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Journalism Trust Initiative

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EUROPEAN COMMITTEE FOR STANDARDIZATION
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Foreword

CWA 17493:2019 Journalism Trust Initiative was developed in accordance with CEN-CENELEC Guide 29 “CEN/CENELEC Workshop Agreements – The way to rapid agreement” and with the relevant provisions of CEN/CENELEC Internal Regulations - Part 2. It was agreed on 2019-11-22 in a Workshop by representatives of interested parties, approved and supported by CEN following a public call for participation made on 2018-04-26. It does not necessarily reflect the views of all stakeholders that might have an interest in its subject matter.

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I. Introduction

Quoted from the approved JTI Project Plan:

The ultimate goal of the “Journalism Trust Initiative” (JTI) is to support the universal, individual freedom of opinion through access to information and independent, pluralistic media. By safeguarding professional standards, a healthier digital media landscape should emerge, from which each citizen and media worker, but also societies at large, could benefit.

In our digital age, it has become increasingly difficult to distinguish information shaped by vested interests from that produced by independent and fair news professionals. An open and honest public debate, aimed at informing the general public, is more and more difficult to sustain, especially when propaganda and ‘fake news’ seem on the rise and trust in institutions and the media is declining.

To face those challenges, in line with the fight for freedom of information, this Initiative aims at concretely enhancing and safeguarding journalism worthy of this name, complying with ethical rules, approved journalistic methods, and guarantees of independence. In a context of growing distrust towards the media, we consider it important to set up a transparent framework to promote principles of ethical journalism, both to provide guidance to the public and to encourage news providers to raise their professional norms and practices.

We put the term “trust” at the centre of JTI because it signifies the level of credibility that journalism enjoys – or the lack thereof. This trust has of course to be earned. Journalists work in the public interest only if they act as “trusted third parties,” spreading information that enables people to be aware of, and fully comprehend, the challenges they face in their environment, and to form their own opinion.

Trust is deeply intertwined with transparency, responsibility, and accountability.

We believe in self-regulation of journalism, which requires agreed norms, standards or equivalents that function as a verifiable set of rules and benchmarks, and that define the best practice of our profession. This is what JTI aims to provide.

It also means implementation through tangible benefits to incentivise compliance.

II. Preamble

This introductory declaration reflects the spirit and philosophy upon which the document was drafted by the consensus of a broad coalition of media companies, professional bodies and media development organisations. In this preamble the authors and stakeholders of the process wish to express their mutual understanding of the ethical dimension of journalistic activity as follows in this preamble.

Acknowledging the fact that values are not always objectively measurable, it is considered even more important to state them clearly.

Wherever possible, these principles are further detailed and translated into verifiable criteria in [The Standard](#) found in Chapter V.

Compliance with this CEN Workshop Agreement requires a pledge and an explicit commitment to both the principles outlined in the following preamble and to the Standard that implements them.

Declaration on Ethical and Professional Journalism

We define Journalism as the gathering, production and dissemination of information in a framework of ethical values. Its purpose is to provide citizens with information that empowers them to fully participate in society.

Acts of journalism may be performed by individuals or collectively organised through news media.

We commit ourselves to four primary indicators of ethical quality in journalistic work: ethical practice in editorial activity; good governance in the ownership and management of news media; respect for principles of self-regulation and active engagement with the public.

A. Ethical Practice

We practice journalism according to the following key principles:

- **Accuracy** and fact-based communication;
- **Independence** from political, corporate or other centres of power;
- **Due impartiality** in a systematic approach to reporting and editing;
- **Fairness, respect** and consideration of the impact of journalism on the lives of others;
- **Transparency** to facilitate **accountability** and responsibility to the public.

We implement these principles through a code of conduct or mission statement, enhanced through Editorial Guidelines, which provide practical guidance on ethical challenges that might arise.

B. Good Governance

We strive to reflect high levels of good governance that protect editorial independence by showing transparency of ownership and management, whether public or private.

We demonstrate commitment to recognised and essential principles of internal transparency and accountability to the public.

We agree that good governance, which includes respect for recognised norms of human rights, equality, and contractual obligations, may be identified and monitored through periodic reflection and auditing of internal systems and rules designed to strengthen ethics and management of Media Outlets.

C. Self-regulation

We work to develop systems to strengthen awareness of core values of editorial practice through codes of conduct and editorial ethical guidelines. We also work to provide mechanisms for internal self-regulation, including dealing with complaints and comments from the public through the appointment of readers' editors or ombudspersons or a designated editorial manager. We further demonstrate respect for self-regulation through attachment to industry-wide or national bodies, for example press councils or press associations, established to promote ethical journalism and to deal with complaints from the public.

D. Engagement with the Public

Building public trust in journalism requires active engagement with the public at large. We provide opportunities for our audience to comment, to respond, and to suggest improvements to the editorial process. We implement accessible and transparent systems to deal with complaints from the public and, where appropriate, to provide remedies.

III. The Scope

The JTI Standard that begin below in Chapter V have two main sections: “Identity and Transparency” [Section A] and “Professionalism and Accountability” [Section B].

This chapter describes those two sections.

A. Identity and Transparency

The first section (A) has been drafted to define standards of “Identity and Transparency”.

The JTI promotes the disclosure of information regarding:

- The persons or organisations involved in the activity of the media (“Identity”);
- Owners who control the media and the sources of revenue (“Transparency”).

It could be understood as “Tell us who you are”. The more transparent news Media Outlets are about their direct and/or indirect ownership, the more trustworthy they are likely to be in the eyes of the public.

Faced with the proliferation of online information sources, the public needs access to trustworthy information revealing basic identity data (name, activity, contact details, etc.) as well as all relevant information on ownership and sources of revenue of news media organisations.

Such information can reduce levels of scepticism among readers and viewers caused by potential media concentration and conflicts of interests, and can reinforce public attachment to and respect for high-quality news media that are characterized by, if not financial, at least editorial, independence.

All news providers, old or new, print or digital, big or small, including individual media, should be interested in engaging in this process: the traditional media will take a better look at themselves, and new media players will be encouraged to be clear about their business models. In both cases, it will help increase their credibility.

This section contains relevant indicators about the identity and transparency status of a content provider, and requires Media Outlets to list information such as names, contact details, founding date, activity, location, ownership, sources of revenue, means of distribution, etc.

B. Professionalism and Accountability

The second section (B) has been drafted to define standards of “Accountability and Professionalism”.

This section could be understood as “Tell us how you work”. It focuses on the professional and enabling environment of editorial work and journalistic production at the organisational level. It consists of agreed criteria and organisational benchmarks to secure best practice in professional working methods, as well as upholding principles of ethical journalism and promoting public accountability. These include, in particular, the existence and functioning of complaints and correction mechanisms, the presence and implementation of Editorial Guidelines as well as the organisation of management and newsroom structures.

This section contains indicators on accountability and professionalism in the activities of a Media Outlet that facilitate the provision of trusted and pluralistic journalism. They are meant to ensure that news media operate according to criteria that promote transparency and accountability and are thereby deserving of public trust.

IV. Terms and Definitions

This chapter includes a definition of mandatory and optional clauses, indicating the respective wording and tags used.

An additional glossary is to be found as Annex C.

Language (ISO standards) and Format

In order to be clear about what is mandatory and what is not, and to facilitate machine-readability, we use different verbal forms and respective tags in the questionnaire in {braces}, as defined in the [ISO/IEC Directives, Part 2, 2018](#) :

Mandatory requirements: shall, shall not {M}

A requirement is defined as an "expression, in the content of a document that conveys objectively verifiable criteria to be fulfilled and from which no deviation is permitted if conformance with the document is to be claimed".

Optional recommendations: should, should not {O}

A recommendation is defined as an "expression, in the content of a document that conveys a suggested possible choice or course of action deemed to be particularly suitable without necessarily mentioning or excluding others".

Permission: may, need not

A permission is defined as an "expression, in the content of a document that conveys consent or liberty (or opportunity) to do something".

Possibility and capability: can, cannot

A possibility is defined as an "expression, in the content of a document that conveys expected or conceivable material, physical or causal outcome".

A capability is defined as an "expression, in the content of a document that conveys the ability, fitness, or quality necessary to do or achieve a specified thing".

The format of the question response is indicated in [brackets].

Answers that are dependent on a previous answer are indicated with {D}.

"N/A" means "Not Applicable" and is an acceptable answer when shown.

'Media Outlet' - the Conforming Entity

We put Media Outlets at the centre of this process as the Conforming Entity.

Irrespective of size or legal form, a Media Outlet is defined as an entity, composed by means, procedures and individuals, which produces and disseminates journalistic content. As a legal entity or through its legal representatives or staff, it carries operational editorial responsibility for such content. The objective of this definition is to allow for a variety of entry points to achieving conformity with this Standard. A Media Outlet can be a single individual (e.g. a blogger), one team or department within a larger media organisation (e.g. a certain radio channel, a newsroom, a show, website or paper) or a whole media organisation with many outlets and brands.

Regardless of the organisational structure of an entity, working with this document and the subsequent conformity assessment should always start where the editorial decisions are being made on a day-to-day basis.

In case they exist, additional layers above – such as a combined media organisation, owners, shareholders – and 'downstream' below – like brands and products – are then defined according to their relationship with the entity conforming to this Standard.

In other words, the applicant decides what the entities are that will follow this Standard, and then those entities are responsible for conforming with it.

Individual journalist and Small Enterprises

We believe that professional standards should be alike for all types and sizes of media. At the same time we understand that a certain level of differentiation is needed as large, well-resourced organisations might be better positioned to comply with the clauses of this document, simply because of management capacity to handle such a process.

In addition, some clauses might not apply to certain types of Media Outlets.

In order to not disadvantage small entities, but rather encourage them to conform with this Standard, it includes special clauses for individual journalists, one-person enterprises and very small Media Outlets. Disclosure rules are specified for different types of media and some clauses may not apply.

Editorial Guidelines

According to the Preamble, the implementation of transparent Editorial Guidelines is fundamental to the ethical performance of a Media Outlet. These guidelines can be self-sourced or adopted by subscribing to existing ones (of which one model is referenced in chapter VII), but shall at least include the minimal requirements of the Standard in Chapter V.

Safety Concerns

Safety of news media staff and freelancers is paramount. We understand that full transparency, although desirable in principle, can in certain conditions create unacceptable levels of risk to Media Outlets and journalists. Legitimate reasons exist not to disclose a physical address, a name or phone number. However, in those exceptional cases, the reasons shall be stated and explained to the fullest extent possible. Safety concerns shall not be misused to refrain from disclosure for other reasons.

The protection of journalistic sources is considered to be a separate issue and is dealt with separately in this document.

