

Wendy

“Not just selling a viewpoint or a person”

Likes a website that posts various perspectives. Doesn't like the current news mix. Too violent, sad

Connection to local, family, culture

Called her cousin to verify a local report, cousin said “they're exaggerating it”

Wants news that inspires her to take action

Indicators of Trust:

Link to byline

Fact-checking

Eye-witness

Feedback to author

Our Proposal



Spencer Walsh @SpencerGWalsh · 17h

User tools that surface the journalistic process + broaden the view of the story
[#SND](#) [#trustproject](#)

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1. **Link to author bio**
2. **Publish sources**
3. **Audience feedback widget**
4. **Surface ethics policy**

Link to our Prototype: <http://arcane-mountain-85541.herokuapp.com/>

Link to author bio

Wendy

- Feedback, Connection Conversation with reporter
- Credibility of reporter. How qualified they are to cover the topic

Publishers/Challenges

- CMS integration

News Aggregators

- A human with experience wrote this
- Original reporting

GLORIA MEDINA

PHX1 NOTICIAS



Gloria is a staff reporter focusing on scientific policy. She has a masters degree in Environmental Engineering from Harvard.

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PREVIOUS ARTICLES

[Q&A: What Really Happened to the Water in Flint, Arizona?](#)

[EPA officials collectiong data on Flint water lead levels](#)

[Ex-EPA official defends agency's work in Flint water crisis at Capitol](#)

[Mathematicians find a peculiar pattern in primes](#)

months of July, August and September, 2011.

Publish sources

- Calibre & depth of reporting
- Transparency of the process to the reader
- Allows reader to dig deeper if they want

Publishers/Challenges

- CMS integration - text form
- Where in the story does it go? Collapse? A/B test
- Extra work for a journalist to curate

News Aggregators

- Meta tags flag sources, places

STORY SOURCES

8 PEOPLE [Dept. of Health Chief](#), Flint resident, VA Tech professor, Anonymous source in Phoenix police dept. [more...](#)

2 PLACE [Phoenix, Arizona](#); Flint, Arizona

1 DOCUMENT [Dept. of Health Water and Testing Department](#)

Audience Action Plan

Wendy

- Various perspectives, including Wendy's
- Take action (what next?)
- Create feedback loop with audience - maybe next story comes from this.
- News agenda reflects the needs of audience. Creates connection with brand. Wendy doesn't like violence, she can tell us here. le: Stop telling us about the violence, tell us why the violence is happening
- Can "like" (or not like) an audience suggestion. Community decides
- Shown in article, home page and Facebook - this goes where the audience is

Publishers/Challenges

- Responsibility to follow up
- Trolls - publisher opens the discussion
- Journalist could seed the first few to guide the audience, but this takes time
- Facebook is where Wendy is, we can find her here
- **Where in story does this go?**

News Aggregators

- Fully integrated with Facebook; real names

WHAT SHOULD WE PURSUE NEXT?

We reported on this story after a reader gave us a [research report](#). What do you think we should do next?

23579 Comments

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Add a comment...



PHOENIX1

Your trusted community news source

Does this problem extend to the other counties downstream?

Like · Reply · Mark as spam · 436 · Feb 14, 2016 11:43am



Jesse Perkins

Works at East Lake Community Church Irmo, SC

I would like to know more about the government

Surface ethics policy

Wendy

- “Not just selling a viewpoint or a person”
- Help audience understand the journalistic process

Publishers/Challenges

- Publish policy and update
- Work to surface relevant points

News Aggregators

- Transparent news source

ETHICS & STANDARDS

- The Flint police department source was granted anonymity because he was not authorized to speak in his role.
- Our news organization paid for the trip to Flint, Arizona.
- [Company wide policies »](#)