TRUSTING NEWS PROJECT

## What do news consumers want?

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We're constantly asking that question. We've worked with 44 newsrooms so far, from a range of sizes, geographies, mediums.

- Social media experiments
- 8,728 questionnaire responses
- 81 in-depth user interviews



# WHAT WE'VE LEARNED



We're learning things like:

- Our communities have a lot of incorrect assumptions about our motivations and processes, and we're not educating them.
- People know what they're looking for in the news but often don't recognize it when they see it.
- We're often doing the very things people say they want, but they don't realize we're doing them.

# What we want newsrooms to try:

Which strategies would make the most sense for your organization?

## Show how you are distinct from “the media”:

Differentiate yourself from the impersonal, generic, misunderstood cultural phenomenon.

Look for chances to explain who you are, what you do and why you’re here — your motivations and purpose.

# **What we want newsrooms to try:**

Which strategies would make the most sense for your organization?

## **Explain your reporting process:**

People say they want to see evidence of thoughtful, fair, deep reporting.

Give it to them.

# **What we want newsrooms to try:**

Which strategies would make the most sense for your organization?

## **Label your stories:**

Users want specific types of journalism, but they don't always know they're getting it.

Differentiate fact from opinion. Let people know when you've gone deep.



# What we want newsrooms to try:

Which strategies would make the most sense for your organization?

## Demonstrate balance:

Users overwhelmingly say they want to see multiple sides of a story, but they don't always realize they're getting it.

Point it out to them.

## WHAT WE'VE LEARNED



We can change this.  
We have to change this.

Get in touch with me with questions or with stories about what's working in your newsroom:

[joy@joymayer.com](mailto:joy@joymayer.com)

Apply to be one of my partner newsrooms:

[bit.ly/testingtrust](https://bit.ly/testingtrust)