

1. Basic Requirements on media's identity

1.1. Legal Entity Name

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

The applicant shall provide the name designating the legal entity or entities under which it is conducting business. In some cases, this will be the corporation or public entity (branch of government, parliament, legally-authorized state institution, etc.) that has ultimate legal ownership of the applicant. 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

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? [Y/N] {M}
6. What is the Tax ID for the Legal Entity? [short text field] {M} {D}
7. Is the Legal Entity required to have a Registration ID? [Y/N] {M}
8. What is the Registration ID for the Legal Entity? [short text field] {M} {D}
9. Is the Legal Entity required to have an ISIN code? [Y/N] {M}
10. What is the ISIN code for the Legal Entity? [short text field] {M} {D}
11. Is the Legal Entity required to have a DUNS number? [Y/N] {M}
12. What is the DUNS number for the Legal Entity? [short text field] {M} {D}
13. Are there any other governmental or other identifiers that a certification body could use to verify the identity of those who control the Content of the Legal Entity? [Y/N] {M}
14. What are those identifiers? [long text field] {O} {D}

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 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. Definition of Media Outlet

15. What Brand Name(s) do you use to publish Content? [long text field] {M}

16. On what URLs do you publish Content and/or Advertising? [long text field] {M}
17. On what social media URLs do you publish Content and/or Advertising? [long text field] {M}

The applicant 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 these Journalism Trust Initiative Standards. This is the Conforming Entity. These include all names used on website URLs and on social media accounts, etc.

1.4. Safety Concerns

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

The Media Outlet shall at all times keep the safety (including digital safety) 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.

1.5. Location

21. Is your physical address different than the address listed in 1.4 Contact Details or do you have a safety-related reason for not providing it? [y/n] {M}
22. If the answer to the previous question is "Yes" then what is your physical address or what is the reason for not disclosing it? [long text field] {O}{D}

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 paragraph (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.

1.6. Founding date

23. What is the founding date of the Legal Entity? [short text field] {M}
24. Do the Brand Names listed above in the 1.2 Media Outlet section have a different founding date? [Y/N] {M}
25. If the answer to the previous question is "Yes" then provide a history of former legal entities and their founding dates. [long text field] {M}{D}

The founding date of the Legal Entity referred to in 1.1 Legal Entity Name shall be specified. If the Media Outlet designated in 1.2 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

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

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 up 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 paragraphs 8 – 14). Best practice is to have these arrangements codified and made available to all.

3. Disclosure of type of ownership

3.1. Privately-held

30. What is the legal status of the Media Outlet? [short text field] {M}
31. What country is the Media Outlet registered in? [short text field] {M}

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.

3.2. State-owned

32. What is the status of this Media Outlet as it relates to this standard on ownership by the government, state institution or public body. [long text field] {M}
33. What specific department, entity or governmental body has ownership? [long text field] {M}

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.

3.3. Public Service Media

34. Is the Media Outlet a Public Service Media? [Y/N] {M}
35. What is the public service mission for which it is responsible? [long text field] {M} {D}
36. Is this governed by legislation? [Y/N] {M}
37. What law or legal instrument specifies its role and responsibilities? [long text field] {M} {D}

38. Provide a reference URL here. [long text field] {M} {D}
39. What are the stakeholders with which it has formal relations, and what is the nature of the relationship? [long text field] {M} {D}
40. How is income generated? [long text field] {M} {D}
41. What portion of income is public funds? [long text field] {M} {D}
42. Does the governance guarantee editorial independence? [Y/N] {M} {D}
43. If the answer to the previous question is Yes, state here in what way. [long text field] {M} {D}

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.

3.4. Publicly-traded company

44. In what way is the Media Outlet or the Legal Entity publicly traded? If not, skip to the next section. (If yes, the following questions in this section are mandatory.) [Y/N] {M}
45. Where is the Media Outlet or Legal Entity registered? [short text field] {M}{D}
46. On what exchange are the shares traded? [short text field] {M}{D}
47. What is the trading name and/or ticker symbol? [short text field] {M}{D}
48. What percent of the ownership of the Legal Entity is publicly traded? [short text field] {M}{D}

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.

