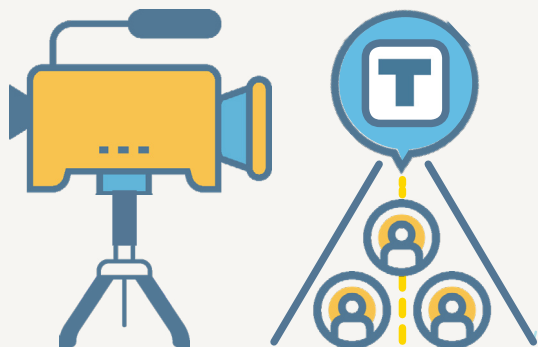




## Verify Road Trip

### ■ WHAT IS IT?

[Verify Road Trip](#) is a Dallas television program that asks community members to submit questions, then takes one of them on a video adventure in search of answers. The weekly segment shows how information is verified using good journalism practices. Topics can be serious (reporting on a [proposed border wall](#) accompanied by a Trump supporter) or light (asking whether [barbeque](#) or [chili](#) should be the Texas state food).

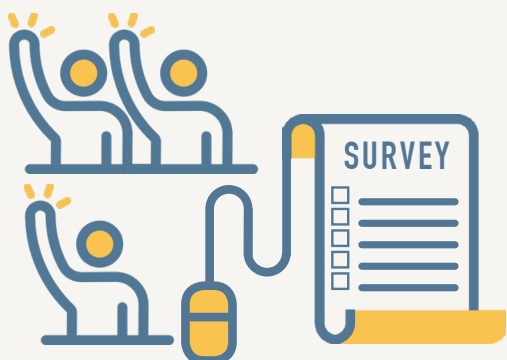


### ■ WHO'S BEHIND IT?

[WFAA](#), an ABC affiliate and Tegna station in Dallas, pioneered this approach starting in 2015. Verify Road Trip falls under the umbrella of Verify, a fact-checking initiative that was a brainchild of an [Innovation Summit](#) organized by [Tegna](#), which has television stations in 38 markets. Tegna stations in other markets also broadcast WFAA's Verify Road Trip segments and operate their own fact checking projects based on viewer queries.

### ■ DOES IT WORK?

David Schechter, WFAA senior reporter and the host of Verify Road Trip, [said](#) a segment on how hormones in milk do not cause early puberty in girls drew 1.2 million views. [The segment's Facebook page](#) grew from 2,000 followers to 22,000 in one year. Schechter says the question-askers all report learning about newsgathering. Tegna VP of news Ellen Crooke [said](#) Verify segments had attracted 5.8 million page views as of June.



### ■ HOW TO DO IT

Set up a Facebook page to gather questions. Once you pick a question, ask for volunteers to appear on camera. A short survey about interest and motivation can help you choose a guest. Staffing models may vary, but Verify Road Trip host David Schechter and photographer Chance Horner work full-time on the segment. Finding high-caliber experts is critical. Scheduling reporter, expert and volunteer can be challenging. More on the process [here](#).