

What's Your Process?

Ways for journalists to incorporate engagement and transparency before, during and after interviews with private citizens

Before

See yourself as a journalist in the community you cover. Journalists are taught their positions are fourth estates--removed from and watching communities--instead of being a part of them. Determine your position as someone who takes part in a community by addressing information gaps alongside the people whose lives you report on. Define reporting in terms of relationships rather than sourcing, and see engagement as woven into your process, whether you are a reporter with “engagement” in your title or not.

Have goals beyond publishing a story. Know your values and have goals as a journalist outside of producing story links – for example, to repair and mend relationships. Defining your goals helps you practice them and communicate them to others as a form of transparency.

Spend time developing relationships. It’s important to be present in communities when you are not reporting to avoid “being the news to your beat.” Find time in your onboarding process or reporting week to get to know the community you are covering. Remember that showing up affects community buy-in, as well as a journalist’s and news outlet’s reputation and reception.

Make no assumptions, ever. Only 34% of people surveyed by the Media Insight Project in 2018 personally knew a journalist and only 32% had been interviewed by a journalist before. Even then, news media is a vast and complicated industry, and processes and definitions of things like “on the record” and “off the record” may vary from newsroom to newsroom and journalist to journalist. Do not assume a mutual understanding of the reporting process when approaching an interviewee. Ask, “Have you talked to a member of the media before?” or “Would you like me to explain my process?”

Treat educating others on your process as a part of the job. Find ways to continually inform others how your newsgathering process or your newsroom works. Giving or excluding information about how your journalism works is an active choice. Consider what opportunities for training, style guides, how-to pages, and other forms of public-facing documentation would benefit community understanding of the newsgathering process.

Offer a preliminary conversation whenever possible. When time allows, offer a potential interviewee to have an off-the-record conversation to discuss your reporting process and the story. Take no equipment. Discuss any questions they may have about logistics.

Understand power dynamics. Approach your stories knowing the power gaps at play between you, the interviewee, and other sources. Accept that objectivity will fall apart if you change your process “depending on who” you’re talking to — and that’s OK. Many parts of the reporting process require power-sharing and journalists being mindful of equity.

Give as much in advance as possible. Provide as much information and expectations about your newsgathering process as possible ahead of the interview. This could be interview set-up logistics, your biography links, your past work, your publication website, your reporting credentials, your deadline, examples of topics or questions you’re going to ask, an outline of what takes place in the interview, or the equipment used.

Explain the process from the interviewee’s perspective. When explaining steps to publication, help your interviewee see what the newsgathering process will look like from their point of view and how they will be included in it. Avoid using insider-journalism lingo or language that speaks to newsroom needs rather than their needs. For example, instead of saying “I’m going to use your quotes,” connect your interviewee to the final story by saying “What you tell me in our discussion I will record, write down, and publish in an article in tomorrow’s paper.”

Validate — don’t dismiss — interviewee’s concerns. If an interviewee expresses suspicions, hesitations, or concerns about interacting with you or the media, acknowledge and have a conversation about those. People’s concerns about the media come from prior experiences. Talk about what those concerns are for your interviewee and how you can demonstrate trust.



Approach steps of the newsgathering process as stages of getting informed consent. A person has to know how a process works in order to give informed consent to participate in it. See the process of approaching a potential interviewee, moving to the interview, and having them speak to you “on the record” as multi-step stages of consent-giving that go beyond the singular exchange-and-publish interaction. This also applies to explaining the risks and ramifications that may come with being featured in a news story.

Be flexible and anticipate flexibility. It’s hard to be flexible when there are deadlines, but building in and anticipating flexibility from the start of a reporting process can minimize harm later. Urgency can harm relationships between reporters and residents.

Acknowledge differences in the value of journalism. The person you’re interviewing may have a different understanding or perception of the importance, purpose, and intentions behind journalism than you or your publication do. They may also value the representation and publication of their story differently than you or your newsroom do.

Discuss the goals of the story. Talk about why you as a journalist feel the story is in the public interest or interest to your audience, and give context for how you chose to pursue it. Explain how you are taking care or caution in the reporting process. Go beyond explaining the what of the story; explain the why and how.

Use self-assessment and self-attunement as a tool. Prior to the interview and in future stages of it, check in with yourself about your knowledge and capacity to report the story to inform how you approach and conduct it. Know how you adapt to various types of interviewees, interviews, stories, and settings, and adjust when needed.