3.5. Other

49. Is the ownership of the Media Outlet different from the four previous standards in this section? (If yes, the following questions in this section are mandatory.) [Y/N] {M}
50. What is the form of ownership? [long text field] {M}{D}?
51. If there is a combination, explain that here along with a breakdown by ownership type. [long text field] {M}{D}

If the ownership of the Media Outlet is different from the above, for example if the organisation is a co-operative, 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.

4. 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 by 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.

4.1. Names of owners and board members

52. What are the names of all direct or indirect owners? [long text field] {M}
53. Are the names of the owners in the previous question available online? [Y/N] {M}
54. 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}
55. What are the names of the members of supervisory boards? [long text field] {M}
56. Are the names of the members of the board of directors in the previous question available online? [Y/N] {M}
57. What is the URL of the page that contains the names of the people in the previous question? [validated URL field] {O} {D}
58. Are the listed owners also founders or owners of other companies? [Y/N] {M}
59. If the answer to the previous question is Yes, state here the names and main activities of those companies. [long text field] {M} {D}
60. What are the business sectors for the companies listed in the previous question? [long text field] {M}
61. 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}
62. If the answer to the previous question is Yes, what are the names of the parties, movements or offices the listed owners are affiliated with. [long text field] {M} {D}

The names of direct, indirect, controlling or beneficial owners shall be disclosed, preferably online, along with the names of the members of supervisory structures, like the Board. If the owner is also the founder or the 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. If the owner is an active member of a political party or movement, holder of an elected office, or a candidate to a political election, the name and political orientation of that party or movement shall be clearly stated.

4.2. Contact details of direct and indirect owners

63. What is the contact information for all direct and indirect owners? [long text field] {M}
64. Is the contact information in the previous question available online? [Y/N] {M}
65. What is the URL with the contact information from the previous question? [validated URL field] {O} {D}
66. What is the contact information for the board? [long text field] {M}
67. Is the contact information in the previous question available online? [Y/N] {M}
68. What is the URL with the contact information from the previous question? [validated URL field] {O} {D}

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

4.3. Names of shareholders

69. What are the names of the majority or major 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}

The names of direct and beneficial majority and major 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.

4.4. Percentage of shareholdings

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

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

5. 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.

5.1. Management directory

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

CEO, 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.

5.2. Location of branches and offices

72. What are the locations for branches and other offices not listed in the Locations section for headquarters, above? (List the full address, etc.) [long text field] {M}

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

6. Disclosure of editorial contact details

6.1. Social Media

73. Does the Media Outlet have social media accounts for the public to use to make queries or respond to Content? [Y/N] {M}
74. What are the URLs or other identification of all social media accounts used by members of the public to contact the Media Outlet? (Write N/A if the previous answer was no. [long text field] {M}

The Media Outlet shall provide the addresses 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, or equivalent.

6.2. Newsroom contact details

75. Does the Media Outlet have an ombudsperson or other person responsible for dealing with communication from the public regarding the Content? [Y/N] {M}
76. Is the method for contacting the ombudsperson or others at the Media Outlet clearly visible to the public? [Y/N] {M}
77. How is the communication to the Media Outlet monitored by the staff responsible for the Content? [long text field] {M}

78. 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}

The Media Outlet shall provide public contact details that will allow communication with the newsroom(s). This communication channel can be monitored and moderated, if applicable, by an ombudsperson. The editorial staff, when informed of the public's queries, should be able to communicate back to the public.

6.3. Customer service contact details

79. Does the Media Outlet have a department, or even a single person, who is responsible for customer service? [Y/N] {M}
80. 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}

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.

7. 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. Small publications and websites with little reach or influence may be exempted, on a case-by-case basis, to avoid a hindrance to freedom of expression.

7.1. Sources of Revenue

81. What are the categories of sources of revenue for the Legal Entity, including the percent of the total? [check boxes and short text fields next to each check box using list of categories from the standard in 7.1] {M}
82. What is the total revenue for the Legal Entity [short text field] {O}
83. Is the Media Outlet required to make financial disclosures? [Y/N] {M}
84. Are those disclosures visible to the public? [Y/N/NA] {M}
85. What is the URL for those disclosures? [validated URL field] {M}
86. Is the Media Outlet owned by the state or the government? [Y/N] {M}
87. If so, what are the source(s) of revenue? [check boxes and short text fields next to each check box using list of categories from the second paragraph of standard 7.1] {M} {D}
88. Has the Media Outlet made financial disclosures above legal requirements? [Y/N] {M}
89. Are those disclosures visible to the public? [Y/N] {M}{D}

