
InTrust

A new path
for local journalism
in the 21st century



MEET ALMA

Alma's words
on news:

INFORMATION

CONSTANT

OVERWHELMING

ROUTINE

NEWS JUNKIE



InTrust



What would your organization and our coverage look if you used the

Fault Lines of:

race

class

gender

generation

geography?

The Fault Lines were developed by the late Oakland Tribune owner/publisher Bob Maynard and taught as a proprietary framework by the Maynard Institute.

The Fault Lines shape how we see ourselves and those around us. They are the prism through which we see the world and interpret events.

By centering our model around the Fault Lines, InTrust elevates inclusion to the guiding ideal through which all of our work flows.



COVERAGE

Using the Fault Lines as a framework, recruit a group to form your InTeam that will work with the news organization to define issues and coverage priorities.



COLLABORATION

Seek out partners, including community groups, academic institutions, foundations and other news outlets to help inform and create.

This approach draws on the collective knowledge of your community and builds relationships that develop sources, gain access and strengthen trust and credibility.



INTERACTION

Pop the bubble. In partnership with your InTeam devise a plan that includes events, gatherings, using a mix of face-to-face and digital interactions. These will be done in partnership with your collaborators.



STAFFING/RESOURCES

STAFFING:

- An editor to lead the effort
- Re-assign one clerk to provide admin and logistics support
- An “inclusive strategist” who also would serve as grant writer
- An event facilitator
- College intern with community organizing experience

TRAINING NEEDED:

- Fault Lines training - Provided by Maynard Institute
- Inclusive Strategist, facilitator and others in organization who wish to participate.
- Training would be supported by grants



YOU ASK: WHAT'S IN IT FOR ME?

InTrust will save your ass because it:

- Builds or rebuilds trust
- Grows audience and brand loyalty
- Reaches new audiences and communities left out of the conversation



TESTING

To measure what's working, use Metrics for News:

- Developed by non-profit American Press Institute.
- Which topics build audience?
- Which coverage drives engagement? What doesn't?

TOOLS

Author Annotations

Controlled Vocabulary

Fleeing Alone, Some Migrant Kids Find Foster Homes In Sweden

Updated March 7, 2016 • 12:01 PM ET

Published March 6, 2016 • 5:19 AM ET

Eleanor Beardsley

Ethics Desk

The home of Freia-Mai Franck and Hans Sick in the southern Swedish town of Karlshamn is very lively these days. This couple in their 70s — who have grown kids and grandkids of their own — took in a pair of Afghan teenagers three months ago.

Franck says she was a refugee herself after World War II, when her family fled eastern Germany from the advancing Soviet army.

"That is what comes up when I see children that don't have their parents and had to flee," she says. "I'm remembering what was happening to me when I was a child and how I got hope and the desire to live again."

The couple now hopes to bring joy and stability to the lives of two boys, Navid, 14, and Mohsen, 15, who traveled from Afghanistan to Sweden last year without their respective families.

The boys, neatly dressed and polite, greet visitors with shy smiles. NPR isn't giving their last names to protect their privacy.

Sweden is grappling with a record number of migrants seeking asylum, including 35,000

Why do we use the word 'migrant'?

We don't base our decisions on whether to refer to those who are heading to Europe as "refugees" or "migrants" simply on what the U.N. or any governments say.

We also do not use words or phrases just because advocates on one side or another say we should.

There's been discussion about whether the news media should only use the word "refugees" when referring to those who are in Europe or trying to get there. The word choice has legal ramifications and "refugees" is the word that human rights groups want to see used.

News outlets, including NPR, have leaned on "migrants" as the word that encompasses all those who are on the move.

Both words have a place in this story. [Read more...](#)

unaccompanied minors who arrived in the country last year alone. Once in Sweden, each child is assigned a legal guardian. Most live together in special homes. Some, like these boys, have been taken in by Swedish families.

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Difficult Journeys

Mohsen's impoverished family had fled to Iran to escape the Taliban in Afghanistan. They used the last of their money to send Mohsen on to Europe. Navid became separated from his family during his family's journey to Europe. He says many kids are traveling alone. But they find each other.

"You don't stay alone," he says. "We traveled together and the older kids looked after us. We helped and protected each other from bad people like smugglers."

Navid says sometimes they went for several days without eating, and often slept outside. For the first months after they arrived in their new home, Mohsen and Navid just wanted to stay in bed and sleep.

"And I recognized them. They came into their mind and into their body," she says. "They just came."

But now the boys are in school and beginning to learn Swedish. They communicate using smartphone translators.

One of the first things Sick did with the boys was to help them put auburn highlights in their dark hair. The four of them laugh about the experience. But the well-groomed boys are clearly concerned about their appearance.

Some of the couple's neighbors are also thinking about fostering migrant children. But not everyone is so eager to help. Support for Sweden's anti-immigration party is increasing and there's growing opposition to mass immigration.

Upstairs, the boys show off their bathroom and bedroom with its two single beds. On the wall is a map of Sweden and a poster of international soccer star Cristiano Ronaldo.

They say they chose to share a room and use what would have been a second bedroom as a sitting room where they can talk and drink tea.

Mohsen says everything about Sweden is good — "especially that everyone is treated equally," he says.

In-Line Interaction Tools

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Author's note from Eleanor:

"It's really important for teenagers to fit into a community, and I was really struck by the boys' efforts to understand their new home. They're learning language and culture by watching Sweden's favorite TV shows for young people -- with captions in Pashto, their language in Afghanistan. They learn about the latest clothing styles by studying store displays at the mall. Already, they can understand most of what is said to them and know enough words and phrases to get around on our public transportation system."

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Author Notes



Eleanor Beardsley

Correspondent, Paris

Eleanor Beardsley began reporting from France for NPR in June 2004, following all aspects of French society, politics, economics, culture and gastronomy. [More...](#)

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