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...

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.

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. 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.

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