90. What is the URL for those disclosures? [validated URL field] {M}{D}
91. Is there any reason for safety and security that you have given incomplete data in this section? [Y/N] {M}
92. If Yes, what is the reason? [long text box] {M} {D}

The Legal Entity shall disclose the categories of its sources of revenue, including the respective ratio: subscriptions, advertising, major donors and donations, subsidies, fees, sales, etc. Organisations obliged to publish or make public their financial information shall provide a reference to the source where the data is accessible. The Legal Entity may disclose its revenue.

A Media Outlet owned by the state or the government, 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.

7.2. Data collection disclosure

93. Does your Media Outlet automatically collect any information from online visitors? [Y/N] {M}
94. What is the purpose for gathering that information? [short text field] {M} {D}
95. What information is collected by "cookies" or similar technology? [short text field] {M} {D}

Where a Media Outlet collects data from online visitors, that shall be disclosed. The purpose for that collection shall also be disclosed. That outlet shall describe what information is collected by "cookies" or other similar technology.

8. Accountability for Journalism Principles

8.1. Editorial Guidelines

96. 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}
97. Are they made available to the public in a readily accessible form? [Y/N] {M}
98. What is the URL? [validated URL field] {O}
99. Is there a person or a group of persons responsible for these guidelines clearly identified? [Y/N] {M}
100. Is that identification visible on the page with the guidelines? [Y/N] {O}
101. If it is not visible on a web page, why not? [long text field] {O}{D}

A Media Outlet shall produce a set of Editorial Guidelines, or adhere to an external set of guidelines, 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.

8.2. Purpose of Guidelines

102. Do the guidelines referred to in the section on Editorial Guidelines set clear expectations for the behavior for all the contributors, including editorial staff (journalists, editors) and all other contributors? [y/n] {M}

103. 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}

A Media Outlet shall ensure that these Editorial Guidelines set clear expectations of the behaviour it expects 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.

8.3. Guidelines and Journalism Principles

104. Do your Editorial Guidelines include requirements for Accuracy in your output? [y/n] {M}

105. Do they include requirements for Independence of editorial decision making? [y/n] {M}

106. Do they include requirement of Fairness in the practice of journalism? [y/n] {M}

107. Do they include requirement for Accountability in the practice of its journalism? [y/n] {M}

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.

8.4. Conflicts Of Interest

108. Do your Editorial Guidelines include protection against conflicts of interest? [y/n] {M}

109. Do the guidelines include guidance on how to deal with conflicts related to Business? [y/n] {O}

110. Do the guidelines include guidance on how to deal with conflicts related to political interests? [y/n] {O}

111. Do the guidelines include guidance on how to deal with conflicts related to personal interests? [y/n] {O}

112. Does the Media Outlet's structure protect the editorial processes from any undue influence from within or without? [y/n] {O}

Editorial Guidelines shall ensure that there are no conflicts of interests damaging the integrity of the story or the editorial independence of those preparing 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.

9. Responsibility For Content Provided By The General Public

9.1. User Generated Content/Eyewitness News

113. Does your Media Outlet have set structures to ensure the checking of externally sourced material undergoes the same rigours as that created entirely by its own journalists? [y/n] {M}

A Media Outlet shall ensure that the same rigors 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.

9.2. Editorial Guidelines for UGC/Eyewitness News

114. Do your Editorial Guidelines also include provision for externally-submitted material? [y/n] {O}

115. Are there Editorial Guidelines dealing with UGC/eyewitness news content? [y/n] {M}

116. Do they include details on the verification processes to be used for this content? [y/n] {M}

117. Do they include guidance on the appropriate labelling of such content? [y/n] {M}

118. Do they include guidance on dealing with the providers of such content in a responsible and ethical manner? [y/n] {M}

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 his 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.

9.3. Opinion Guidelines

119. Do your Editorial Guidelines also include provision for ensuring comment material is free from defamation? [y/n] {O}

120. Do your Editorial Guidelines also include provision for ensuring comment material is free from invasions of privacy? [y/n] {O}

121. Do your Editorial Guidelines also include provision for ensuring comment material is free from hate speech? [y/n] {O}

122. Do your Editorial Guidelines also include provision for ensuring comment material is free from harassment? [y/n] {O}

123. Is it clear to the public whether your Media Outlet's moderation of such comment is pre- or post-publication? [y/n] {O}

124. Does this policy allow for the removal of offending material? [y/n] {O}

In relation to opinion or comment pieces the guidelines should set clear expectations 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.