Involve others in the sourcing process. Have conversations with others in your newsroom about approaching interviews and anticipating difficult moments or complications in advance. Communicate intentions and expectations for interviews as a team to facilitate psychological safety from the inside out.

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During

Use research as a relationship builder. Go into the interview demonstrating that you've done work to familiarize yourself with background information for the story, and be upfront when you haven't. Not doing enough research can put people on the defensive.

Discuss the newsgathering process. Tell your interviewee how the interview, reporting, and publication process with your newsroom usually works. Let them know if there are any constraints to the interview, how long the process usually takes, and what the knowns and unknowns of it are. Let them know what will change and evolve as reporting continues and talk about what stories are edited for.

Go beyond the "reporter's spiel". Explaining reporting, newsroom, and publication processes at the top of an interview can be a lot to cover. Don't hesitate to create templates or guidelines with information about your reporting process to send interviewees before or after the interview. When possible, show examples of stories you've done.

Define the rules and rights of the interview. Talk to an interviewee about how they can stop, start, or pause the interview, and if they can or cannot edit, change, or take back something they said during the interview. Let them know how they can ask for questions to be repeated, rephrased, scrapped, or clarified. Tell them if there are options available for rescheduling or shortening the interview.

Place value on the interaction. For private citizens, interacting with the media and being published in a news story are significant life events. How you approach an interview demonstrates an interviewee's value to the story beyond what they are quoted. Keep it sincere and genuine at all times. Reflect on how certain routines in your process may leave certain interviewees excluded or undervalued.

Give opportunities for correction. It can be intimidating to correct someone you are unfamiliar with in a new situation, like an interview. Make opportunities for your interviewee to correct or clarify how you are interpreting or taking information in. Some questions could be, "Did I get this right?" "What am I missing?" "I'm hearing _____. Does this speak to you?"

Explain the purpose of recording. If you are recording an interview that is not for broadcast, take care in explaining the recording equipment, how the recording file will be used, and whether recording the interview = being on the record. Ask permission to record both before you record and directly after you start recording. If you are taking notes, explain the purpose of them, too.



Lay out what you can and can't do. Your role at the interview is to establish a relationship and do a job — not one or the other— and with those responsibilities come limitations and allowances for interactions. Take opportunities to discuss relevant expectations, boundaries, and parameters of an interviewee and journalist relationship when needed.

Check-in. Ask how it feels to talk to you and tell their story. Offer words of affirmation, and know that acknowledgment is more important than trying to make someone feel better.

Introduce questions before you ask them. When possible, state the types and topics of questions before getting to the question stage of the interview. Preface difficult questions and ask for consent before asking sensitive questions. Ex. "Is it OK if I ask you about _____?" If relevant, state what kinds of questions you aren't going to ask. Ex. "I'm not interested in discussing _____."

Give your interviewee a chance to interview you. Allow your interviewee to ask questions about you, the story, and your newsroom. Block out time to do so at the beginning of your interview, and give them a heads up when scheduling the interview that they'll have a chance to ask questions too. See this as establishing trust, rather than transactionally exchanging information.

Involve your interviewee in fueling your reporting. Ask your interviewee what questions they have for your newsgathering process. Use their answers to help guide your reporting and value the expertise your interviewee is bringing to your reporting. Ex. "If you were doing this story, what headline would you give it?", "Who else should I be talking to or where else should I go for this story?", and "What questions do you have about this topic?"

Acknowledge your interviewee's expertise. You are coming into your interviewee's life after they've acquired the expertise you're seeking — whether via acquiring credentials or life experience — so be sure to demonstrate recognition of it in your interview. Let them introduce their qualifications on the subject to you, and expect to learn something from them. Seek out questions about how they'd describe the story you're reporting and that center on their experience.

Seek ways to give interviewees choice. Find and give opportunities for choice in engagement — where, when, and how the interview takes place, who is present at the interview, what language it is in, etc. See your role as not "getting" interviewees to do something, but giving them information to decide whether they want to engage. Avoid "forced choice" situations and ensure every step of the process is presented as an option. Ex. Framing an ask as "Can we take a portrait of you, and if so, when?" instead of only "When can we come to take a portrait of you?" When someone says no, don't push.

Talk about post-publication. Have a conversation about what may happen after the publication of your interviewee's story. This could involve talking about potential audience reactions and digital footprints of the story. Ask how they want to be featured in promotion.

