

How Local Newsrooms Can Better Connect with Conservative and Right-Leaning Audiences | Center for Media Engagement

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The Center for Media Engagement partnered with Trusting News and 27 local newsrooms to find out how news organizations can help bridge the divide between the media and American conservative and right-leaning audiences. Interviews with people who consider themselves conservative showed that they often felt portrayed stereotypically in the news and that they believed newsrooms need to address perceptions of bias against conservatives and those with right-leaning viewpoints.

The discussions revealed six approaches journalists can take to better connect with their conservative and right-leaning audiences:

[...]

Source: [How Local Newsrooms Can Better Connect with Conservative and Right-Leaning Audiences - Center for Media Engagement | Center for Media Engagement](#)