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

User tools that surface the journalistic process + broaden the view of the story
#SND #trustproject

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/
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
Publishing 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

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**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

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**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. Ie: 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?

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 »**