

Media Outreach & Comms Plan

Objective:

Launch of multi-country focus group research on public definitions of news and journalism [["What Defines News, Journalism & Journalists"](#)].

Messaging Pillars: Redefining Trust

- **The Shift:** Trust is migrating from **Institutions** (the brand) to **Processes** (verification, transparency, and independence).
- **Definition Gap:** "News" is now defined by timeliness; "Journalism" is defined by unbiased research and verification.
- **Strategic Implication:** Platforms and policy must catch up to how the public now identifies "credible" information.

The Strategic Hook:

Public trust is shifting from *institutions* to *processes*. Audiences are increasingly defining "journalism" not by a job title or a legacy brand, but by visible values: verification, transparency, and independence.

Targeted Stakeholders:

1. **Media Critics & Public Editors:** Focusing on the shift in how legitimacy is constructed.
2. **Platform Governance Leads:** Highlighting the need for "process-based" trust signals in AI-augmented feeds.
3. **Journalism Education Networks:** Addressing the contested nature of the term "Journalist."

Pitch Abstract:

New multi-country focus group research finds that people are actively redefining the boundaries between news, journalism, and opinion. Participants consistently described journalism as a values-driven process rather than a credential. This shift has massive implications for how newsrooms signal credibility and how platforms prioritize "verified" content in an era of accelerating AI generation.