V. The JTI Standard – Clauses

Section A: Identity and Transparency

1. Basic Requirements on Media's Identity

1.1. Legal Entity Name

The Media Outlet, as Conforming Entity, shall provide the name designating the Legal Entity or entities under which it is conducting business. In some cases, this will be the company or public entity (branch of government, parliament, legally authorised state institution, etc.) that has ultimate legal ownership of the Media Outlet. This usually is the body that would be held liable in a court case. It is the body that enters into transactions such as paying employees and suppliers or receiving funds from readers, viewers, customers, advertisers and other sources of funding.

1.2. Contact Details and Identifiers

The contact details that shall be provided are the postal address and both a general telephone number and email address for the Legal Entity or entities designated in clause 1.1 "Legal Entity Name", as well as existing identifiers.

Clarification: This should be the contact details for the Legal Entity. Elsewhere in this document, means of contact for reader, viewer or listener enquiries, editorial input and other purposes are required.

1.3. Description of Media Outlet

The Conforming Entity shall list all brand names, titles, publication names, etc. under which its Content is published, broadcast, printed or otherwise disseminated to the public or customers. These will be known for this document and this process collectively as the Media Outlet. It is that Media Outlet that will conform with this Journalism Trust Initiative Standard. This is the Conforming Entity. These include all names used on website URLs and on social media accounts, etc.

1.4. Distribution Channels and URLs

The Media Outlet shall list all URLs on which it publishes. If broadcast or audiovisual, the Media Outlet shall list all terrestrial frequencies, satellite, cable, streaming and other platforms on which it is distributed.

1.5. Safety Concerns

The Media Outlet shall at all times keep the safety (including digital safety and cybersecurity) of staff, contributors and owners as a primary concern. If full transparency of contact details or other information might endanger individuals, the Media Outlet shall describe what it can about the legitimate reasons for a lack of disclosure or use of pseudonyms for that purpose. Safety concerns shall not be misused to refrain from disclosure.

1.6. Location

The Media Outlet shall provide the physical address of the headquarters of the legal entity referred to above in 1.1 Legal Entity Name.

Clarification: This is necessary in cases where the address listed in the Contact Details clause (1.2) does not specify a physical location, or where the location designated by the contact details referred to in 1.2 is not the same location as the headquarters. Clause 1.5, Safety Concerns, may be applied.

1.7. Founding Date

The founding date of the Legal Entity referred to in clause 1.1 “Legal Entity Name” shall be specified. If the Media Outlet designated in clause 1.3 “Media Outlet” has a different founding date, the history of former legal entities and their founding dates shall be listed.

2. Editorial Mission

2.1. Editorial Mission Statement

The Media Outlet shall disclose its editorial mission statement which shall be consistent with the fundamental ethical principles of trustworthy journalism, and, as described in the Preamble, should incorporate principles of: ethical practice, good governance, self-regulation and Engagement with the public. A Media Outlet shall set out how it proposes to uphold these journalism principles through its Editorial Guidelines and processes which shall include arrangements in relation to internal accountability and of appropriate external accountability (see clauses 9 – 15). Best practice is to have these arrangements codified and made available publicly.

3. Public Service Media

3.1. Public Service Media Mission, Governance and Independence

The Media Outlet shall describe its public service mission and the legal instrument on which it is based. It shall describe its governance structure, including the role of all relevant governance bodies or organisations (for example, regulator, supervisory board, government/parliament role). It shall state how its financial income is generated and what proportion of its financial resources are totally or partially provided by public funds. It shall state if both external and internal governance measures guarantee its editorial independence.

4. Disclosure of Type of Ownership

4.1. Privately held

The Media Outlet shall declare its legal status clarifying what type of company it is registered as. For example, if it is a limited or incorporated company. It should use the legal definition used in its country of registration and provide the relevant registration information.

4.2. State or Publicly Owned

The Media Outlet shall state clearly if it is fully or partly owned by the government, a state institution, or other public body, providing information on the specific department, entity, or body that exercises that ownership and its relationship with the government.

4.3. Publicly Traded Company

The Media Outlet shall indicate if it is a publicly traded company and where it is legally registered and where its shares are traded. The company shall also provide its share name and indicate what proportion of its ownership is publicly traded.

4.4. Other

If the ownership of the Media Outlet is different from the above, for example if the organisation is a co-operative or member-owned, the Media Outlet shall indicate its form of ownership and provide links to local legal definitions of the type of ownership.

If the ownership of the Media Outlet is made up of a combination of the above types of ownership, then it shall provide a breakdown of the ownership indicating clearly which share is which ownership type.

5. Requirements on Owners' Identity

The identity of owners shall be disclosed: including direct owners, indirect or beneficial owners, shareholders, indirect or beneficial shareholders. Information on any type of influence and/or conflict of interest should be provided and monitored internally. The information shall be updated on an annual basis and easy to access, preferably online. If the Outlet has no website, the information should be published or communicated clearly in all its publications or transmissions.

5.1. Names of Owners and Board Members

The names of direct, indirect, controlling or beneficial owners shall be disclosed. If any of these is also the beneficial owner of another company, the name and main activities of that company shall be clearly stated. The business sectors in which these other companies are operating shall also be indicated. The names of the members of supervisory structures, like the board, shall also be disclosed. If any of these persons is an active member of a political party or movement, holder of an elected office, or a candidate to a political election, the name of that party or movement shall be clearly stated.

5.2. Contact Details of Direct and Indirect Owners

The contact details of direct and indirect owners shall be disclosed, preferably online, along with the contact details of the members of the board of directors.

5.3. Names of Shareholders

The names of direct and beneficial majority or controlling shareholders shall be disclosed. If the shareholder is a company, the name and main activities of that company shall be clearly stated. The business sector in which this company is operating shall also be indicated.

5.4. Percentage of Shareholdings

The percentage of the controlling shareholdings should be disclosed, regardless of the percentage.

5.5. Exception for Member-owned Media Outlets

The names and contact information for all owners is not required to be disclosed, but it is required for the leadership, e. g. the Board of Directors according to clauses 5.1 and 5.2.

6. Disclosure of Identity of the Management Team and its Location

The organisational structure of the Media Outlet shall be publicly available with up-to-date information on the names, positions and contact details of the people in charge. The address, usually the headquarters, shall be clearly indicated. If the company has several offices based in different places, their addresses shall also be disclosed. If the physical address cannot be stated for security concerns a correspondence address shall be provided.

6.1. Management Directory

Chief executive officer, managing director, directors, all the people holding responsibility in the company shall clearly be identified. Their name, position and professional contact details shall be disclosed.

6.2. Location of Branches and Offices

The location of the headquarters, main branches and offices of the Media Outlet shall be disclosed, including the full address, a contact phone number and email address.

7. Disclosure of Editorial Contact Details

7.1. Social Media

The Media Outlet shall provide the contact details of the professional social media accounts of those responsible for interacting with and responding to public queries about the organisation's editorial content. This can be management, senior editorial staff, the ombudsperson, readers editor or equivalent.

7.2. Newsroom Contact Details

The Media Outlet shall provide public contact details that will facilitate communication with the newsroom(s). The editorial staff, when informed of the public's queries, should be able to communicate back to the public.

7.3. Customer Service Contact Details

The Media Outlet shall provide all available contact details: telephone numbers, email addresses, and correspondence address of its customer service. If the organisation does not have a department, a contact should be provided for readers or other stakeholders to be able to get in touch with the Media Outlet.

8. Disclosure of Revenue Sources and Data Collection

The aim of disclosure is to be able to assess potential conflicts of interests. Media Outlets are encouraged to exceed the financial disclosure requirements mandated by their national laws in order to achieve this goal. In cases where the requirements cannot be met, a justification for non-compliance should be published.

8.1. Sources of Revenue

The Media Outlet shall disclose a list of its sources of revenue, ranked from largest to smallest. These may include subscriptions, advertising, major donors and donations, subsidies, fees, sales, memberships, sponsorships, events, etc.

Organisations obliged to publish or make public their financial information shall provide a reference to the source where the data is accessible.

The Media Outlet may disclose its revenue and/or the categories of its sources of revenue, including the respective ratios.

A Media Outlet owned by the state or the government, or financed with public money, shall disclose the nature of its source(s) of revenue: license fees, government budget, partnerships, public subscriptions, grants, commercial advertising, or other.

Where a media entity deems itself precluded from disclosure of information due to safety and security concerns as outlined in the Terms and Definitions section, these shall be explained.

8.2. Data Collection Disclosure

Where a Media Outlet processes personal data from its audiences, on its own or by engaging with third parties, that shall be disclosed.

The Media Outlet shall describe what personal data is processed, by which methods and for what purpose.

Section B: Professionalism and Accountability

9. Accountability for Journalism Principles

9.1. Editorial Guidelines

A Media Outlet shall produce a set of Editorial Guidelines or adhere to an external set of guidelines (for example the Model Editorial Guidelines provided as a reference document to this Standard), to which its journalistic operations comply. They should govern meaningful principles of journalistic content, dissemination and conduct. These guidelines, and the identity of the person or group of persons with ultimate responsibility for them within its organisation, shall be made available to the public in a readily accessible and understandable form. Best practice is to have these guidelines available publicly rather than on request.

9.2. Purpose of Guidelines

A Media Outlet shall ensure that these Editorial Guidelines set clear expectations of the behaviour it requires from its own staff, its contractors and from all other contributors to its editorial content. It should also set out the structure of responsibility within the organisation, making sure it is clear who is accountable for each stage of the process that leads to publication.

9.3. Guidelines and Journalism Principles

A Media Outlet shall ensure that these Editorial Guidelines embody the core ethical principles of journalism. The Editorial Guidelines may impose specific requirements in addition to these core ethical principles; but any additional requirements shall not compromise these core ethical principles as described in the Preamble of this document.

9.4. Conflicts of Interest

Editorial Guidelines shall ensure that there are no conflicts of interests – real, potential or perceived – damaging the integrity of the story or the editorial independence of those working on it. They should have guidance on how to deal with conflicts related to political, business and personal interests. Editorial structures should protect the journalism from any undue influence by the Media Outlet's executive management or ownership authorities outside the formal editorial process and from any external interests, commercial, social or political.

10. Accuracy

10.1. Processes for Ensuring Accuracy

The Media Outlet shall have internal rules with a systematic editorial process to make sure that the content is accurate and the Editorial Guidelines are adhered to. This may include the verification process for the content and the role of editorial oversight.

10.2. Process Review

There shall be a mechanism for the periodic review of the editorial processes to ensure that they are in compliance with the Editorial Guidelines and that the accountability processes are effective and being used to support them.

10.3. Statistics and External Content

Statistics and external photographs/video/audio content should be sourced and verified.

10.4. Identification of Journalists, Agencies

Principle and secondary authors should be identified, or if not, then recorded via publishing mechanisms, so that this information can be accessed if there is a query. This includes any news agency material subscribed to by the Media Outlet. Any details of individuals should be subject to the legal requirements of data protection and security considerations.

10.5. Location Reporting

In news reporting, it should be clear to any reader or audience where a report is being written from, and if it includes location reporting. Where location reporting is constrained due to the mechanism or conditions of the facilitation this should be identified, e.g. an embed with an official army or independent travel with local militias. This may also include occasions where the reporting has been facilitated by a commercial, NGO or governmental organisation and labelling is necessary for transparency.