Tell your interviewee how the interview will get used. Set expectations with your interviewee about whether all or part(s) of the interview will be used in the final publication, and whether or not it will be woven with other pieces of information from your reporting process. Let them know what may be up to the editing process, and talk through attribution styles.

Convey where the interviewee fits in the story's bigger picture. Tell someone why they were selected as an interviewee and where they fall into the "orbit" of the larger story. Let them know if they are going to share the focus with other interviewees or be the main focus. Share relevant information about how you found them and who else you are talking to for the story.

Socially locate yourself. Build trust and transparency by naming any identities you hold and how they inform how you approach the story. State any connections or prior experience you have with the story, community, or topic you're discussing. This helps answer the "Whose hands is my story going to be in?" question.

Only make promises you know you can keep. Don't promise the story will turn out a certain way or that certain information will be included if there is a chance it won't. Don't make promises you can't keep about what the final story will do, either. According to the Solidarity Reporting Guide, "Journalism cannot singlehandedly cause or halt social change. Journalism does, however, contribute to and participate in shaping the conversations we have as a society."

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After

Double-check and fact-check on meaning. Expand your process, when applicable, to fact-check an interviewee's meaning of quotes between an interview and publication, rather than solely confirming details and information. See it as a way to extend "looping for understanding" after the interview. Start with something like, "Hey, I was going through my notes, and you mentioned _____. Is this what you meant?"



Ensure quotes aren't just verifiably accurate, but meaningfully accurate. Continually honor the "ethos" of what was shared in the interview throughout the editing and publishing processes; advocate for it when needed. Ask if the final story is representing an interview's scope and intent, and have conversations about it between editors and reporters.

Consider showing or telling the interviewee parts of the story before publication. Implement "no surprises" story processes. Go back to the interviewee to evaluate direct quotes, parts of the story, or the content of the story pre-publication. Analyze what harm or power dynamics are at play in those decisions.

Follow up and set expectations for it. Explain at the end of the interview if you intend to follow up with your interviewee before or after publication, and set known parameters for it. Emphasize follow-up as a two-way street and explain how they can follow up with you and what to contact you about. If you know you can't or won't follow up with the interviewee before publication, let them know. Tell them how you can stay in touch after the story is published, and find ways to leave the conversation with an open door.

Send editing and publication updates. Letting your interviewee know the status of the story they spoke to you about demystifies the process of newsgathering. Letting them know when the story is with your editor, when it's going to be published, when it is published, or even that you're still working on it, is effective.

Get a final confirmation before publication. When reporting on vulnerable information, return to your interviewee to ask if they are still OK with certain pieces of information being shared in publication before the story is published. Let interviewees change their minds or answers. Budget time in the editing and fact-checking process to go back over information with the interviewee.

Go back to show the story. Return to your interviewee or their community and bring the final story to them when they may not have access to it otherwise – whether the story is broadcast, print, or another medium. Consider when it's appropriate to share what response the newsroom received about the story.

Explain why someone wasn't featured in a story. If you spoke to someone for a story but they were not featured in the final publication, go back and explain to them why and how they still contributed to the story.

Encourage feedback. Ask for feedback, reflections, and reactions to the reporting process and your final stories from your interviewees. Talk about whether the story did its "job", input for future coverage, and any questions it brought up. If there is a qualm with the story, ask how it could've been done better. Don't limit the discussion to just talking about accuracy corrections, but include any thoughts about what was represented from interviews versus not included.



Keep in touch outside of the publication cycle. Find ways to stay connected with past interviewees, whether on social media or by showing up in person. Reach out on future anniversaries, events, or coverage and check in.

Methodology

This tipsheet is the result of a project from Resolve Philadelphia's inaugural fellow Madison Karas and Director of Community Engagement Derrick Cain, with the help of two dozen interviewees from newsrooms in Resolve Philly's Broke in Philly collaborative, national journalism organizations, and schools. Special thanks to Angie Bacha and Lydia McFarlane for their bibliography work.

This project's goal was to aggregate methods used in interviews, a standard point of contact for journalists and the people they write about, that encourage engagement and transparency with the interviewee about reporting and newsroom processes, and facilitate strong and trusting relationships between private citizens and journalists. We believe that journalists informing the people they connect with about the news process is a form of engagement.

We focused on interactions and conversations that could be used in interview stages by those who practice journalistic reporting. By no means is every method in this document expected to be used for every interview. This document contains suggestions of starting points and is not a comprehensive "dos and don'ts" list.

