



trustxchange **BRIEFING BOOK**

Introduction: trustXchange Briefing Book

Background: The News Media Alliance hosted its inaugural trustXchange event on June 13, 2018. The event featured presentations and panelists who are key innovators working on understanding trust in news and news outlets.

One way to get people to trust their news sources is for news sources to look more like America – for news organizations to bring to the highest levels people of previously-underrepresented ethnic, racial, socioeconomic, and gender backgrounds.

Objective: The goal of trustXchange is to put the information directly in the hands of people who can use it, and to create connections between researchers and newsroom leaders, so the right partnerships can be forged to keep the work going.

About this briefing book: The trustXchange briefing book includes information on every speaker/panelist's research that they have conducted, including their biographical information, a short description of their trust research and/or program, links to view additional details and how to follow-up with them via email.

API- New Data on Trust: Jeff Sonderman

[Jeff Sonderman](#) is the deputy executive director of the American Press Institute, helping to lead its use of research, tools, events, and strategic insights to advance and sustain journalism. He has worked as a writer, editor, manager, coach, trainer, speaker and consultant with diverse types of news publishers across the country.

About the Study: Americans and the News Media: What They Do — and Don't — Understand About Each Other

A key factor in the erosion of Americans' trust of their news media is a failure to communicate — the public doesn't fully understand how journalists work, and journalism doesn't make itself understandable to much of the public. This fundamental pattern emerges from a new study (June 2018) by the Media Insight Project, an initiative of the American Press Institute and the Associated Press-NORC Center for Public Affairs Research. They conducted twin surveys of both the public and journalists, asking each group parallel questions about the public's understanding of journalistic concepts, the public's interactions with journalists and how all of that affects people's assessment of the news media.



Study Link:

<https://www.americanpressinstitute.org/publications/reports/survey-research/americans-and-the-news-media/>

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Pew - The Trust Landscape: Amy Mitchell



[Amy S. Mitchell](#) is director of journalism research at Pew Research Center. She is responsible for the Center's research related to news and information, including how the public accesses, engages with and creates news, what news organizations are providing and how technology is changing all of these elements.



About the Study: Distinguishing Between Factual and Opinion Statements in The News

In today's fast-paced and complex information environment, news consumers must make quick judgments about how to internalize news-related statements – statements that often come in snippets and through pathways that provide little context. A new Pew Research Center survey of 5,035 U.S. adults examines a basic step in that process: whether members of the public can recognize news as factual – something that's capable of being proved or disproved by objective evidence – or as an opinion that reflects the beliefs and values of whoever expressed it. The main portion of the study, which measured the public's ability to distinguish between five factual statements and five opinion statements, found that a majority of Americans correctly identified at least three of the five statements in each set.

Study Link:

<http://www.journalism.org/2018/06/18/distinguishing-between-factual-and-opinion-statements-in-the-news/>

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ITEGA- Bill Densmore

[Bill Densmore](#) is executive director of the Information Trust Exchange Governing Association. He is a Donald W. Reynolds Journalism Institute (RJI) fellow and author of its white paper, "From Persona to Payment: A Status Report on the News Ecosystem, and a Challenge to Create the Next One." (2015). A career journalist, publisher and tech entrepreneur, Densmore has been an editor/writer for The Associated Press in Boston, Chicago and San Francisco and for trade publications in business, law, insurance and information-technology in Boston, Chicago and New York.

About the Program:

Bill Densmore's "Information Valet Project" (now Information Trust Exchange) at RJI started from a premise that news organizations must cultivate deeper, one-on-one trust relationships with consumers as stewards of their privacy and curators of their information needs. From this premise, Densmore proposed the creation of a multi-industry, shared-user network for trust, identity and information commerce. Densmore's paper, "From Paper to Persona," called for creation of an independent, public-benefit Information Trust Association initiative to create the network marketplace framework.



Program Link:

<https://infotrust.org/nma-trustxchange/>

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News Co/Lab- Dan Gillmor

[Dan Gillmor](#), an internationally recognized author and leader in new media and citizen-based journalism, teaches digital media literacy and is director of News Co/Lab, an initiative that works with journalists, teachers, librarians, technologists, and others to elevate news literacy and awareness in our culture. He also works to help bring a culture of entrepreneurship into journalism education.

