

Trusting 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.

[Slide Deck](#)

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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