10.6. Automatically Generated Content

News content generated, wholly or partly, automatically by means of algorithmic processes (such as but not limited to text generating systems, bots or artificial intelligence) shall be clearly indicated.

10.7. Algorithmic Dissemination and Curation

A Media Outlet shall indicate its policy on the use of algorithms for news content dissemination or curation and its adherence to best practice requirements from regulatory or advisory bodies.

10.8. Treatment of Explicit Content

Editorial processes shall ensure the ethically appropriate treatment of violent and explicit content, of content which features children or other vulnerable people, and of live content.

11. Responsibility for Content Provided by the General Public

11.1. User Generated Content/Eyewitness News

A Media Outlet shall ensure that the same principles of checking for accuracy, legal, and ethical compliance are applied to journalistic content sourced from the general public (UGC or Eyewitness News content) as with all content it publishes.

11.2. Editorial Guidelines for UGC/Eyewitness News

There should be specific categories within the Media Outlet's Editorial Guidelines for dealing with User Generated Content (UGC) or Eyewitness News and these should be publicly accessible.

In relation to this type of content the guidelines shall indicate the verification process to be used, how the content should be published with any labelling required and include guidance on dealing with the content providers in a responsible manner.

11.3. Opinion Guidelines

In relation to opinion or comment pieces the guidelines should set clear requirements of the ethical principles expected which may include but is not limited to prohibition of comment due to defamation, privacy, hate speech and harassment. The Media Outlet should make clear its policy on the moderation of such content, whether it is pre or post publication, and its policy on take-down, notice and appeal provisions.

12. Responsibility for Sources

A Media Outlet shall ensure that the sources used for its journalism are dealt with responsibly and their anonymity protected when justified.

12.1. Anonymity

The procedures for granting anonymity to sources shall be covered by the Editorial Guidelines. The reason for anonymity should be clarified for the public.

12.2. Privacy Rights

Editorial guidelines should protect the privacy rights of individuals and their safety.

12.3. Independence and Sources

There should be guidelines on establishing relations with sources which protect the independence of the journalism.

12.4. Diversity of Sources

Editorial guidelines should ensure that a diversity of sources are consulted in producing journalistic content with adequate time for response.

13. Professionalism for Affiliations

13.1. Sponsored Content Policies

Professional journalism principles shall have clear and distinct editorial practices in distinguishing advertising and sponsored content, commercial or commissioned, from editorial content independently produced by the Media Outlet.

13.2. Sponsored Content Indicators

In Media Outlets, sponsored content shall be clearly identified with the words content 'sponsored by', 'paid by' or other explicit and easy to understand terms. Particular care should be taken in distinguishing so called 'native' content (where the item is sponsored but is published or broadcast next to ordinary editorial content) from its surrounding material.

13.3. Separation of News and Opinion

Editorial Guidelines shall ensure that there is a clear distinction between news content and opinion and between news content and other content provided by an external non-journalistic body by requiring labelling or an equivalent mechanism.

14. Internal Accountability

14.1. Dealing with Inaccuracies

There shall be a systematic editorial structure in the Media Outlet to ensure that any inaccuracies in its content are corrected in a timely and transparent manner. This shall include a clear process to allow potential errors to be communicated to the Media Outlet by the public and those with knowledge of the story and for assessing and dealing with the claims.

14.2. Publishing Corrections

In particular, in relation to inaccuracies, a Media Outlet shall adopt good practice for correcting inaccuracies, such as making a clear indication of the correction in a similarly prominent place and manner as the original version, such as the same URL or in similar time and format of broadcast.

14.3. Contact and Process for Complaints

A Media Outlet shall have a designated person and/or contact information in place for complaints. A process shall exist for members of the public to open a dialogue with the organisation in the event of potential breaches of its journalism principles or Editorial Guidelines. This information shall be easily available.

14.4. Internal Process for Complaints

The Media Outlet shall have a clear procedure in place to ensure that all staff are aware of the process that must be followed when such a complaint is received. For example in larger Media Outlets, it must be known and accepted that the creator of a piece of journalism that is subject to such a complaint must escalate the issue to a designated third person. A Media Outlet shall ensure that complaints are addressed within the Media Outlet in a fair, reasonable and timely manner.

14.5. Independence of Ombudsperson

Where a Media Outlet's internal accountability mechanism takes the form of an ombudsperson, that person may be appointed by the Media Outlet; but in this case there shall be a transparent process for his/her appointment and the ombudsperson's independence shall be protected to ensure that he/she cannot be removed from the position simply for challenging journalistic or editorial decisions or actions.

14.6. Powers of Ombudsperson

Where a Media Outlet's internal accountability mechanism takes the form of an internal or external ombudsperson or equivalent, it should take steps to ensure that this person has powers to remedy any breaches of its Editorial Guidelines, provide redress to affected parties, deter future guidelines' breaches and provide an opportunity for its decisions to be appealed or reviewed.

15. External Accountability

15.1. External Oversight

Trust in the Media Outlet is enhanced if it is subject to a form of external accountability that is effective and independent. To this end where appropriate, a Media Outlet may wish to commit to an independent and effective form of external accountability for its journalism principles, which may take the form of an external ombudsperson, press or media council or statutory regulator.

15.2. Compliance with External Accountability

Where a Media Outlet commits to a form of external accountability, it shall comply with any guidance, structures or best practice directions issued by that body.

15.3. Absence of External Oversight

External accountability is not always possible due to the absence of such mechanisms in many countries or a lack of confidence in the efficacy, independence or trustworthiness of existing mechanisms. Where this is the case it may be helpful for the Media Outlet to state the reasons for non-compliance, taking into account the legal requirements applicable to particular media. The Media Outlet may in certain cases align with other media entities to participate in a more appropriate mechanism.

15.4. Contact Details of External Accountability Bodies

Where a Media Outlet commits to a form of external accountability, it shall publicise the process by which the public can contact that body to complain about potential breaches of its Editorial Guidelines in a manner that is easily accessible for all.

15.5. Other Associations

The Media Outlet may publicly list its membership of all bodies that require members to adhere to published guidelines, standards or norms to maintain status in that organisation. Best practice is to publish which associations a Media Outlet is a member of, listing the names and contact details.

16. Professionalism in the Media Outlet

16.1. Recruitment and Training

There shall be professional guidelines for the recruitment and training of editorial staff. This includes responsibilities for implementing diversity policy and staff welfare. Recruitment policy, (use of open competition etc.) and staff welfare principles should be publicly available.

16.2. Working Conditions, Contract Policy and Labour Relations

Journalistic principles and practice should be supported by the organisational environment including protection for journalistic integrity through adherence to labour laws and regulations, transparency of contract policy and freedom to organise. The duration or nature of the contract should not inhibit a journalist from operating in an ethical manner and the organisation structure should protect that principle.

16.3. Staff Welfare

Responsibility for the welfare of staff and those contracted on a freelance basis should be an important part of a Media Outlet's role. Organisational Editorial Guidelines should be protective against any form of discrimination and supportive of equality of opportunity. It should ensure safety at work and in the working environment (including remote and online) and have guidelines, which support staff who have been exposed to material of a sensitive or upsetting nature or have suffered physical or psychological harm in the course of their work.

17. Training

17.1. Training in Editorial Guidelines

A Media Outlet should have a structured mechanism to ensure that its employees or operators have full training in journalism principles, Editorial Guidelines and the demands laid down by legal and ethical compliance.

17.2. Continuous Training

Its training process should be continuous to ensure content creators, including technical staff developing new editorial tools, are fully acquainted with changes in relevant laws or ethical requirements.

17.3. Support and Advice

A Media Outlet should provide a support structure to ensure all its employees feel they can seek expert advice when necessary, for example when reporting court or legal proceedings.

18. Publication of Self-Assessment

18.1. General Public

After conducting a self-assessment according to this Standard, a Media Outlet should publish the results in ways visible to the public, preferably online. Best practice is to publish the full text of the questions and answers on an “about” or similar page on the website of the Media Outlet.

18.2. Machine-readability

A Media Outlet should publish the answers from the self-assessment in a format making it easily visible to machine readers employed by advertisers, social media and related platforms, researchers and others.

VI. The Annexes

- A. Guidelines: Principles and Potential Usage of JTI by External Parties
- B. Questionnaire
- C. Glossary

Annex A – Guidelines

Principles and Potential Usage of JTI by External Parties

A. Preamble

Trustworthy journalism requires an enabling environment to thrive. External parties such as regulatory authorities and governments, the private sector, civil society and NGOs as well as advertisers have an impact upon and therefore a responsibility to shape this environment. To that end, the Journalism Trust Initiative Standard (JTI) can provide a useful instrument for enabling trustworthy journalism if it is implemented according to its intended aims.

At the same time any misuse must be prevented. Non-compliance or non-participation with JTI shall not be treated as a single indicator of non-trustworthy journalism. A media site's non-compliance or non-participation shall never be used to justify any violations of its freedom of expression or justify penalties against it.

The authors of this document wish to encourage those entities and individuals to make use of the JTI in order to advance its goal: to support the universal, individual freedom of opinion through access to information and independent, pluralistic media (see Chapter I, Introduction).

The principles of Annex A address different parties wishing to support trustworthy journalism through the application of the JTI mechanism or through data that JTI provides. Any reference or use of the JTI Standard should always be in accordance with the principles outlined in this document.

B. Principles

1. Nature

JTI is a voluntary self-regulatory instrument and should be applied accordingly.

JTI requires as well as contributes to contexts based upon the rule-of-law and democracy. Respect and fulfilment of these principles should be the guiding force in using the JTI Standard.

2. Attribution

Whoever makes use of JTI should publicly commit to its goals and reference the Standard.

3. Transparency

The JTI Standard should be applied and implemented in a transparent manner. For example, the JTI Standard should be explained appropriately and proactively to all those it affects, including the general public.

4. Benefits

All JTI compliant entities should be eligible for any related benefits by external parties using JTI, based on their adherence to the Standard. These benefits should be made available to all JTI compliant entities in an equal manner, following a transparent and due process.

5. Impact

Those who use JTI should self-monitor and self-evaluate its impact, in order to identify and address any unintended issues that might arise as part of JTI's use.

6. Feedback

Feedback and findings from those who implement JTI should be publicly accessible to one another – for example through regular reports – in order to share knowledge, learn from experiences, and stimulate debate.

C. External Parties and their Potential Usage of JTI

The application of JTI might include, but is not limited to the following external parties and ways of usage.

1. Regulatory and self-regulatory Entities (*“regulators”*)

All media regulators *could*:

- use JTI as a tool for media and information literacy (MIL);
- use JTI to identify the media actors that value the production of reliable information as their core mission.

