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Your help

Sam Gill, Knight Foundation [web@knightfoundation.org]

Sent: Wednesday, July 29, 2020 10:45 AM

To: Steve Johnston

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Sarah,

I am writing to invite you to join Gallup and Knight Foundation as we seek to better understand trust in the news media, and what it means for our democracy.

This week, our two organizations are launching [NewsLens](#), a new tool to expand our long-term research in this field. NewsLens is a free news aggregator that invites Americans to earn rewards for news reading, rating, reviewing, and sharing news stories from a range of top outlets.

As an experimental platform, NewsLens asks participants for consent to study what articles they interact with to study the interplay between news consumption, trust and people's behavior in real time.

You can sign up to participate at newsLens.gallup.com/signup. Please feel free to share with anyone you think may be interested. This is a great opportunity to improve what we know about how Americans use news.

Best,

Sam Gill
SVP and Chief Program Officer
Knight Foundation
[@thesamgill](#)



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