Tusting News Tips
How to reach across the aisle

1. Show humility: “The media” doesn’t reflect the country. News consumers are aware of your biases, and they don’t all see themselves in your work. Acknowledge that.
2. Stop overgeneralizing: Don’t lump people on the right together.
3. Highlight moderate voices, not the extremes: Going to the easy extremes fuels polarization.  
   Anti-polarization checklist
4. Choose words carefully: Read about what our research shows about language with attitude, generalizations and missteps:  
   Trusting News resource: Polarizing word choices
5. Rethink your use of national wire stories and opinion pieces.  
   News consumers do not differentiate between your local coverage, national news and opinion. They hold you accountable for all of it.
6. Listen, listen, listen. Conduct regular interviews and listening sessions with your community.  
   Trusting News Community Interview guide
7. Be consistent and present (ditch the parachute).
8. Cover positive news as well as negative news.
9. Know when to stop trying – some people will not believe your facts or integrity. They will see you as politically motivated. Sometimes you need to walk away.

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Ricky Young’s six tips for covering conservative issues.

1. Use conservatives to get scoops
2. Portray conservatives in a straightforward way
3. Work hard to reach conservatives
4. Watch your adjectives
5. Watch your verbs
6. Watch what you cover and why