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New study: The state of public trust in local news

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To: Steve Johnston

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Dear Sarah,

Today, Knight Foundation and Gallup are [releasing a new study](#) that takes a deep dive into the state of local news. When it comes to trust, the study confirms that local news media continue to outperform their national counterparts. But the new study finds that trust is fragile.

Americans still believe local news outlets are doing many things right, and are doing a better job than national outlets at reporting without bias and covering topics that are useful to Americans' lives.

But local news outlets don't exist in a vacuum, and the same forces that have eroded trust in the national media are now beginning to filter down to the local level. In fact, trust in local news outlets is vulnerable to the same perceptions of partisan bias that threaten confidence in the national media, the study found.



This is an urgent call for attention to local news. Trust will require resources, ingenuity and innovation. It is critical that we fight to preserve this vital component of our democracy.

You can read about the findings [on our blog](#), download the report at [kf.org/trustinlocalnews](#), and follow the conversation with #trustinnews. Look for more Knight/Gallup research on this and other issues facing local news in November.

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