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University of Wisconsin-Madison Center for Journalism Ethics
Solidarity Journalism Initiative
Solutions Journalism Network
Trusting News

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Resources Referenced

“22 Interview Questions to ‘Complicate the Narrative.’” SolutionsJournalism.org. Web. This infographic gives four categories of questions to ask during an interview– amplify contradictions and widen the lens, ask questions that get to people’s motivations, listen more and better, and expose people to the other tribe and counter confirmation bias– in order to complicate the narrative of the story. By complicating the narrative, journalists are able to paint a better picture of an issue and why or how it matters to a certain group of people.

Arthur, Allen @LissomeLight. “Before I interview anyone, I ask, ‘Do you have any questions about my process? Or things you want to know about me?’ They say yes 100% of the time. Journalists who don’t encourage people to question them back miss a huge opportunity for healthier conversations.” Twitter, 17 June 2021, 2:49 pm. This Twitter thread from Allen Arthur, a journalist who works with people who are incarcerated or formerly incarcerated and the online engagement manager at the Solutions Journalism Network, encourages journalists to start off an interview by asking their interviewee if they have any questions about the process or things they want to know about them.

Bajak, Aleszu @aleszubajak and Evans, Marissa @marissaaevans. “Really like these questions when interviewing sources, especially those who don’t know you or your newsroom, from @marissaaevans at #IRE21” Twitter, 18 June 2021, 8:10 am. This tweet from Aleszu Bajak, a data reporter at USA Today, gives examples of questions that Marissa Evans, healthcare and communities of color reporter at the Los Angeles Times, uses when interviewing strangers for a story, which she shared on the Race and Health Panel at the Investigative Reporters and Editors 2021 conference. The questions are framed to gain trust from the person being interviewed and give the person a bigger picture of how they fit into the story.

Carpenter, Cheryl. “Think that as a journalist you’re a great listener and questioner? Think again—then do something about it.” Poynter. 21 March 2019. This article encourages journalists to self reflect and constantly check in with themselves to be the best listener possible, as well as gives tips to improve listening skills using active listening and “looping for understanding.”

“As-Told-To Method.” Borderless Magazine. “As-Told-To Method.” Illustrated by Danbee Kim. 2019. Web. This infographic from Borderless Magazine details a method their reporters use in order to ethically share first-person immigrant narratives. The method’s steps are aimed at ensuring sources feel safe and heard and their stories are shared thoughtfully and accurately.

Delizonna, Laura. “High performing teams need psychological safety. Here’s how to create it.” Harvard Business Review. 24 August 2017. Psychological safety, or the knowledge that one will not face serious backlash for a minor mistake, is necessary within the highest performing teams. In workplaces or on teams without psychological safety, conflict is met with fight or flight responses from those affected, rather than a problem-solving, mellow attitude. This article details how to build psychological safety and its many benefits, including higher team engagement and moderate risk-taking.

Given, Karen. “Where do I fit in?” Email. 3 November 2021, 8:01 am. Where Do I Fit In? This email from the Narrative Beat newsletter by podcast consultant Karen Given touches on the importance of sharing about yourself as a journalist with the person you are interviewing, though it may differ from person to person. Sometimes sharing about yourself adds more to the story, or your perspective is important throughout the story and the interview. However, this is not always the case, so Karen urges journalists to analyze when to share and how much to share of themselves throughout the journalistic process.

Grazado, Emma. “When interviewing sources, transparency is the key to trust.” NPR. 9 March 2022. This training article emphasizes the importance of transparency in building trust during an interview. These tips given from NPR editors are meant to help journalists build trust with the interviewee by explaining the interview process so that the interviewee feels comfortable and willing to share.

Lepro, Elizabeth. “How journalists can treat their sources better.” Journalism Basics, International Journalist’s Network. 30 November 2021. Web. This article gives tips to journalists on how to treat sources better, which results in a stronger relationship between the journalist and the source, which in turn leads to more valuable information for the story they are working on. The most important tips are to explain yourself as the journalist and explain the importance of the story and the source’s place in that story.

Mazzarotto, Marci. “Ruth Palmer, Becoming the News: How Ordinary People Respond to the Media Spotlight.” ListenNotes. Podcast. On this episode, Marci Mazzarotto, an assistant professor of digital communication at Georgian Court University, interviews Ruth Palmer, an assistant professor of communication at IE University, about Palmer’s book, Becoming the News. The two discuss Palmer’s findings in the research featured in her book, which involved speaking to people who were featured in news stories.

