

Engaging Students with News

What makes credible news credible?



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Why is Star Tribune doing this?

- » For the past year, we have been reimagining our News in Education program
- » Two new focuses:
 1. **100%** digital access, **100%** of Minnesota students, **100%** free
 2. Be an engaging resource for Minnesota teachers

What makes credible news credible?

- » Engaging with Star Tribune
- » How to know if information is credible
- » The 8 Trust Indicators
- » Identifying credible sources

Engaging with Star Tribune

Reporting

POLITICS

Gov. Tim Walz, Republican legislators start session with clash over Capitol attack

An annual panel with state leaders erupted with Walz making accusations of gaslighting and GOP drawing comparisons to George Floyd protests.

By **Jessie Van Berkel** Star Tribune | JANUARY 12, 2021 — 5:08AM

CORONAVIRUS

Minnesota restaurants and bars resume indoor service, with restrictions

Monday was the first day for Gov. Tim Walz's dial-back of his holiday shutdown to stem the COVID surge.

By **James Walsh** Star Tribune | JANUARY 12, 2021 — 5:42AM

NATION

US asking states to speed vaccine, not hold back 2nd dose

By **ZEKE MILLER** Associated Press | JANUARY 12, 2021 — 8:10AM

Opinion

EDITORIAL

Trump administration's obstruction has become dangerous

At least two agencies, including the Defense Department, have hurt the transition.

By **EDITORIAL BOARD and Star Tribune** | DECEMBER 30, 2020 — 5:10PM

LETTERS

Readers Write: What to do about Trump, the future of the GOP

Healing through accountability.

JANUARY 11, 2021 — 6:00PM



How can you know if information is credible?



The Trust Project

- » International consortium promoting standards to help people easily assess the integrity of news.
- » Amplify journalism's commitment to transparency, accuracy, inclusion, and fairness.



The Trust Project

- » The 8 Trust Indicators:
 - » Broadly accepted standards to help readers assess the reliability of a news site – the who and what is behind a given news story, including policies and expertise.
 - » What you can look for to determine the credibility of a news source.

The 8 Trust Indicators

1. Best Practices

#1: Best Practices

- » Who funds the site? What is its mission?
- » What standards and ethics guide the process of gathering news?
- » What happens if a journalist has a conflict of interest?
- » StarTribune.com/standards

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise

#2: Journalist Expertise

- » Who made this?
- » Are there details about the journalist, including contact information, areas of knowledge and other stories they've worked on?
- » Example: Andy Mannix

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise
3. Type of Work

#3: Type of Work

- » What is this?
- » Do you see story labels with clear definitions to distinguish opinion, analysis and advertiser (or sponsored) content from news reports?
- » Example: Editorial

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise
3. Type of Work
4. Citations and References

#4: Citations and References

- » What is the source?
- » Does the site tell you where it got its information?
- » For investigative, controversial or in-depth stories, are you given access to the original materials behind the facts and assertions?
- » StarTribune.com/deniedjustice

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise
3. Type of Work
4. Citations and References
5. Methods

#5: Methods

- » Why was it a priority?
- » For investigations, in-depth or controversial stories, why did they pursue the topic?
- » How did they go about the process?
- » Denied Justice methodology

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise
3. Type of Work
4. Citations and References
5. Methods
6. Locally Sourced

#6: Locally Sourced

- » Do they know the community?
- » Was the reporting done on the scene?
- » Is there evidence of deep knowledge about the local situation or community?

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise
3. Type of Work
4. Citations and References
5. Methods
6. Locally Sourced
7. Diverse Voices

#7: Diverse Voices

- » What are the newsroom's efforts and commitments to bring in diverse perspectives across social and demographic differences?
- » Are some communities or perspectives included only in stereotypical ways, or even completely missing?
- » Star Tribune Diversity Statement

The 8 Trust Indicators

1. Best Practices
2. Journalist Expertise
3. Type of Work
4. Citations and References
5. Methods
6. Locally Sourced
7. Diverse Voices
8. Actionable Feedback

#8: Actionable Feedback

- » What does the site do to engage your help in setting coverage priorities, asking good questions and finding the answers, holding powerful people and institutions accountable and ensuring accuracy?
- » Can you provide feedback that might provoke, alter or expand a story?
- » Contact and Feedback

Using the Trust Indicators

Know your trusted sources



REUTERS



Look into news organizations

↑ | ≡ ALL SECTIONS | 🔍



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[DIVERSITY](#)

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[UNNAMED SOURCES](#)

[OWNERSHIP](#)

[FEEDBACK & CONTACT](#)

[MASTHEAD](#)

Conduct and ethics

For a thoughtful, comprehensive presentation of current journalistic ethics, we recommend the Code of Ethics of the Society of Professional Journalists, which [can be found here](#).

Those principles inform many of the Star Tribune's own policies, standards and guidelines, which are synthesized here.

Conflicts of interest

Star Tribune newsroom journalists will avoid behavior or actions that could be a real or perceived conflict between their personal interests and their jobs as objective or impartial journalists. Even the appearance of conflicts of interest should be avoided.

Star Tribune journalists will not use their position to influence public officials or others, nor should they accept gifts or favors. It is critical for our readers to know that no one can gain favor at the Star Tribune through contributions of any kind.

Staff members will not seek free tickets or obtain special treatment, such as access to seats not available to the general public. Staff members and freelance writers do not accept free travel. Reviewers and those involved in covering an event can use press tickets for attendance related to coverage. Primary copies of

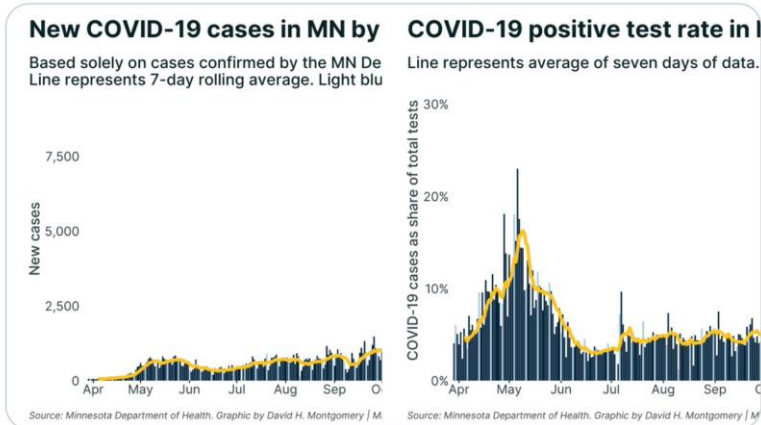


Individual information



David H. Montgomery  @dhmontgomery · 18m ⋮

About 500 more newly reported #COVID19 cases today than yesterday — but that's on more than 28,000 more tests. So this is good news — the daily positivity rate was 5.8%, the lowest since Oct. 25. MN's 7-day average case total is ~3,150/day. Its avg. positivity is down to 7.7%.



Thank you!