Imagine a subtle visual cue or “badge” in your Google search &/or Facebook feed that indicates trusted news sources.
Imagine how it might also appear on a story page. And how another tier of badges might indicate what, exactly, makes that story more trustworthy. (e.g., eyewitness report)
If you were to click on any of those badges/logos, it would take you to something like a “creative commons” site -- a database of participating “trusted” publishers and what their badges mean.