

The 8 Trust Indicators

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?

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?

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?

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?

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?

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?

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?

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?