5 WAYS TO BUILD TRUST USING STORY STRUCTURE

1 Explain Your Reporting Process

- Write a description of how and why the story was reported
- Make it clear why the explanation is being provided
- Include where reporters gathered information and steps taken to be fair
- Make sure the information is highly visible

2 Use a Variety of Sources

- Diversify sources and avoid relying on the same few people
- Refrain from focusing only on people with extreme views
- Explain choices – clarify why certain voices were left out or unavailable
- State a lack of relationship with sources

3 Provide a Complete Story

- Add context, give background information, and link to previous coverage
- Explain key terminology and government or police processes
- Place story labels (news, analysis, opinion) in a highly visible location
- Include footnotes in the article text that offer source material

4 Be Aware of Your Phrasing

- Use neutral language when describing contentious situations
- Avoid terms that serve as catch-all labels for people
- Be fair and consistent in coverage of local communities
- Focus on story facts, not interpretation

5 Think Beyond the Story

- Correct mistakes promptly
- Provide reporter bios on your site - and consider adding personal details
- Encourage audience participation at the conclusion of the story