

The Media Integrity Project Launches to Examine How Stories Are Told and What Happens After Published

A New Initiative Aims to Bring Transparency, Accountability and Humanity to Modern Journalism

LOS ANGELES, CA, UNITED STATES, April 10, 2026 /EINPresswire.com/ -- A new independent initiative, [The Media Integrity Project](#), has officially launched with a mission to elevate the standards of public storytelling by examining how journalism is created, framed, and experienced.



A [Pew Research Center's analysis](#) from the Pew-Knight Initiative revealed that 57% of Americans express low confidence in journalists to act in the best interests of the public. At a time when trust in media remains deeply polarized, The Media Integrity Project introduces a different approach; not by challenging what is reported, but by analyzing how stories are constructed and how they impact real people beyond the headline.

"Journalism shapes public understanding, and is referenced in everything from congressional hearings to banking decisions, but the process behind it is often invisible," said the project's Founder, Jessica Wiederhorn. "This work is about bringing transparency to that process, and creating space for reflection, learning, and open dialogue."

The Media Integrity Project evaluates journalism through three interconnected lenses: the writer (framing, sourcing, and editorial decisions), the subject (real-world impact on individuals and communities), and the audience (how reporting is interpreted and internalized). Using AI-powered tools like the free ReporterLens™, available to the public on April 16, analyzes published articles to deliver instant feedback and structural alignment scores. Through the project, these scores are aggregated to identify trends across reporters, publications, and topics.

Later this year, a companion podcast will debut, Humanity in Journalism, which will feature

thoughtful, non-adversarial conversations with journalists and the subjects of their stories.

About The Media Integrity Project

The Media Integrity Project is an independent initiative dedicated to advancing transparency, accountability, and humanity in journalism. Through analytical tools, research, and dialogue, the project explores how reporting is created, interpreted, and experienced — with the goal of elevating the standards of public storytelling. For more information on the initiative, visit

www.themediaintegrityproject.com

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