About the Study:

Funding for the News Co/Lab supports three main initiatives: transparency and engagement experiments with its pilot newsroom partners; a best practices “cookbook”; and a news literacy education project focused on science and health. In its pilot project, News Co/Lab is working with three McClatchy newspapers – the *Fresno Bee*, *Kansas City Star* and *Macon Telegraph* – on an array of experiments designed to increase transparency in their work and meaningfully engage with their readers through deeper conversation and collaboration. In each of the three communities, the News Co/Lab team is working with a newsroom team plus representatives of other important community groups such as public libraries. The working groups are assessing the issues facing their readers and developing projects to improve trust and increase news awareness based on their needs.



Study Link:

<https://newscollab.org/>

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The Trust Project- Sally Lehrman

[Sally Lehrman](#), senior director of the journalism ethics program at the Markkula Center for Applied Ethics, leads its signature Trust Project, a complex international collaboration that she began building in 2015 to strengthen public confidence in the news through accountability and transparency. The consortium, which involves about 75 news organizations, has created a set of digital standards called Trust Indicators to help identify and surface high quality reporting from reliable news sites.

About the Program:

A consortium of top news companies led by award-winning journalist Sally Lehrman, The Trust Project is developing transparency standards that help consumers easily assess the quality and credibility of journalism. Launch partners include *The Economist*, *The Globe and Mail*, *Independent Journal Review*, *Mic*, Italy's *La Repubblica* and *La Stampa*, and *The Washington Post*. Search engines and social media companies are external partners. Their Trust Indicators are based on interviews with real people who told them what they value in news and when they trust it.



Program Link:

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Trusting News- Lynn Walsh

[Lynn Walsh](#) is an Emmy award-winning journalist who has worked in investigative, data and TV journalism at the national level as well as locally in California, Ohio, Texas and Florida. Lynn is a digital explorer working to help companies, newsrooms and organizations engage the public through ethical content, no matter the medium or purpose. She is an international speaker and trainer, working to encourage ethical content creation, access & transparency, social media engagement, digital innovation and free expression rights for all.



About the Program: Trusting News Project

At the [Trusting News project](#), they research how people decide what to trust, then turn that knowledge into actionable strategies for journalists. They've learned that a lot of what the public say they want is what journalists are already doing; they just don't do a good job of pointing it out. They are working directly with newsrooms to help them rebuild trust by encouraging them to be more transparent and engaging with users while asking and acting on feedback from users.

Program Link:

<https://medium.com/trusting-news/journalists-lets-invest-in-trust-not-just-expect-it-cbe1130e4aee>

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Harvard Kennedy School- Nicco Mele



[Nicco Mele](#) is the director of the Shorenstein Center on Media, Politics and Public Policy. He took over leadership of the Center in 2016 after serving as Senior Vice President and Deputy Publisher of the Los Angeles Times and as the Wallis Annenberg Chair in Journalism at the University of Southern California. He is the author of *The End of Big: How The Internet Makes David the New Goliath* and co-founder of EchoDitto (now Echo & Co.), a leading internet strategy and consulting firm.



About the Program: **First Draft** is a project Harvard Kennedy School Shorenstein Center on Media, Politics and Public Policy that uses research-based methods to fight mis- and dis-information online. Additionally, it provides practical and ethical guidance in how to find, verify and publish content sourced from the social web.

About the Study: "Newsroom diversity can contribute to the thoroughness of coverage, just as a lack of diversity can create massive blind spots." The Shorenstein Center published a paper in May 2018, "In the Shadow of Kerner: Fifty Years Later, Newsroom Diversity and Equity Stall," looking at research on the diversity of 2016 political news teams and exploring what might be done to create more diverse newsrooms, including fostering greater transparency.

Program Link:

<https://firstdraftnews.org/>

Study Link:

<https://shorensteincenter.org/kerner-fifty-years-later-newsroom-diversity/>

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Tow Center/ Temple- Andrea Wenzel

[Andrea Wenzel](#) is an assistant professor of journalism at Temple University's Klein College of Media and Communication. Her research focuses on how residents of changing multiethnic communities negotiate difference through media, culture, and everyday interaction. As a Knight News Innovation Fellow, with support from the Tow Center for Digital Journalism, she leads projects on local news, political polarization, rural-urban divides, and digital and offline community engagement. Previously, with the University of Southern California's Metamorphosis project, she led research on community-based solutions journalism.