Independent regulatory authorities *could*:

- use the JTI information relating to transparency of media ownership to establish or update a map of ownership of the media landscape, and to analyse and promote pluralism in the media market;
- use JTI as an indicator that media have complied with certain legal requirements related to the production of reliable and accurate information recognising that JTI cannot be the sole basis of a legal justification of their decisions; where it is in charge of allocating public subsidies, the regulator could use JTI to verify if certain criteria or conditions for allocation of public subsidies are met by media actors;
- promote the benefits of JTI to their discussion partners such as Media Outlets or platforms and to the public.

Self-regulatory entities *could*:

- use JTI to raise awareness about the importance for media to abide by external media accountability mechanisms and thereby increase the visibility and outreach of their work;
- use JTI to encourage Media Outlets to voluntarily join press and media councils in the country where they exist, in particular small online media or bloggers;
- use JTI to encourage the creation of external media accountability systems where they do not yet exist.

2. Entities using Algorithmic Systems (*“information intermediaries”*)

Entities using algorithmic systems that automatically structure results or recommendations related to news could apply the JTI Standard as an indicator of trustworthy journalism to:

- use it to support the principle of surfacing (or locating) authoritative sources of information online for the benefit of societies;
- use it in support of the important efforts to develop and make available a rich sense of enhanced and visible signals and cues that publishers and others can employ to convey how a particular piece of content originates within the context of commonly accepted principles of journalistic practice;
- use it to benefit from a Standard and interoperable ways of locating and ingesting information related to journalistic transparency;
- use it to support the principle that no single authority should determine what is or what isn't trustworthy journalism.

3. Entities Supporting the Development of the Media (*“media development organisations” and “donors”*) **could:**

- use the JTI Standard as part of their media assessment framework to help for example more easily determine stakeholders’ training needs or identify potential recipients of support efforts;
- use JTI as a framework for training or as a goal to be achieved by media as an end in itself or as part of a desired target or impact including the use of JTI compliance as a measurement of impact.

4. Advertisers and Sponsors

Entities supporting Media Outlets financially, directly or indirectly, including their assigned service providers and industry associations, could:

- use JTI in order to responsibly allocate funds recognising the potential impact on the information ecosystems at large;
- use JTI to identify and financially support those media that uphold norms of trustworthy journalism in order to achieve their quest to preserve ‘brand safety’;
- actively engage in exploring both individual and industry-wide advertising and sponsoring best practices, including ‘ad trust’ initiatives, with JTI indicators.

Annex B – Questionnaire

1. Basic Requirements on Media’s Identity

1.1. Legal Entity Name

1. What is the Legal Entity Name? [long text field] {M}

1.2. Contact Details and Identifiers

2. What is the postal address for the Legal Entity? [long text field] {M}
3. What is the general telephone number for the Legal Entity? [short text field] {M}
4. What is the email address for the Legal Entity? [short text field] {M}
5. Is the Legal Entity required to have a Tax ID, a Registration ID, a DUNS number and/or other identifiers? [Y/N] {O}
 - a. /Y{D} What are these IDs for the Legal Entity? [long text field] {O}
6. Are there any other governmental or other identifiers that a certification body could use to verify the identity of the Legal Entity? [Y/N] {O}
 - a. /Y{D} What are those identifiers? [long text field] {O}

1.3. Description of Media Outlet

7. What Brand Name(s), titles, publication names, etc. do you use to publish Content? [long text field] {M}

1.4. Distribution Channels and URLs

8. Does the Media Outlet publish on any URLs? [Y/N] {M}
 - a. /Y{D} On what URLs do you publish? [long text field] {O}
9. Does the Media Outlet publish any content on any social media? [Y/N] {M}
 - a. /Y{D} What are the social media URLs, handles, addresses or names that you use to publish? [long text field] {O}
10. Does the Media Outlet publish any content by broadcasting and/or streaming? [Y/N] {M}
 - a. /Y{D} What are the terrestrial frequencies, channels, satellite identifiers, other platforms or applications that you use to publish? [long text field] {O}

1.5. Safety Concerns

11. Do the Media Outlet’s Editorial Guidelines state that the safety of all journalists shall be treated as a primary concern? [Y/N] {M}
12. Are there any reasons that the Media Outlet has for withholding information on any of the questions as part of this JTI Standard process? [Y/N] {M}
 - a. /Y{D} What are the reasons? [long text field] {O}

1.6. Location

13. Is the physical address of the Legal Entity different from the postal address according to question no. 2? [long text field] {M}
 - a. /Y{D} What is the physical address of the Legal Entity? [long text field] {M}
14. Do you have a safety-related reason for not providing it? [Y/N] {M}
 - a. /Y{D} What is the reason for not disclosing it? [long text field] {O}

1.7. Founding Date

15. What is the founding date of the Legal Entity? [short text field] {M}
16. Is the founding date of the Media Outlet (as in clause 1.3 question no. 7) different from that of the Legal Entity (as in clause 1.1 question no. 1)? [Y/N] {M}
 - a. /Y{D} Provide a history of previous/former Legal Entities and their founding dates. [long text field] {M}

2. Editorial Mission

2.1. Editorial Mission Statement

17. Does your Media Outlet have an editorial mission statement, or stated set of principles or editorial values? [Y/N] {M}
 - a. /Y{D} Provide that statement here. [long text field] {M}
18. Is that statement posted online? [Y/N] {O}
 - a. /Y{D} What is the URL where it is published? [validated URL field] {O}

3. Public Service Media

3.1. Public Service Media Mission, Governance and Independence

19. Is the Media Outlet a Public Service Media? [Y/N] {M}
 - a. /Y{D} What is the public service mission for which it is responsible? [long text field] {M}
 - b. /Y{D} Is this governed by legislation? [Y/N] {M}
 - c. /Y{D} What law or legal instrument specifies its role and responsibilities? [long text field] {M}
 - d. /Y{D} Provide a reference URL here. [long text field] {O}
 - e. /Y{D} What are the stakeholders with which it has formal relations, and what is the nature of the relationship? [long text field] {M}
 - f. /Y{D} How is income generated? [long text field] {M}
 - g. /Y{D} What portion of income is public funds? [long text field] {M}
 - h. /Y{D} Does the governance guarantee editorial independence? [Y/N] {M}
 - i. /Y{D} State here in what way. [long text field] {M}

4. Disclosure of Type of Ownership

4.1. Privately held

20. Is the Media Outlet or the Legal Entity privately owned? [Y/N] {M}
- a. /Y{D} What is the form and status of the Media Outlet or Legal Entity according to the legal definition in the country of registration? [long text field] {M}

4.2. State or Publicly owned

21. Is the Media Outlet or the Legal Entity owned by the state, a unit of the government or any other public entity? [Y/N] {M}
- a. /Y{D} What specific department, entity or governmental body has ownership? [long text field] {M}
- b. /Y{D} Describe the status of the Media Outlet or Legal Entity and its relationship with this body. [long text field] {O}

4.3. Publicly Traded Company

22. Is the Media Outlet or the Legal Entity publicly traded? [Y/N] {M}
- a. /Y{D} Where is the Media Outlet or Legal Entity registered? [short text field] {M}
- b. /Y{D} On what exchange(s) are the shares traded? [short text field] {M}
- c. /Y{D} What is the trading name and/or ticker symbol? [short text field] {M}
- d. /Y{D} What percent of the ownership of the Legal Entity is publicly traded? [short text field] {M}

4.4. Other

23. Is the ownership of the Media Outlet or the Legal Entity different from the three previous clauses in this section? For example, is it a co-operative or member-owned? [Y/N] {M}
- a. /Y{D} What is the form of ownership? [long text field] {M}
- b. /Y{D} If there is a combination, explain that here along with a breakdown by ownership type. [long text field] {M}

5. Requirements on Owners' Identity

5.1. Names of Owners and Board Members

24. What are the names of all direct, indirect or beneficial owners? [long text field] {M}
25. Are the names of the owners in the previous question available online? [Y/N] {M}
 - a. /Y{D} What is the URL that contains the names of the owners, or, if not available online, please indicate where that information can be obtained? [long text field] {O}
26. What are the names of the members of supervisory boards? [long text field] {M}
27. Are the names of the members of the supervisory board members in the previous question available online? [Y/N] {M}
 - a. /Y{D} What is the URL of the page that contains the names of the people in the previous question? [validated URL field] {O}
28. Are the listed owners also founders or owners of other companies? [Y/N] {M}
 - a. /Y{D} State here the names and main activities of those companies. [long text field] {M}
 - b. /Y{D} What are the business sectors for the companies listed in the previous question? [long text field] {M}
29. Are any of the owners active members of a political party or movement or candidates in a political election or current office holders? [Y/N] {M}
 - a. /Y{D} What are the names of the parties, movements or offices the listed owners are affiliated with. [long text field] {M}

5.2. Contact Details of Direct and Indirect Owners

30. What is the contact information for all direct and indirect owners? [long text field] {M}
31. Is the contact information in the previous question available online? [Y/N] {M}
 - a. /Y{D} What is the URL with the contact information from the previous question? [validated URL field] {O}
32. What is the contact information for the members of the board of directors? [long text field] {M}
33. Is the contact information in the previous question available online? [Y/N] {M}
 - a. /Y{D} What is the URL with the contact information from the previous question? [validated URL field] {O}

5.3. Names of Shareholders

34. What are the names of the direct, majority or controlling shareholders? (If shareholders are companies, list the main activity and business sector of that company along with the name.) [long text field] {M}

5.4. Percentage of Shareholdings

35. List the shareholders and the percentage of the holdings. [long text field] {O}

5.5. Exception for Member-owned Media Outlets

36. Is the Media Outlet member-owned? [Y/N] {O}
 - a. /Y{D} List the names and contact information for the Board of Directors or whatever form of leadership the Media Outlet has. [long text field] {O}

6. Disclosure of Identity of the Management Team and its Location

6.1. Management Directory

37. What are the names, positions, and contact details of all members of management for the Media Outlet? [long text field] {M}

6.2. Location of Branches and Offices

38. What is the physical address, phone number and email address of the headquarters of the Media Outlet? [long text field] {M}
39. Does the Media Outlet have other main branches and offices? [Y/N] {O}
- a. /Y{D} What are the physical addresses, including phone numbers and email addresses, of those other main branches and offices? [long text field] {O}
40. Do you have a safety-related reason for not providing it? [Y/N] {M}
- a. /Y{D} What is the reason for not disclosing it? [long text field] {O}

7. Disclosure of editorial contact details

7.1. Social Media

41. Does the Media Outlet have social media accounts for the public to use to make queries or respond to Content? [Y/N] {M}
- a. /Y{D} What are the URLs or other identification of all social media accounts used by members of the public to contact the Media Outlet? [long text field] {M}

7.2. Newsroom Contact Details

42. Does the Media Outlet have a person responsible for dealing with communication from the public regarding the Content? [Y/N] {M}
43. Is the method for contacting that person or others at the Media Outlet clearly visible to the public? [Y/N] {M}
44. In what ways does the staff of the Media Outlet responsible for the Content communicate back to the public results of queries, concerns, etc.? [long text field] {O}

