

TRUSTABLE

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Title: Trustable

Release Year: 2026

Runtime: 88 minutes

Genres: Documentary

Methodology: Kinetic Ethnography, Longitudinal Visual Ethnography, Observational Cinema

Official URL: <http://trustable.film>

Storyline & Plot

Logline: Over 19 years, a journalist-turned-filmmaker and visual media anthropologist interviews editors inside newsrooms across 12 countries, turning a story of media innovation into an ethnographic look at how journalism can still earn durable trust when algorithms, synthetic content, and creator channels define what the public sees as “news”.

Synopsis: *Trustable* is a documentary built from a 19-year longitudinal visual ethnography of journalism’s structural transformation from institutional gatekeeping to a decentralized, creator-driven environment. Directed by journalist and visual media anthropologist Robb Montgomery, the film decodes more than 500 hours of kinetic ethnography and 39 unvarnished interviews with executive editors, CEOs, photojournalists, and creator-journalists.

Acting as an “embedded witness,” Montgomery tracks the fault lines between institutional authority, synthetic AI content, and the fragile human rituals that still sustain credible truth-making. As practitioners describe how entry-level reporting jobs disappear and modern creators rebuild trust one verified post at a time, the film captures a profession desperately attempting to survive the severe contraction of its business models and the rise of platform capitalism.

Filmmakers & Crew

- **Director:** Robb Montgomery
- **Writer:** Robb Montgomery (Story & research, based on the 50,000-word monograph *The Trust Graph*)
- **Producers:** Robb Montgomery; Visual Editors, NFP
- **Production Company:** Visual Editors, NFP (Project publisher and archive steward)

Cast (Principal Interview Subjects)

Emilio Garcia-Ruiz - Local Editor *The Washington Post*

Bill Keller – Executive Editor, *The New York Times*

Milton Coleman – Deputy Managing Editor, *The Washington Post*

Lucy Küng – Media Scholar and Strategist, Reuters Institute

John H. White – Pulitzer Prize-winning Photojournalist, *Chicago Sun-Times*

Paul Steiger – Founding Editor-in-Chief, *ProPublica*

Garry Kasparov – *Former World Chess Champion & Opposition Leader*

Michael Cooke – Editor-in-Chief, *The Toronto Star*

Mario Garcia – Media Designer and Consultant

Kevin Anderson – Digital Strategy Director, WAN-IFRA

Dmitri Surnin – Editor-in-chief, *Moy Rayon*

Sameh Abdulla – Deputy Editor, *Al-Ahram*

Wolfgang Blau - Editor-in-Chief, *Zeit.de*

Ally Palmer – Former Deputy Editor, *The Scotsman*

Paul Wood – Managing Director, *West Highland Free Press*

Boris Trupčević – Managing Director, *24Sata*

Maša Žižić – Producer, JoomBoos

Matej Lončarić - Founder, JoomBoos

Lyn-Yi Chung – Deputy News Editor, Chanel News Asia

Marcela Kunova – Managing Director, Journalism UK

Grzegorz Piechota - Research Director, INMA

Jim Louderback – Creator Economy Strategist

Filming Locations

- Washington, D.C., USA
- New York City, New York, USA
- Chicago, Illinois, USA
- Philadelphia, Pennsylvania, USA
- London, England, UK
- Isle of Skye, Scotland, UK
- Toronto, Canada
- Hamburg, Germany
- Zagreb, Croatia
- Paris, France
- Prague, Czech Republic
- Dubai, United Arab Emirates
- Singapore
- Hong Kong
- Cairo, Egypt