About the Study: Listening is Not Enough: Mistrust and Local News in Urban and Suburban Philly
For many communities, the roots of [mistrust](#) go deeper than recent concerns about what's being called "fake news." Based on research conducted with the Tow Center for Digital Journalism, they find that there is a mistrust problem in the US, but that disinformation is more of a symptom than a root cause. Focusing on two communities with different histories and relationships with the news media, they explored how the long-existing structures of journalism have amplified institutional distrust.

Study Link:

https://www.cjr.org/tow_center_reports/mistrust-and-local-news-urban-and-suburban-philly.php

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Poynter- Indira Lakshmanan

[Indira Lakshmanan](#), the Newmark chair in journalism ethics at Poynter and a Boston Globe columnist, has covered coups, campaigns and revolutions in 80 countries and the US for the Globe, Bloomberg, the International New York Times, NPR, PBS and Politico Magazine. At Poynter, Indira is spurring thought leadership on restoring trust in journalism across the political spectrum through transparency and accountability. She commissioned the first Poynter Media Trust Survey, and has convened leading national political editors, journalists and media critics in Washington to discuss the importance of free, fair, nonpartisan media in truth-telling to hold officials accountable and sustain democracy.

About the Study: Examining Trust in The Media

The Poynter Institute released original [public opinion research](#) in November 2017 that indicates overall trust and confidence in the media has increased since President Trump took office, to the highest levels observed since the 2001 terrorist attacks, though the president's war of words on the press appear to have exacerbated partisan divisions in attitudes toward the press. Based on responses from 2,100 survey participants whose news consumption habits were tracked in November, Republicans have vastly more negative views of the press than do Democrats, and are more likely to support restrictions on press freedom.



Study Link:

<https://www.poynter.org/news/poynter-releases-new-study-examining-trust-media>

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Rural Journalism Innovation Lab, Bowling Green Civic Assembly- Sam Ford

[Sam Ford](#) consults and manages projects with leadership teams in journalism, media/entertainment, academia, civic engagement, and marketing/communication. In addition, he is leading various initiatives of the Future of Work in Kentucky with the MIT Open Documentary Lab, the University of Southern California Annenberg School's Civic Paths team, and other partners, and is a member of the Kentucky team taking part in the MIT Regional Entrepreneurship Acceleration Program (REAP). He is co-leading the project From Polarization to Public Sphere.

About the Study: Political Polarization

This pilot study examines what political polarization looks like at the local level, and provides recommendations for how local journalists and community members might bridge the divides of party and demographics. By diving into the media consumption of a small group in Bowling Green and Ohio County, Kentucky, researchers were able to get a sense of how residents in a region largely considered rural, red, and "flyover"—and either Midwestern or Southern—are interpreting and adapting to the current political moment.



Study Link:

https://www.cjr.org/tow_center_reports/polarization-public-sphere-lessons-from-bowling-green-ohio-county-kentucky.php

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News Inequality Project- Hamdan Azhar

[Hamdan Azhar](#) is a data scientist passionate about the intersection of data science, blockchain, journalism. He has five years of industry data science experience at Facebook, GraphScience and Ron Paul 2012. His academic training was in biostatistics and neuroscience at the University of Michigan and University of Chicago. His expertise is in statistical modeling and visualization, data analysis, writing data pipelines, experimental design and survey methodology. He is an experienced journalist on culture and society with bylines in *VICE*, *Forbes*, *Washington Post*, and *Christian Science Monitor*.

About the Program:

[The News Inequality Project](#) was created to develop a web-based analytics dashboard to help media organizations and community organizers understand how – and how often – different communities are covered in news outlets over time.



Program Link:

<https://newsinequality.org/>

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Jefferson Center (Your Voice Ohio)- Andrew Rockway

[Andrew Rockway](#) leads the development and implementation of our public deliberation and community engagement programs. Andrew earned his Masters of Public Policy from the University of Minnesota's Humphrey School of Public Affairs, where he focused on policy analysis and environmental policy. Andrew also serves as a founding member of Minnesota Public Radio's Generation Listen Advisory Council.

About the Program:

In the fall of 2017, the Jefferson Center launched [Your Voice Ohio](#), the second phase of an ongoing collaborative effort to help Ohio newsrooms better understand and respond to the needs of their communities. Their 38 Your Voice Ohio partner newsrooms are exploring new ways to connect with their communities and communicate critical information more effectively. They're looking at a variety of methods of engagement — both in-person and online — to find the most effective and sustainable approaches for local newsrooms. They've started first with face-to-face conversations focused on Ohio's opioid epidemic.



Program Link:
<https://jefferson-center.org/your-voice-ohio/>

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