7.3. Customer Service Contact Details

45. Does the Media Outlet have a department or a single person who is responsible for customer service? [Y/N] {M}
- a. /Y{D} What are the contact details, including telephone numbers, email addresses, correspondence addresses, for customer service or the equivalent within the Media Outlet? [long text field] {M}

8. Disclosure of Revenue Sources and Data Collection

8.1. Sources of Revenue

46. What are the categories of sources of revenue for the Media Outlet, ranked from largest to smallest? These may include subscriptions, advertising, major donors, donations, subsidies, fees, sales, memberships, sponsorships, events, etc. [long text field] {M}
47. Is the Media Outlet required to make financial disclosures? [Y/N] {M}
- a. /Y{D} Are those disclosures visible to the public? [Y/N/NA] {M}
- i. /Y{D} What is the URL for those disclosures? [validated URL field] {M}
48. What is the revenue of the Media Outlet? [long text field] {O}
49. What is the ratio of the categories of revenue sources (as in question no. 46) {O} [long text field]
- [21.] If Media Outlet is state- or publicly owned (as of question no. 21) –
- a. /Y{D} What is the nature of the government sources of revenue? (For example, license fees, government budget, partnerships, grants, etc.?) [long text field] {M}
50. Is there any reason for safety and security that you have given incomplete data in this section? [Y/N] {M}
- a. /Y{D} What is the reason? [long text box] {M}

8.2. Data collection disclosure

51. Does your Media Outlet process any personal information from online visitors on its own or with third parties? [Y/N] {M}
- a. /Y{D} What information is processed? [long text field] {M}
- b. /Y{D} What is the purpose for gathering that information? [short text field] {M}
- c. /Y{D} By what methods is the information processed? [long text field] {M}

9. Accountability for Journalism Principles

9.1. Editorial Guidelines

52. Does your Media Outlet have a set of guidelines, or adhere to an external set of guidelines, for journalistic content, distribution and conduct to which its journalistic operations comply? [Y/N] {M}
- a. /Y{D} Are they made available to the public in a readily accessible form? [Y/N] {M}
- i. /Y{D} What is the URL? [validated URL field] {O}
53. Is there a person or a group of persons responsible for these guidelines clearly identified? [Y/N] {M}
- a. /Y{D} Is that identification visible on the page with the guidelines? [Y/N] {O}
- i. /N{D} Why not? [long text field] {O}

9.2. Purpose of Guidelines

54. Do the guidelines referred to in the section on Editorial Guidelines set clear expectations for the behaviour for all the contributors, including editorial staff (journalists, editors) and all other contributors? [Y/N] {M}
55. Do the guidelines referred to in the section on Editorial Guidelines make clear the structure of editorial responsibility for each stage of the publication process within the organisation? [Y/N] {O}

9.3. Guidelines and Journalism Principles

56. Do your Editorial Guidelines include requirements for Accuracy (as prescribed in the Preamble WITH LINK IF POSSIBLE) in your output? [Y/N] {M}
57. Do they include requirements for Independence (as prescribed in the Preamble WITH LINK IF POSSIBLE) of editorial decision making? [Y/N] {M}
58. Do they include requirements of Fairness (as prescribed in the Preamble WITH LINK IF POSSIBLE) in the practice of journalism? [Y/N] {M}
59. Do they include requirements for Accountability (as prescribed in the Preamble WITH LINK IF POSSIBLE) in the practice of its journalism? [Y/N] {M}

9.4. Conflicts of Interest

60. Do your Editorial Guidelines include protections against real, potential, or perceived conflicts of interest? [Y/N] {M}
61. Do the guidelines include guidance on how to deal with conflicts related to business? [Y/N] {O}
62. Do the guidelines include guidance on how to deal with conflicts related to political interests? [Y/N] {O}
63. Do the guidelines include guidance on how to deal with conflicts related to personal interests? [Y/N] {O}
64. Does the Media Outlet's structure protect the editorial processes from any undue influence from within or without? [Y/N] {O}

10. Accuracy

10.1. Processes for Ensuring Accuracy

- 65. Do you have internal rules and a systematic editorial process to ensure the accuracy of your content? [Y/N] {M}
- 66. Do you have internal rules and a systematic editorial process to ensure that the Editorial Guidelines are adhered to? [Y/N] {M}
- 67. Do you have a verification process for content and the role of editorial oversight? [Y/N] {O}

10.2. Process Review

- 68. Do you have a mechanism for periodic review of the effectiveness of the implementation of your Editorial Guidelines in your editorial processes? [Y/N/na] {M}
- 69. Is your accountability mechanism (internal or external) subject to periodic review? [Y/N/na] {M}

10.3. Statistics and External Content

- 70. Do your Editorial Guidelines require that statistics should be sourced and verified? [Y/N/na] {O}
- 71. Do your Editorial Guidelines require that external photographs/video/audio content should be sourced and verified? [Y/N/na] {O}

10.4. Identification of Journalists, Agencies

- 72. Are the Individual Journalists (including external sources) identified, for example through a byline, or recorded in publishing mechanism so that this information can be accessed? [Y/N/na] {O}
- 73. Is all News Agency material used by the Media Outlet recorded and tracked? [Y/N/na] {O}

10.5. Location Reporting

- 74. Is location reporting identified in your content? [Y/N/na] {O}
- 75. Do your Editorial Guidelines ensure that any constraint on location reporting be explained in the report or in the context of its publication? [Y/N/na] {O}
- 76. Do your Editorial Guidelines require transparency where a location report has been facilitated by an external body? [Y/N/na] {O}

10.6. Automatically Generated Content

- 77. Do you publish any content that is automatically generated? [Y/N] {M}
 - a. /Y{D} Is it in the Editorial Guidelines of your Media Outlet to clearly indicate content generated, wholly or partly, by means of AI or algorithmic processes? [Y/N] {M}

10.7. Algorithmic Dissemination and Curation

- 78. Do you use any algorithms for the dissemination or curation of content? [Y/N] {M}
 - a. /Y{D} Do you clearly indicate your policy on your use of algorithms for the dissemination and curation of news content? [Y/N/na] {M}
 - b. /Y{D} Does the Media Outlet adhere to best practice requirements from a regulatory or advisory body? [Y/N/na] {M}

10.8. Treatment of Explicit Content

79. Do your Editorial Guidelines ensure the ethically appropriate treatment of violent and explicit content? [Y/N] {M}
80. Do your Editorial Guidelines ensure the ethically appropriate treatment of content which features children or other vulnerable people? [Y/N] {M}
81. Do your Editorial Guidelines ensure the ethically appropriate handling of live content? [Y/N] {M}

11. Responsibility for Content Provided by the General Public

11.1. User Generated Content/Eyewitness News

82. Does your Media Outlet publish any content that comes not from staff or freelancers but from external sources such as readers/viewers? [Y/N] {M}
 - a. /Y{D} Does your Media Outlet have set structures to ensure the checking of externally sourced material undergoes the same principles as that created entirely by its own journalists? [Y/N] {M}

11.2. Editorial Guidelines for UGC/Eyewitness News

- b. /Y{D} Do your Editorial Guidelines also include provisions for externally-submitted material? [Y/N] {O}
- c. /Y{D} Are there Editorial Guidelines dealing with UGC/eyewitness news content? [Y/N] {M}
- d. /Y{D} Do they include details on the verification processes to be used for this content? [Y/N] {M}
- e. /Y{D} Do they include guidance on the appropriate labelling of such content? [Y/N] {M}
- f. /Y{D} Do they include guidance on dealing with the providers of such content in a responsible and ethical manner? [Y/N] {M}

11.3. Opinion Guidelines

83. Do your Editorial Guidelines also include provision for ensuring comment material is free from defamation? [Y/N] {O}
84. Do your Editorial Guidelines also include provision for ensuring comment material is free from invasions of privacy? [Y/N] {O}
85. Do your Editorial Guidelines also include provision for ensuring comment material is free from hate speech? [Y/N] {O}
86. Do your Editorial Guidelines also include provision for ensuring comment material is free from harassment? [Y/N] {O}
87. Is it clear to the public whether your Media Outlet's moderation of such comment is pre- or post-publication? [Y/N] {O}
88. Does this policy allow for the removal of offending material? [Y/N] {O}

12. Responsibility for Sources

12.1. Anonymity

89. Are there guidelines on the procedures to be followed for granting anonymity to sources? [Y/N] {M}
90. Are the reasons for granting anonymity made clear to the public? [Y/N] {O}

12.2. Privacy Rights

91. Are there guidelines to ensure that the privacy rights and safety of individuals are protected in your journalistic activity? [Y/N] {O}

12.3. Independence and Sources

92. Are there guidelines to ensure the independence of journalism relative to the sources for content? [Y/N] {O}

12.4. Diversity of Sources

93. Do the guidelines ensure that a diversity of sources is used in the production of your journalistic content? [Y/N] {O}

13. Professionalism for Affiliations

13.1. Sponsored Content Policies

94. Do your Editorial Guidelines have specific policies for distinguishing commercial or sponsored content? [Y/N] {M}

13.2. Sponsored Content Indicators

95. Do you publish any sponsored content? [Y/N] {M}
- a. /Y{D} Do your Editorial Guidelines require all sponsored content to be clearly labelled or otherwise made clear? [Y/N] {M}
- b. /Y{D} Do your Editorial Guidelines require sponsored content to be labelled and made clearly distinguishable from your own content? [Y/N] {M}

13.3. Separation of News and Opinion

96. Do your Editorial Guidelines require a clear distinction to be made between news content and opinion content? [Y/N] {M}
97. Do your Editorial Guidelines require a clear distinction to be made between news content and commercial content? [Y/N] {M}
98. Do you in editorial practice or in Editorial Guidelines require a clear distinction to be made between news content and content supplied by an external non-journalistic body? [Y/N] {M}

14. Internal Accountability

14.1. Dealing with Inaccuracies

99. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by the public? [Y/N] {M}
- a. /Y{D} Do you publish that process? [Y/N] {O}
- i. /Y{D} What is the URL where it can be seen? Or, where is it seen next to each bit of Content? [long text field] {O}
100. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by those with direct involvement in the story? [Y/N] {M}
- a. /Y{D} Do you have a clear process for assessing and dealing with the claims? [Y/N] {M}
101. Is there a systematic editorial structure in the Media Outlet to ensure that any inaccuracies in its content are corrected in a timely and transparent manner? [Y/N] {M}

14.2. Publishing Corrections

102. Does your Media Outlet guarantee the publication of the correction of all significant inaccuracies and errors in a similar place and manner as the original version, such as the same URL or in similar time and format of broadcast? [Y/N] {M}

