

Our Challenge: John, disengaged news consumer

Indicators of Trust

Easy accessible / Low-time / Low-effort

Disclosure of conflicts-of-interest

Diversity policy

Provide new source/topics

Evidence of willingness to hold power accountable

Clear distinction among news, analysis and opinion

User trust rating incorporated into browser extension

“Churnalism” Ranking

Actionable feedback to journalist

Emotions regarding news

Disappointed, Disgusted, Overwhelmed, Irrelevance, Immobilizing Cynicism, Apathy

Complaints

“Too negative”

“Overwhelming”

“Biased”

“Lies”

“There’s nothing there. No relevance.”

“Doesn’t even want to discuss or think about it”

Solution: Source biographies integrated into content


Goal We think John might be most successfully met at the hyperlocal level. We want to give him a fuller sense of where we are getting our reporting and the **diverse** pool of voices we are highlighting in **his community**.


This approach can be used on companies as well as individual voices.


Tactic Use embedded bios to give more insight and early indicators about the sources driving the content John is reading in a **seamless** and **efficient** manner.

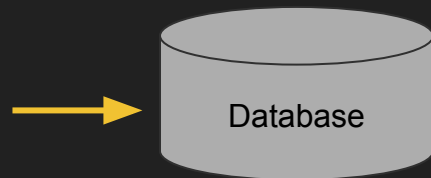
Gather information for source bio

When a reporter is in the field or conducting an interview, he or she can quickly submit source information using a Slack bot...

**Mikayla Bouchard** 10:58 AM
/source [Greg McBride] (edited)
Age: 32
Income Range: \$50 - 75,000
Occupation: Wells Fargo / Bank Manager
Race: Caucasian
Religion: Did Not Give
Zipcode: 62708
Partisan Affiliation: Moderate Republican
Relevance: Oversees investments / Retirement tips

**Mikayla Bouchard** 11:00 AM
uploaded this image: [IMG_7490.JPG](#) ▼





Slack will signal the CMS to create a unique asset with the information..

Add source bio information to story

The source database may contain more information on the source than needed for the article.

The author can select what bio information is relevant to the article and then place the interactive contextually in the story.

The source database can be shared company-wide as a reporting resource. Each source entry is clearly marked when it was last updated.



[INVISION LINK](#)

Body

314 words

Worried about your retirement nest egg?

Twenty-three percent of working Americans increased their retirement savings contributions over the past year, the highest reading in six years of polling, according to a BankRate.com report. An additional 16 percent reduced their contributions during that time, and 5 percent of working Americans didn't contribute to retirement savings at all this year or last.

"Working Americans are increasing their retirement savings more and more as the economic recovery continues, whether by saving the same percentage of higher earnings or a higher percentage of the same earnings," said Bankrate.com's chief financial analyst  Greg McBride .

Want to retire in the right state? McBride recommends saving a minimum of 10 percent — and ideally 15 percent — of your income for retirement by using an employer-sponsored retirement account and an Individual Retirement Arrangement, or IRA.


Reader Experience

The page view, with bios linked to thumbnail headshots, allow readers to **quickly** see how many people were interviewed and the **diversity** of sourcing.

The information provided can offer insight into the source's **perspective** and why he or she is **relevant** to the story.

Readers can view bio information without disrupting flow of the story.

[MOBILE DEMO](#) [DESKTOP DEMO](#)

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Source Bio Update 10:59 AM , Wed September 13, 2017

CLOSE ✕

HIDE