



Trust in News Media

Originally Discussed: March 2021

Description: As news has become ever present in our lives, literally 24/7, and it runs the gamut of nightly news to sensationalized entertainment, how do you inform your opinions and perspectives and whom do you trust most?

Estimated time: 90 minutes

(1) Getting acquainted and comfortable

5 - 10 min.

Welcome

- Thank you for coming...
- We are a part of The Great Reset, which was born out of a shift we're seeing in our country. We have been in a place where we don't tend to speak 'beyond our bubbles' and across perspectives. The Great Reset has been opening up a grey space for such conversations since 2018. You are now part of keeping the conversation going and we thank you.

The Pillars of The Great Reset

- To share our own thoughts and perspectives with humility
- To learn from others and listen with respect

Ground Rules

- Every comment is valid and deserving of respect
- We show respect by speaking one at a time, putting our phones on silent and staying engaged, even when we are not speaking
- In the interest of time, I may cut in to ask you to 'top-line' something if we need to move on. This means simply offer up a synopsis of your thoughts and speak in bullets, not paragraphs

Confidentiality

I would like a verbal from everyone that you are here of your own volition and out of respect for one another I would ask you to keep what others say in this room unless they give you permission otherwise. (go around and get verbal agreement). Further, you agree to adhere to the principles outlined already: to deliver your perspectives bound to the principles of respect, to **listen with humility and offer grace to others who are sharing this space.**

Personal Introductions Please share your name, where you live, and what is your main source of news (network news, cable, youtube)?



(2) Personal trust or lack of trust in news media

20 - 25 min.

- How do you know if a news media source can be trusted?
 - Probe: Word of Mouth, family tradition, preferred format, etc.?
- How do you know if a news media source **CANNOT** be trusted?
- What words/tone/language signal “bias” to you?
- At what point do you turn OFF to a source?
- What can a news media source do to make itself more trustworthy to you?
 - Probe for more careful identification of reporting news versus opinion.

(3) Trusted and distrusted news media sources

15 - 20 min.

- Which news media sources do you rely on the most to become and stay informed? Why? What does that source give you that others do not?
- Which news media do you trust the most and trust the least ... local news media, national news media, or world news media? Why?
- Which news media sources do you feel cannot be trusted at all for reliably accurate information? Why?

(4) Public’s trust or lack of trust in news media

20 - 25 min.

- Many surveys that have measured trust in news media over time (Pew, Knight, Gallup) have reported that the general public’s trust in the media has substantially declined. What are the reasons for this decline? When did you begin to distrust the media, (assuming you did)?
- To what degree has the growth in the number of different news media sources contributed to the decline in trust in the news media? How about the reliance on wire services like Reuters and AP?

[MODERATOR Notes: AP reaches 1 billion + people day, locally, nationally and internationally. Qualifies now as “Centrist”, but many believe “Leans left”, board of directors include CEOs from many news sources AP, NPR, PBS, CBS, Tribune, Hearst, Wash Post, Hoover Inst., Mutual Insurance and Lockheed Martin (largest Defenses contractor in world.)]

(5) Closing comments

5 - 10 min.

- Do you have any additional comments or questions about trust in the news media?

Survey Link: <https://forms.gle/3P62H9TH6VM8FS1q6>