14.3. Contact and Process for Complaints

103. Does your organisation have a designated contact in the event of complaints about potential breaches of its journalism principles or Editorial Guidelines? [Y/N] {M}
104. Does your organisation have a designated process for the public to open a dialogue with you regarding potential breaches of its journalism principles or Editorial Guidelines? (These may follow the Uniform Correction or Clarification act adopted by most U.S. States.) [Y/N] {M}
- a. /Y{D} Is that information clearly available? [Y/N] {M}
- i. /Y{D} What is the URL of where this information is available? If it is not on a single page, describe where people can find it. [long text field] {M}

14.4. Internal Process for Complaints

105. Are your staff (Employees and Freelance) aware of the process that must be followed in the event of such complaints? [Y/N] {M}
106. Are they aware that all such complaints must be brought to the attention of a senior member of staff (of organisations large enough to have a staff) not directly connected with the creation of the story? [Y/N] {M}
107. Is your Media Outlet committed to the resolution of any such complaints in a fair, reasonable and timely manner? [Y/N] {M}

14.5. Independence of Ombudsperson

108. Does the Media Outlet have an Ombudsperson? [Y/N/na] {M}
- a. /Y{D} Is the Ombudsperson appointed by the Media Outlet? [Y/N] {O}
- b. /Y{D} Is there a transparent process for their appointment and is their independence protected? [Y/N] {M}

14.6. Powers of Ombudsperson

- c. /Y{D} Does that person have full power to remedy any breaches of the organisation's Editorial Guidelines? [Y/N] {O}
- d. /Y{D} Does that person have full power to provide redress to affected parties? [Y/N] {O}
- e. /Y{D} Does that person have full power to deter future breaches? [Y/N] {O}
- f. /Y{D} Does that person have full power to provide opportunity for any decisions to be reviewed or appealed? [Y/N] {O}

15. External Accountability**15.1. External Oversight**

- 109. Have you committed to a system or systems of external accountability for your editorial content? [Y/N] {O}
 - a. /Y{D} What are they? [long text field] {O}
 - b. /Y{D} What are the URLs? [long text field] {O}

15.2. Compliance with External Accountability

- 110. Is your Media Outlet committed to comply with any directions or guidance issued by the external accountability body to which you subscribe? [Y/N/na] {M}

15.3. Absence of external oversight

- 111. Is your Media Outlet subject to an external regulatory mechanism for content that you find it not possible to comply with? [Y/N] {O}
 - a. /Y{D} State here your reason for non-compliance. [long text field] {O}
 - b. /Y{D} Do you participate in any alternative national or international oversight mechanisms or networks? [Y/N] {O}
 - i. /Y{D} Which ones? [long text field] {O}

15.4. Contact Details of External Accountability Bodies

- 112. Are the mechanisms for the public to complain about breaches of your Editorial Guidelines to an external body publicly available? [Y/N/na] {M}
 - a. /Y{D} What is the link? [validated URL field] {O}

15.5. Other Associations

- 113. Do you belong to any other bodies that require members to adhere to published guidelines, standards or norms to maintain status in that organisation? [Y/N/na] {O}
 - a. /Y{D} What are they? [long text field] {O}
 - b. /Y{D} Do you publish those associations, and their contact details? [Y/N/na] {O}

16. Professionalism in the Media Outlet

16.1. Recruitment and Training

114. Do you have guidelines for the recruitment and training of editorial staff? [Y/N] {M}
- a. /Y{D} Do those guidelines contain a diversity policy? [Y/N] {M}
 - b. /Y{D} Do those guidelines cover staff welfare? [Y/N] {M}
 - c. /Y{D} Are they publicly available? [Y/N] {M}
 - i. /Y{D} What is the URL? [validated URL field] {O}

16.2. Working Conditions, Contract Policy and Labour Relations

115. Do the regulations and guidelines for the employment of staff and engagement of contract journalists protect their editorial independence? [Y/N/na] {O}
116. Are your employees (including freelance) covered by legal contracts and insurance? [Y/N/na] {O}
117. Does your staff have the freedom to organise? [Y/N/na] {O}
118. Do you have an existing structure for social dialogue including a collective bargaining arrangement with appropriate trade unions? [Y/N/na] {O}
119. Are there guidelines for contracts of engagement with freelance journalists? [Y/N/na] {O}
- a. /Y{D} Do these guidelines ensure the ability of freelancers to adhere to the editorial principles? [Y/N/na] {O}

16.3. Staff Welfare

120. Does your Media Outlet's rules and procedures protect against discrimination in the workplace? [Y/N/na] {O}
121. Does your Media Outlet's rules and procedures support equality of opportunity? [Y/N/na] {O}
122. Does your Media Outlet have a safety at work policy, which includes specific protection for journalists working in hostile environments? [Y/N/na] {O}
123. Does your Media Outlet have guidelines to support editorial staff who have been exposed to material of a sensitive or upsetting nature? [Y/N/na] {O}
124. Does your Media Outlet have guidelines to support editorial staff who suffered physical or psychological harm in the course of their work? [Y/N/na] {O}

17. Training

17.1. Training in Editorial Guidelines

125. Does your Media Outlet have a training programme for editorial staff that includes sections on the Editorial Guidelines and other legal and ethical issues? [Y/N/na] {O}

17.2. Continuous Training

126. Is there refresher training available for significant changes in the law or guidelines? [Y/N/na] {O}

17.3. Support and Advice

127. Does your staff have expert advice available for consultation when dealing with legal and compliance issues? [Y/N/na] {O}

18. Publication of Self-Assessment

18.1. General Public

128. Does your Media Outlet publish your answers to this self-assessment based on the JTI Standard? [Y/N] {O}
- a. /Y{D} Is it available to readers? [Y/N] {O}
 - i. /Y{D} What is the URL? [validated URL field] {O}

18.2. Machine-Readability

129. Does your Media Outlet publish your answers in a machine-readable format? [Y/N] {O}
- a. /Y{D} What is the URL? [validated URL field] {O}

Annex C – Glossary

This annex to the Journalism Trust Initiative CEN Workshop Agreement is informative only; nothing in this glossary is a requirement in complying with any of the Standards clauses.

Accountability	The act of the Media Outlet declaring its governing principles and how it is to be held responsible for adhering to them. <i>(see Preamble for more about the key principles of ethical journalism)</i>
Advertiser	An entity paying a Media Outlet for publication of commercial messages designed to drive consumer activity.
Advertising	Any commercial messages provided by an advertiser designed to reach an audience to drive consumer activity.
Anonymity	In journalism, the process of granting to a person who is known to the Media Outlet or a journalist the ability to provide information without revealing the identity of that person publicly or to a third party.
Audience	Those people who do, or could potentially, read, watch, listen or otherwise consume the content of a Media Outlet .
Best Practices	A document for employees of a Media Outlet to illustrate for them the steps, methods, and processes of producing content .
Brand Name	A publication identifier meant to be used by Media Outlets as the way of signifying the origin of the content to the content consumer.
Board of Directors	The group of people who manage a legal entity with the authority given to them by the larger group of direct owners .
Complaint	The message of a comment from someone in the audience of a Media Outlet wishing to voice a concern, correction or other possible change to any content .
Conflicts of Interest	Any situation where a person or an organisation has financial, political or other motivations that may be either helped or harmed by their involvement with another person or organisation. For this document, the concern is most specifically with motivations of anyone involved in the ownership of a Media Outlet or in the production of any content .
Conforming Entities	For all of the Journalism Trust Initiative, the Media Outlet . (See “IV. Terms and Definitions” in the section “‘Media Outlet’ - the Conforming Entity”.)
Content	All information published by a Media Outlet that is not Advertising . This may include articles, audio or video recordings, etc.
Data Collection	The act of a website gathering data on members of an audience .
Direct Owner	A person or corporation that has possession of all or part of a Legal Entity . This may be through direct corporate ownership, stock ownership, or any other means.

Disclosure	The publication of information that may not typically be made public without legal requirements, such as financial data.
Editorial Mission Statement	A document created by a Media Outlet that sets out the principles, values, and overall objectives behind the generation of the published Content .
Editorial Guidelines	A document created or used by a Media Outlet that sets out the essential guidelines and rules for all employees and freelancers to abide by when producing content . It can also include enforcement mechanisms and sanctions.
Employee	A part of the paid staff of the Media Outlet or the legal entity . Combined with freelancers , these are the people publish the content .
Eyewitness News	A form of user generated content . <i>(Note that this term is a common brand name for many ABC broadcast news stations in the United States)</i>
Fairness Doctrine	Specifically in the U.S., a former law that required licensed broadcasters to present content in ways that exhibited political balance. Eliminated in 1987.
Founding Date	The year in which a Legal Entity was initially organised and established.
Freelance	Anyone involved in the creation of content that is not a regular employee of the legal entity .
Individual Journalist	A Media Outlet that has only one person as the Content creator. Also known as One-person enterprise .
Indirect Owner	A person or corporation that has possession of all or part of a Legal Entity by way of ownership of a holding company or other organisation that is itself a Direct Owner .
Journalism	The gathering, production and dissemination of information in a framework of ethical values.
Legal Entity	The corporation or other body organised under locally applicable laws for the purpose of publishing under a brand name or names. The Media Outlet works as a part of this.
Listener	Member of an Audience .
Machine-Readable	Description of content that is specifically designed to be ingested into automated systems, typically used by large platforms. Example is the robots.txt file found on most websites at "example.com/robots.txt"
Media Outlet	Any publication using one or more brand names that produces content for consumption by an audience of readers, viewers, etc.
N/A	Or "na" in the questionnaire: "Not Applicable" used as an answer when a question has a mandatory response that does not have an applicable answer in that particular instance.
News Agency	Any service that provides content to a Media Outlet .
Newsroom	In general, the physical location of the Media Outlet , especially the central place where the content is produced.

Objectivity	The pursuit of journalism for the sake of the audience and not for the goals of one person, organisation or any particular point of view. <i>(see Preamble for more about the key principles of ethical journalism)</i>
Ombudsman	The non-gender-neutral version of ombudsperson . Not used in this document.
Ombudsperson	A representative of the audience who ideally has complete independence to express opinions about content without threat of interference. May be employed by the Media Outlet . May be called a Readers Editor or a Viewers/Listeners' Advocate.
One-person enterprise	> <i>see individual journalist</i>
Opinion	Content that typically gives the views of the creator and does not adhere as closely to the goals of objectivity or impartiality . While no news content can be totally objective, and no commentary is devoid of facts, in general, opinions are designed to persuade or entertain rather than to inform. The JTI Standard require that the difference be made clear to the audience .
Post-publication	Editorial control, or in some cases, an absence of editorial control, of content that happens after publication, most typically of user generated content . <i>(see pre-publication)</i>
Pre-publication	Editorial control of content that happens before publication. <i>(see Post-publication)</i>
Privacy	Being free from public observation. In general, members of the public have certain (but not unlimited) rights to privacy that Media Outlets work to protect in balance with the goal of informing the public. <i>(see Preamble for more about the key principles of ethical journalism)</i>
Pseudonym	A name used in the place of the real name of a person in editorial content , typically for disclosed safety reasons.
Public Money	Funding provided by the general public of a distinct governmental boundary, in some cases through a separately imposed license fee, mandated or direct donations, or through subsidies from the state .
Reader	A member of the audience .
Responsible Editor	Person legally responsible for editorial content. For example, this is a legally defined position in Sweden.
Revenue	The total amount of money received by a legal entity . <i>(see also: Turnover)</i>
Self-regulation	The process of an organisation following a regulatory framework without governmental or other external oversight.
Shareholder	An individual or organisation that has some ownership stake in a legal entity .
Social Media	Platforms that structure and distribute content created by users, Media Outlets , or others on the Internet and track the behaviour of all users.
Sources	People who provide information to Media Outlets .

