

PODCAST

'Real Journalism' Podcast Introduction

Why do a Podcast?

By

Mark McGee



Photo by [Jason Rosewell](#) on [Unsplash](#)

I don't plan to yell from my 'inner child' on my new Substack Podcast. I just thought the photo was humorous. I do like humor.

Why?

Why do a Podcast when I already have hundreds of written articles and eBooks to read? Simple - feedback. I've heard from so many people who told me they'd love to read my Substack newsletters but don't have time in their busy schedules. They asked me if I'd consider doing a Podcast newsletter in addition to the written newsletter. I like to help, so I'm starting a new Podcast on Substack!

Why Substack?

I started on Substack after a friend asked me to write a couple of articles for his Worldview Bulletin Newsletter. I liked what I saw and signed up. I decided to focus on journalism and communications since those were my two career fields for almost 60 years.

Why Now?

Trust in journalism is not good. In fact, it's at one of the lowest points in decades. Here are some recent headlines from polling companies and journalism organizations that point out the problem and the challenge facing today's journalists —

Americans' Trust in Media Dips to Second Lowest on Record.

Trust in the media has tanked. Are we entering a 'post-news' era?

The biggest challenge facing journalism: A lack of trust.

Journalists must understand the power of community engagement to earn trust. Residents of neighborhoods that have been misrepresented have lost faith that coverage will ever improve.

US ranks last among 46 countries in trust in media, Reuters Institute report finds.

Public trust in the media is at a new low: a radical rethink of journalism is needed.

The percentage of people who trusted the news media when I began as a journalist in 1967 was in the high 60-percentile range. The highest recorded by Gallup during my early years in the business was 72% in 1976. It's slowly fallen since then.

Trust has always had its ups and downs depending on things like politics, the economy, wars, etc, but the decline in the last 20 years has been staggering. Gallup asked a simple question of people it polled —

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

54% of the people polled in 2002 said they trusted the media 'a great deal' or 'fair amount.' 20 years later in 2022 Gallup found that only 34% of people questioned had a 'great deal' or 'fair amount' of confidence in the media. 38% had 'no trust at all.' That was the first time that 'no trust' was higher than 'great or fair amount' of trust.

The Reuters Institute international poll found that only 29% of people in the U.S. trusted its media. That compared to 45% in Canada and 54% in Brazil. That poll was done in 2021.

The rapid 'decline' in public trust of journalism answers my question about 'why now.' A free press is necessary to a free people. The majority of people polled agree, but what happens when people don't trust that their 'press' is really free from bias and economic pressure? We need a 'free press' that's also an 'honest press.'

How Often?

I'm aiming for at least one Podcast on Substack each month .. maybe more.

I do hope you find the Substack Podcasts helpful. If you do, please tell a friend.

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