

Last week the latest Trust barometer was published with politicians described as the least trustworthy of all professions. After all the recent phone hacking scandals the reputation of journalists has plummeted joining my industry down at the bottom of the list. But therein lay an interesting anomaly – general views of an industry don't necessarily match more localised opinions.

As a society we tend to trust our local media more than our national and on the whole we think our own local politicians are "alright" but have a more negative view on the national collective. As a politician, or a local journalist, it is hard to read stats like this. To know that you are part of a wider industry that is either mistrusted or loathed can be depressing, especially if you personally act with high standards and good ethics. The only thing you can do is to remain true to your own moral code and try and change an industry from within.

I spoke about this with the next generation of journalists at Kent University earlier this week. They will graduate at a time of immense scrutiny and change in the profession they wish to join. I firmly believe in a free press and do not want to see regulation of the industry. Wrongs that have occurred in recent years were illegal and were acts committed by the few, not the many who write, edit, investigate and research for papers like this one.

The German philosopher Fredrick Nietzsche said, "I'm not upset that you lied to me, I'm upset that from now on I can't believe you". I'm a rubbish fibber so I don't bother but the problem the vast majority of journalists now face is the same as politicians; regaining the trust that has been broken by the actions of others.