Sponsored Content	In whatever form, content that in some way is funded by an organisation outside the Media Outlet .
Stakeholder	Any person or organisation with a financial or other interest in a topic.
State	A unit of government.
Turnover	<i>(mainly British)</i> The total revenue from all sources of income for an organisation.
UGC/User generated content	Content published in any way by a Media Outlet that originated from the public or the audience and was not generated by employees or freelancers .
URL	“Uniform Resource Locator” The web address for a brand name publication. For example, www.bbc.co.uk is the URL for the BBC.
Viewer	A member of an audience .

VII. References

[not exhaustive]

- The Council of Europe's recommendation on media pluralism and transparency of media ownership: [CMR 2018]: https://search.coe.int/cm/Pages/result_details.aspx?ObjectId=0900001680790e13
- The OSCE's Joint Declaration on Media Independence and Diversity in the Digital Age (OSCE_JointDecalaration37935.pdf): <https://www.osce.org/representative-on-freedom-of-media/379351?download=true>
- The EU's revised Audiovisual Media Services Directive: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32018L1808&from=EN>
- EBU's position on Media Freedom and Pluralism: <https://www.ebu.ch/legal-policy/media-freedom-pluralism>
- European Commission on Media Freedom and Pluralism: <https://ec.europa.eu/digital-single-market/en/policies/media-freedom-and-pluralism>
- Access Info Europe - Ten recommendations on Transparency of Media Ownership (4 November 2013) [AIE 2013]: https://www.access-info.org/wp-content/uploads/TMO_Recommendations_05_November_2013.pdf
- Proposed Minimum Thresholds, Certified Content Coalition (our copy, draft spec v.0.3): <https://drive.google.com/open?id=0B-BhWVdbxEELbzhXaWE3dkNWdHd2OVZLa2dWdVlLeI9SaWhN>
- ACE Project – Media Ownership and Elections: <https://aceproject.org/ace-en/topics/me/meb/meb03a/default>
- Trust Indicators, The Trust Project [TTP]: <https://thetrustproject.org/faq/#indicator>
- Pressekodex - Guidelines of the German Press Council: https://www.presserat.de/fileadmin/user_upload/Downloads_Dateien/Pressekodex2017english.pdf
- Library of Congress: Disclosure of Beneficial Ownership in international Law [LOC 2017]: <https://www.loc.gov/law/help/beneficial-ownership/chart.php>

Reference Document – Model Editorial Guidelines

Pursuant to the mention of Editorial Guidelines in Chapter IV., Terms and Definitions, this document is provided as a model and reference to subscribe to for those Media Outlets that don't have or that don't prefer to provide their own Editorial Guidelines. This document is not part of the actual JTI Standard as laid out in Chapter V. and the annexes above.

Our Mission

(Insert Name of News Media, INONM) [...] is a provider of quality journalism, recognising that reliable, useful and above all trustworthy information plays a crucial role in society.

Our aim is to report and to inform the public. In doing so we endeavour to respect the freedoms that come with democracy, human rights and pluralism of opinion.

We recognise that such power demands responsibility and we aim to ensure that our journalists behave professionally, while protecting their ability to investigate and report freely.

Editorial Guidelines

The purpose of these Editorial Guidelines is to protect and foster trust with our readers, and to protect the integrity of *[...] (INONM)* and its journalism, in whatever format it is published.

These guidelines form a practical working tool for our staff and they reinforce our commitment to the core principles of journalism – accuracy and fact-based communications; impartiality and fairness; humanity and respect for others; editorial independence; and accountability through transparency.

The guidelines set out our expectations of the behaviour of our staff, contractors and all others who contribute to editorial content. They cover three areas: general newsroom management and practice, basic editorial rules, and conflicts of interest.

The guidelines apply to all staff and are implemented in accordance with the organisation's management structure. They are monitored by senior staff and the editor-in-chief.

They are intended to be easily understood by the public and will be applied to all content, newsgathering and production activities for which the publisher of *(INONM) [...]* is responsible.

With this in mind, the company is developing or has developed verification guidelines for dealing with online user content or other information received from the public at large.

In applying these guidelines, *[...] (INONM)* dedicates its journalism to the public interest and the people's right of access to public information.

The public interest includes, but is not limited to, the following:

- The revelation or discussion of matters such as incompetence, malpractice or unethical behaviour in public life;
- Putting the record straight where an individual or organisation has misled the public on a matter of public importance;

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- Revealing that a person or organisation may be failing to comply with their legal obligations;
- The proper administration of government at all levels of society;
- The open, fair and effective administration of justice;
- Public health and safety;
- National security;
- The prevention and detection of crime;
- The economic, educational and social development of society;
- The discussion or analysis of artistic or cultural works.

In defence of these public interests [...] (*INONM*) is committed to

- A. Editorial independence and ensuring that all forms of advertising, sponsored content or other commercial editorial products are clearly marked and distinguished from editorial material produced in line with the core principles of journalism; and
- B. The prohibition of any content, whether editorial or publicly generated, on the grounds of defamation, hate-speech, invasion of privacy or abuse.

These guidelines may form part of a journalist's contract of employment, and may also be part of any disciplinary, promotional or recruitment procedures for either editorial management or journalists.

By observing our guidelines and the core principles of journalism journalists working for [...] (*INONM*) will be protecting the independence, standing and reputation of themselves and their colleagues.

It is important that freelancers commissioned by the company also abide by these guidelines while on assignment for the company.

1. General practice

a) Anonymous contributions

Articles commissioned by [...] (*INONM*) are published anonymously or with pseudonyms only in exceptional circumstances, for example if the author's safety, privacy or livelihood is threatened, and then only with the permission of the responsible senior editor. In such cases, readers will be made aware that identities have been withheld and an explanation given. This provision need not apply to authors with established pseudonyms commissioned or hosted by [...] (*INONM*) in that capacity.

b) Payments for Editorial Material

In general, we do not pay for stories, except from *bona fide* freelance sources. The responsible editor or his/her deputy must approve rare exceptions.

In dealing with public officials, journalists must be aware that national law recognises a number of criminal offences, which can be prosecuted. These include bribery by offering someone a financial or other advantage to improperly perform an activity, or being bribed or bribing a foreign public official.

In some circumstances, offers or acceptances of hospitality and/or facilitation payments paid to public officials in order to secure or expedite the performance of a routine or necessary action will be illegal.

Although there may be no public interest defence, where an individual is left with no alternative but to make a facilitation payment in order to protect personal safety and security there may be a defence of duress.

Staff should always discuss with the responsible editor beforehand or clarify policy with senior management if they are concerned that any payments might be inappropriate and, if such payments are requested or made, they should inform the editor-in-chief of the circumstances as soon as they are able to afterwards.

c) Freelance staff:

The [...] (*INONM*) supports good commissioning practice, including fair treatment of freelances. Editors should make reference to good practice when commissioning new contributors. (See, for example <http://www.guardian.co.uk/info/guardian-news-media-freelance-charter>)

d) Confidentiality:

Responsible editors and department heads with access to personal information relating to other members of staff must treat such information as confidential and not disclose it to anyone except in the course of discharging formal responsibilities.

e) Copyright:

Journalists should not use content from non-authorised third-party sources - whether pictures, text or other media - without obtaining the necessary permissions. However, use of available copyrighted material under news access or criticism and review is acceptable and normally justified in law and morally.

There are limited legal situations where permission may not be needed but journalists must check with the responsible editors dealing with images or the legal department before using material without permission.

Journalists should especially familiarise themselves with rules regarding rights and use of content from public websites.

f) Errors:

It is our policy to correct significant errors as soon as possible. Journalists have a duty to cooperate frankly and openly with the responsible editor and senior management and to report errors to them. All complaints should be recorded and brought to the attention of the responsible editor. The process of making and dealing with complaints should be made known to the public.

g) Legal Affairs:

The laws of libel and contempt laws are complex, and constantly developing. The consequences of court actions can be expensive and damaging for our reputation.

Staff should:

- i) familiarise themselves with the current state of the law and seek further information if they are uncertain about aspects of it;
- ii) consult our legal officers about specific concerns on stories;
- iii) brief themselves on national legal conditions and active cases relevant to their work.

h) Privacy:

We are committed to respecting people's privacy. Much journalism may be intrinsically intrusive but we should avoid invading anyone's privacy unnecessarily. There are times, when a clear public interest is to be served, that journalists may have to sacrifice privacy protection.

Proportionality and proper prior consideration are essential where privacy issues may be involved. Intrusion must be justified by the seriousness of the story and the public good that is likely to follow from publication. Where possible it should be authorised at a senior level.

Likewise, the grounds for investigation must be strong; we do not conduct speculative reporting expeditions unless the issue, suspicion and prospects of success are all serious.

Caution should also be exercised about reporting and publishing identifying details, such as street names and numbers that may enable others to intrude on the privacy or safety of people who have become the subject of media coverage.

i) Engagement with the Public:

Our most important relationship is the one we have with our readers and site users. Courtesy applies whether an exchange takes place in person, by telephone, letter or email.

The company recognises that communication online, e.g. in blogs and social media domains, can be more informal, brisk and, where a debate is underway, combative — but journalists should be mindful of the guidelines on blogging and social media.

In using social media journalists with a known association with the company should not make public pronouncements that may compromise the integrity of the company or call into question their own journalistic independence or that go against the spirit of professionalism set out in these guidelines.

2. Editorial Rules**a) Accuracy and Verification**

Trust in the accuracy, authenticity and reliability of our information is essential. Digital communications present special challenges and we insist on seeking reliable corroboration of information.

Journalists should state the level of substantiation we have been able to achieve and indicate where we have been unable to verify the facts independently.

We do not state as fact information about or from someone who we cannot authenticate (e.g., “A student who says she witnessed the riot”, **not** “A student who witnessed the riot”).

Where relevant we are open with readers in explaining what medium is used to conduct interviews and how we have verified information. Satisfaction with sources is the responsibility of editors as well as reporters and correspondents, and desk editors should be confident in challenging the dependability of information.

b) Attribution and Anonymous quotations

People often speak more honestly if they can speak anonymously and non-attributed quotes can assist the reader towards a truer understanding of a subject. But indiscriminate use of anonymous sources can be used to promote narrow undisclosed political, commercial or other special interests.