Nagle, Aubrey. “Centering the systemic and the impacts of sensationalism.” Freeze Frame: a weekly snapshot of what we’re reading, thinking, & seeing. Email. 11 November 2021, 10:59 am. This email, part of the Freeze Frame series from Reframe editor Aubrey Nagle, focuses on how an article is framed can seriously impact the meaning of the story. The last section of the newsletter offers a tip script on how journalists can best ask for interviewee’s identifying information, including pronouns.

News Voices. “Don’t Just Engage– Organize! Build deep relationships to enhance community trust in newsrooms.” Free Press. July 2018. Web. This guide informs journalists on how to build strong relationships with the communities they cover using organizing techniques.

Palmer, Ruth. “Becoming the News: How Ordinary People Respond to the Media Spotlight.” Columbia University Press. December 2017. Journalism is centered around the experiences of others. This book examines people’s motivations for and experiences of being a part of the journalistic process, whether voluntarily or not, as a way to look at journalism differently.

“Philadelphia Neighborhoods: Interviewing Workshop.” Philadelphia Neighborhoods. This powerpoint details the basics of interviewing and answers basic questions about the interview process for student journalists at Temple University. This powerpoint is designed to help student journalists become better interviewers, listeners and notetakers.

“Practicing Active Listening.” Equally Informed Philly and Journalism + Design. This powerpoint encourages journalists to go into interviews with a trauma-informed approach, starting with the ability to hold space for other people and their stories. It gives tips to journalists on how to enter interviews with a trauma-informed approach and how to become a better listener to people in interviews.

Rispoli, Mike, @RispoliMike. “I also always found it helpful to explain the process. ‘I’m using a recorder so I don’t misquote you.’ ‘I probably won’t use everything you say but tell me if there’s something you’d want me to include.’ ‘This is what on the record/on background/off the record means’. And more.” Twitter. 17 June 2021, 4:10 pm. This response to a tweet from Allen Arthur by Mike Rispoli explains a method that he uses in interviews. In the spirit of full transparency, he explains every aspect of the interview process to the interviewee to make sure they feel comfortable and know exactly what is going on.

The Media Insight Project. “How Does Personal Experience with News Affect a Person’s Views?” American Press Institute, 10 June 2018. This study by The Media Insight Project, published June 10, 2018 to the American Press Institute, examines different ways adults have had personal experiences with journalism and how those experiences affect the way they interact with news. Visual representation of the data is given.

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“Talk to Us.” The Chronicle of Higher Education. 2021. This webpage is geared toward people who are being interviewed by Chronicle of Higher Education reporters. It gives them tips on how to approach an interview, and how to make sure the interview is effective and valuable to the interviewer, while also ensuring that you as the interviewee are comfortable and trust in the interviewer.

“Terms of Community Engagement.” Resolve Philly. This powerpoint from Resolve’s Community Engagement team details what community engagement is and how to achieve it. The goal of community engagement is to build a strong relationship between local media and the community to produce more effective and ethical reporting and storytelling from within.

“Today’s trust tip: Build trust by asking sources what questions they have.” Trusting News newsletter #161. 2022. This newsletter issue covers the importance of journalists asking sources what questions they have to prepare them for an interview. It cites examples from conversations Trusting News had with partner journalists and offers ways for journalists to begin conversations with interviewees about how they intend to report the story.

Varma, Anita. “Solidarity Reporting Guide.” The University of Texas at Austin Center for Media Engagement. 2022. This webpage explains solidarity reporting and its methods. Solidarity reporting is reporting on marginalized communities or groups who have been historically underrepresented in news media reporting, but are most affected by issues being reported on. Solidarity reporting gets information from people who are most affected by the issue, while also bringing awareness to the way marginalized groups are affected by certain issues in the news.

Wasserman, Edward. “Safeguarding news in the era of disruptive sources.” Journal of Media Ethics, Vol. 2, Issue 2, April-June 2017. This academic journal article defines disruptive sources as unconventional sources, and emphasizes the need to protect them by law. Many shield laws protect only the journalists and not the sources, so Wasserman, a journalism professor and former dean of the Graduate School of Journalism at the University of California, Berkeley, calls for ethical commitment among journalists to protect these sources.

