

Hello. I'm Kyle Pope.

Columbia Journalism Review.

The Media Trust Crisis

Yes, Trump is a problem



**But let's not fool
ourselves: the
trust crisis didn't
start with Trump**

A decades-long problem

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Continuous declines in circulation and advertising

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A decimation of on-the-ground, local news

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A lack of diversity in our ranks

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In national news, a largely elite, coastal workforce

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In national news, a largely elite, coastal workforce

Poor coverage choices, away from stories that matter

The result: the conversation is broken



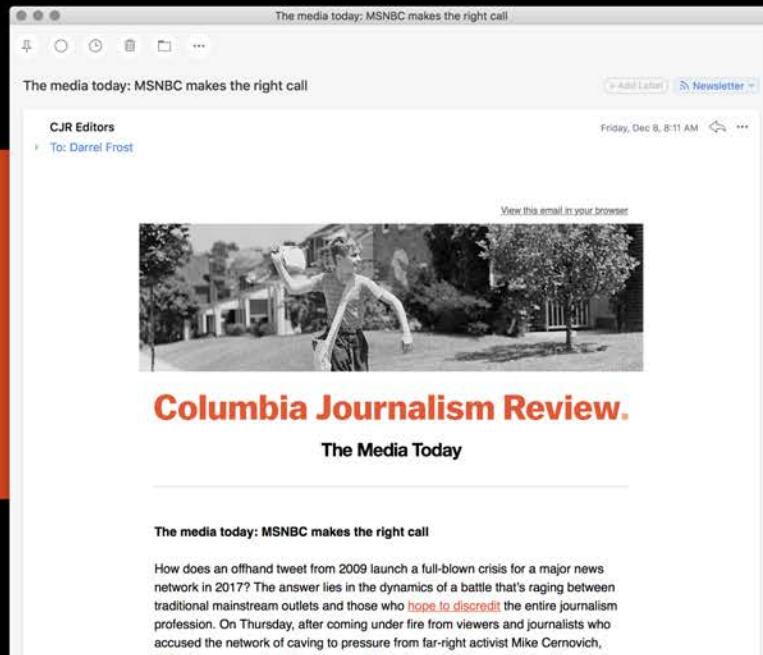
York, Pennsylvania experiment



At CJR, the power of events



Emails, podcasts, phone conference calls



 **The Kicker.**

**What about the
public editor?**

Rethinking the coverage

Rethinking the coverage

Stay longer with stories that matter

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Less on process, more on issues that resonate

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Less on process, more on issues that resonate

More coverage of people that reflect the community you cover

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Don't make it about us

Back where we started



Thank you.