There may be exceptional circumstances when anonymous pejorative quotes may be used, but only after consultation with the senior responsible editor. In the absence of specific approval, we should paraphrase anonymous pejorative quotes.

We strive to be honest about our sources, even if we can't name them.

c) Sources of Information

Sources who give information and who put themselves at risk may be promised confidentiality. They should be protected at all costs. However, where possible, the sources of information should be identified as specifically as possible.

Staff must not reproduce other people's material without attribution, except in exceptional circumstances – for example where the source must be protected — and only then with the permission of a responsible senior editor.

The source of published material obtained from another organisation should be acknowledged, including quotes taken from other newspaper articles.

Bylines should be carried only on material that is substantially the work of the named journalist. If an article contains a significant amount of news agency copy then the news agency should also be credited.

d) Copy approval:

The general rule is that interviewees or third parties should not be given the right to copy approval. In certain circumstances we may allow people to see copy or quotes in the interests of accuracy but we are not required to alter copy.

Offering copy approval should be avoided as a method of securing interviews or co-operation.

e) Reporting Children:

Special care should be taken when dealing with children (under the age of 16, although the rights of the child in international law cover individuals under the age of 18).

Children should not be asked questions beyond their knowledge and capacity to answer.

The responsible editor must be informed when children are photographed or interviewed without the consent of a responsible adult or parent.

Consent to publication should be sought where the child is reasonably considered able to make an informed decision.

Journalists should not make significant intrusions into children's private lives without their understanding and consent. If this happens it must be accompanied by a strong public interest justification.

In view of the longevity of online material, editors should consider whether to obscure children's identities to protect them from embarrassment or harm as they grow older.

f) Direct quotations:

Journalists and editors should never change direct quotations to alter their context or meaning, although minor editing may be needed for clarity.

Quotations that include falsehoods should be qualified with additional language, particularly when used in headlines or excerpts in Social Media.

g) Endorsements:

Journalists should not agree to promote through copy, photographs or footnotes the financial interests of prospective interviewees or contributors, or their sponsors, as a means of securing access to them. Promotional information about a subject should be included only where it is of genuine interest or assistance to the reader.

h) Fairness and Use of Language:

We aim to provide inclusive and fair reporting which seeks to give voice to people or groups who are criticised. The more serious the criticism or allegations we are reporting the greater the obligation to allow the subject the opportunity to respond.

This right of response should be recognised for individuals and for groups, including minority groups, where general criticisms are made.

Our journalists and editors respect the reader and we should not casually use words that are likely to offend. The use of swear words, for instance, should only be when absolutely necessary to the facts of a piece, or to portray a character in an article and then used in direct quotes. We avoid using such language in headlines or otherwise highlighting such words and we never use asterisks.

Fairness does not mean 'false' equivalence of all viewpoints. Where scientific or other evidence points to a certain conclusion beyond reasonable doubt, competing ones should not be presented as viable alternatives.

i) Grief:

People should be treated with sensitivity in reporting periods of grief and trauma.

j) Photographs, videos and images:

Altering pictures or distorting audio-visual material is generally unacceptable. Where it takes place there should be clear indication that the images have been changed and digitally enhanced or altered, images, montages and illustrations should be clearly labelled.

k) Ethnicity:

In general, we do not publish someone's race or ethnic background or religion unless that information is relevant to the story. We do not report the race of criminal suspects unless the ethnic background is part of a description that seeks to identify them or is important to the story (for example, in the case of hate crime).

l) Subterfuge:

Journalists should be frank and identify themselves as company employees when working on a story. There may be instances involving stories of exceptional public interest where this does not apply, but this needs the approval of the responsible editor. This applies to anything we publish, including any information obtained by the subterfuge of others. (See Privacy section above).

m) Self-harm:

Journalists are asked to exercise care in reporting self-harm, in particular, cases of suicide. People who take their own lives are often disturbed more than people who carry out less extreme forms of self-harm, but in all cases it is important to avoid reporting in ways that risk encouraging others or that may compromise the privacy of others involved, including close relatives.

This should be borne in mind both in presentation, including the use of pictures, and in describing the method of self-harm.

When appropriate, a helpline number should be given, general information related to suicide prevention and support groups should be provided. For example, in the UK, the Samaritans can be contacted on 116 123 and in the US, the National Suicide Prevention Lifeline is 1-800-273-8255. Other international suicide helplines can be found at www.befrienders.org.

3. Conflicts of interest

[...] (*INONM*) values our reputation for independence and integrity. Journalists clearly have lives, interests, hobbies, convictions and beliefs outside their work.

We aim to ensure that outside interests do not come into conflict with our journalism or compromise our editorial integrity.

The following guidelines concern all active outside interests which, should they remain undeclared and become known, would cause a fair-minded reader to question the independence of our editorial work.

We recognise that objectivity is not a one-size-fits-all rule. A columnist, for instance, with views openly on display, may have more latitude than a staff reporter, who would be expected to bring rigorous qualities of objectivity to their work. If in doubt, journalists should consult a responsible editor or editor-in-chief.

a) Free gifts:

Staff should not be influenced by commercial considerations — including the interests of advertisers — in the preparation of material for the paper.

No members of our staff, or freelancers with known connection to us, should use their position to obtain private benefit for themselves or others. We do not allow any payment, gift or other advantage to undermine the accuracy, fairness or independence of our journalism.

Any attempts to induce favourable editorial treatment through the offer of gifts or favours should be reported to the editor. Where relevant, payments, gifts or other advantages will be disclosed.

Staff members should not use their positions to seek any benefit or advantage in personal business, financial or commercial transactions not afforded to the public generally.

Staff should not use company stationery in connection with outside matters or cite a connection with the company to resolve consumer grievances, get quicker service or seek discount or deals.

We should disclose when an airline, hotel or other interest has borne the cost of transporting or accommodating a journalist. Acceptance of any such offer is conditional on editorial managers being free to assign and report or not report any resulting story.

b) Commercial products:

No journalist or freelance primarily associated with us should endorse commercial products unless with the express permission of the responsible editor or editor-in-chief. We should not be involved in producing advertisement features (advertorials or any sponsored digital content).

c) Outside Interests:

Staff journalists have the right to activities outside work (including holding office or being otherwise actively involved in organisations, companies or political parties). However, these may sometimes be perceived as influencing or conflicting with the integrity of our journalism.

Staff should inform the editor-in-chief about any outside personal, philosophical or financial interests that might conflict with their professional performance, or could be perceived as doing so.

d) Declarations of interest:

Journalists should declare an interest when we are writing about something with which he or she has a significant connection. This applies to both staff journalists and freelances. The declaration should be to a head of department or editor. Full transparency may mean disclosing the declaration in print and on the website.

A connection does not have to be a formal one before it is necessary to declare it. Acting in an advisory capacity in the preparation of a report for an organisation, for example, would require a declaration.

Some connections are obvious and may be why the writer has been commissioned. These should always be stated at the end of the writer's contribution even if he or she contributes regularly.

Generally speaking, a journalist should not write about or quote a relative or partner in a piece, even if the relative or partner is an expert in the field in question. If, for any reason, an exception is made to this rule, the connection should be made clear.

Commissioning editors should ensure that freelances are aware of the rules and are also bound where appropriate to make any necessary declaration.

e) Declarations of corporate interest

[...] (*INONM*) is/is not connected to other media/non-media companies. We should be careful to acknowledge that relationship in stories. Anyone writing a story concerning our related businesses should seek comments and/or confirmation in the normal way. Staff should familiarise themselves with the companies and interests we have.

At the end of this document we provide a summary of the areas and companies with which we have connection, either through ownership or in which it has an interest. Full details are on our website [...].

f) Financial reporting:

[...] (*INONM*) maintains a register of personal shares where the ownership of such shares may lead to a perceived conflict of interest.

All staff are expected to list all shares which are not personal investment such as provision for pensions or trusts for family members.

They should disclose transactions in other shareholdings and other investments which we believe ought to be properly disclosed because of a potential conflict of interest.

While it is acceptable for financial journalists to own shares, it is not acceptable for them to be market traders on a regular basis. It is most important that the register is kept and that all information is up to date.

These Editorial Guidelines:

- Prohibit the use of financial information for the profit of journalists or their associates;
- Impose restrictions on journalists writing about shares in which they or their close families have a significant interest without internal disclosure;
- Stop journalists dealing in shares about which they have written recently or intend to write in the near future; and
- Require that financial journalists take care not to publish inaccurate material and to distinguish between comment, conjecture and fact.

This is particularly important for any journalists making investment recommendations to readers about whether to buy, sell or hold shares.

g) Outside engagements:

The company accepts the journalist's right to a private life and the right to take part in civic society. However, staff should inform the responsible editor or editor-in-chief if, in their capacity as an employee, they intend to:

- Give evidence to any court,
- Chair public forums or seminars arranged by professional conference organisers or commercial organisations,
- Undertake any outside employment likely to conflict with their professional duties,
- Chair public or political forums or appear on platforms,
- Make representations or give evidence to any official body in connection with material that has been published by the company.

Journalists invited to chair debates or appear on panels as a representative of the company should not usually accept or request payment for doing so, unless preparation or attendance at the event involves a significant call on private time.

Acceptance of payment should be approved in advance by the responsible editor or editor-in-chief having particular regard for other clauses within these guidelines, such as conflict of interest, declarations of interest and endorsement of commercial products. Travel and other reasonable expenses may be accepted.

In general, staff journalists should not provide public relations advice, especially to an audience that has paid to attend. Please consult the editor if in doubt.

h) Relationships:

Staff members should not write about, create film or take photographs or make news judgments about any relation or individual related by marriage or with whom the staff member has a close personal, financial or romantic relationship. A staff member who is placed in a circumstance in which the potential for this kind of conflict exists should advise his or her department head.

Note: Where a journalist or editor has concerns about the ethical implications of behaviour or conduct in any aspect of editorial work, including issues raised in these guidelines, we should seek advice from the editor-in-chief or senior management of [...] (INONM) In certain cases, we may seek advice also from appropriate industry bodies or experts (e.g. a press council or external ombudsman).

Sources: The Guardian, IMPRESS, Agence France Presse, Ethical Journalism Network, Washington Post, Channel 4, Ofcom

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VIII. Bibliography

[not exhaustive]

[American Society of Business Publication Editors](#)
[American Society of Magazine Editors](#)
[American Society of News Editors](#)
[Association of Health Care Journalists](#)
[Associated Press](#)
[British Broadcasting Corporation](#)
[Dow Jones](#)
[The Guardian](#)
[Impress](#)
[Independent Press Standards Organisation](#)
[International Fact Checkers Network \(Poynter\)](#)
[Le Monde](#)
[National Association of Science Writers](#)
[National Press Photographers Association](#)
[New York Times](#)
[Online News Association “Build Your Own Code of Ethics”](#)
[Radio Television Digital News Association](#)
[Reuters](#)
[SPI](#)
[The Canadian Press](#)
[The Economist](#)
[Washington Post](#)