Wenzel, Andrea. “Sourcing Diversity: WHY and the rocky road to ‘cultural competency.’” Columbia Journalism Review. This article urges news outlets to become more inclusive and diverse in their sourcing, using WHY in Philadelphia as a case study. It dives into the statistics of demographics of audience members as well as sources, and urges news outlets to do a better job of truly diversifying and becoming more inclusive.

Yahr, Natalie. “Why should I tell you? A guide to less-extractive reporting.” Center for Journalism Ethics. University of Wisconsin: Madison. This guide serves as a tool for journalists who are reporting on communities who are suffering or individuals who have been harmed. The goals are to make the relationship feel less transactional, not add to their suffering, and to navigate ethical dilemmas that might come up in reporting.

Further Reading

Chen, Gina Masullo, Curry, Alex, and Whipple, Kelsey. (2019, February). Building trust: What works for news organizations. Center for Media Engagement. This study tested two approaches to gaining audience trust: “Showing the audience how journalists approached the story” and “Demonstrating balanced coverage of partisan topics.” The study’s findings were that the first approach improved perception, while the latter only marginally improved perception.

Matthews, Sarah, et al. “A Reporter’s Guide to Pre-Publication Review.” The Reporters Committee for Freedom of the Press, 31 Mar. 2022. This article by Sarah Matthews, Katie Townsend, Victoria Moreno, and Maya Gandhi for the Reporters Committee for Freedom of the Press outlines the ways in which journalists can assess legal risks they may face when publishing media.

Mayer, Joy. “Transparency in Journalism Is about Answering Audience Questions-Both Asked and Unasked.” Medium, The Engaged Journalism Lab, 17 Apr. 2019. This article addresses how journalists can commit to better transparency. Mayer says that the best place to start is by making a list of questions audience members have had and a list of what the journalist wishes the audience understood.

Mayer, Joy. “Want a Relationship Based on Trust? Invest in Interactions.” Medium, Trusting News, 7 Apr. 2020. This article provides strategies for journalists to interact more directly with their audiences online. Mayer also emphasizes the importance of these interactions as trust-builders between both parties.

Miller, Alexa, and Jacob L. Nelson. “Health Care and Journalism Are Facing the Same Crises.” Slate Magazine, Slate, 17 Dec. 2021. As narrative professions, both journalism and medicine gather and present information to help people make informed decisions about their world. This article discusses the impact of the public’s distrust of journalism and medicine and presents more partnership with the public as a solution to this problem in both spheres.

Palmer, Ruth. “Book Review: Imagined Audiences: How Journalists Perceive and Pursue the Public, Jacob L. Nelson” International Journal of Media & Cultural Politics Volume 17 Number 2, 2021. Palmer review’s Nelsons book, published in 2021, that explores the complex and changing relationships of how journalists understand their audiences. In Imagined Audiences, Nelson explores “the practicalities, goals, and, most importantly, limitations of these different audience engagement strategies”, Palmer writes.

Robinson, Sue. “How to Better Cover Community as a White Reporter: Rethinking Relationships with ‘Sources’ to ‘Citizens.’” Sue Robinson, PhD, 27 May 2017. This report by Sue Robinson was produced for the Kettering Foundation. It provides recommendations for journalists to commit to “relationships-based journalism that reinvigorates citizens in community life through the press” in order to solve problems within the community. The report specifically analyses how white reporters covering diverse communities can use these tools.

Scire, Sarah. “‘Sounds like a Well-Trained Liar’: Journalists Lose Some Credibility by Calling Themselves ‘Storytellers.’” Nieman Lab, 7 Mar. 2022. This Nieman Lab article discusses how the term “storyteller” applied to journalists has a potential negative impact on how readers view information from the writer. Suggestions are provided for changing those self-descriptors.

Silverman, Craig. “How Publishers Should Build Credibility through Transparency.” American Press Institute, 25 Sept. 2014. This paper, published as part of the American Press Institute’s Strategy Studies series, looks at five key areas of transparency and credibility: showing reporting and sources; collaborating with the audience; curating and attributing information; offering disclosures; and correcting website and social media errors.

Verbovska, Mariana. “Advice for Interviewing Survivors of Sexual Violence.” International Journalists’ Network, 27 Jan. 2021. In this article, Mariana Verbovska spoke with Center for Women’s Perspectives founder, Martha Chumalo, on best practices for reporters interviewing survivors of abuse. Chumalo covers body language, deep listening, and allowing the interviewee to make choices in the direction of the interview.