10. Responsibility For Sources

10.1. Responsible Use Of Sources

125. Do your editorial guidelines ensure that the sources used for your journalism are dealt with responsibility and anonymity protected when justified? [y/n] {M}

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

10.2. Anonymity

126. Are there guidelines on the procedures to be followed for granting anonymity to sources? [y/n] {O}

The procedures for granting anonymity to sources should be covered by the editorial guidelines. The identity of the source should be known to the journalist and editor and the reason for anonymity should be clarified for the public.

10.3. Privacy Rights

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

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

10.4. Independence and Sources

128. Are there guidelines to ensure the independence of journalism? [y/n] {O}

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

10.5. Diversity Of Sources

129. Do the guidelines ensure that a variety of sources are used in the preparation of your stories? [y/n] {O}

Editorial guidelines should ensure that a diversity of sources are consulted in preparing the story with adequate time for response.

11. Professionalism For Labelling Affiliations

11.1. Sponsored Content Policies

130. Do your Editorial Guidelines have specific policies for distinguishing commercial or sponsored content? [y/n] {M}

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.

11.2. Sponsored Content Labels

131. Do your Editorial Guidelines require all sponsored content to be clearly labelled? [y/n] {M}

132. Do your Editorial Guidelines require 'native' content to be labelled and clearly distinguishable from your own content? [y/n] {M}

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 side by side with ordinary editorial content) from its surrounding material.

11.3. Separation of News and Opinion

133. Do you in editorial practice require a clear distinction to be made between news content and opinion content? [y/n] {M}

134. Do your Editorial Guidelines require a clear distinction to be made between news content and opinion content? [y/n] {M}

135. Do your Editorial Guidelines require a clear distinction to be made between news content and commercial content? [y/n] {M}

136. 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}

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.

12. Professionalism For Accuracy

12.1. Structure Ensuring Accuracy

137. Do your Editorial Guidelines require a systematic editorial process to ensure the accuracy of your content? [y/n] {M}

138. Do your Editorial Guidelines include a verification process for content supplied by the public? [y/n] {M}

139. Does your editorial structure ensure editorial oversight of all content to ensure its adherence to the editorial guidelines? [y/n] {M}

There shall be a systematic structure to the editorial processes to ensure the accuracy of the content. This may include the verification processes for content used in the editorial output. There shall be a systematic structure to ensure adherence to the editorial guidelines and appropriate editorial oversight.

12.2. Process Review

140. 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}

141. Is your accountability mechanism (internal or external) subject to periodic review? [y/n/na] {M}

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.

12.3. Statistics, and External Content

142. Do your Editorial Guidelines require that statistics should be sourced and verified? [y/n/na] {O}

143. Do your Editorial Guidelines require that external photographs/video/audio content should be sourced and verified? [y/n/na] {O}

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

12.4. Identification of Journalists, Agencies

144. Are the Individual Journalists (including external sources) recorded in publishing mechanism so that this information can be accessed? [y/n/na] {O}

145. Is all News Agency material used by the Media Outlet recorded and tracked? [y/n/na] {O}

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 the 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.

12.5. Location Reporting

146. Is location reporting identified in your content? [y/n/na] {O}

147. 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}

148. Do your Editorial Guidelines require transparency where a location report has been facilitated by an external body? [y/n/na] {O}

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. a facility with an official army or travelling independently 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.

12.6. Automatically Generated Content

149. Is it in the Editorial Guidelines of your Media Outlet to label content generated, wholly or partly, by means of AI or algorithmic processes? [y/n] {M}

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 labelled.

12.7. Algorithmic Dissemination

150. Do your Editorial Guidelines cover the use of algorithms for the dissemination of news content? [y/n/na] {O}

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

12.8. Treatment Of Explicit Content

151. Do your Editorial Guidelines ensure the ethically appropriate treatment of violent and explicit content? [y/n] {M}

152. Do your Editorial Guidelines ensure the ethically appropriate treatment of content which features children or other vulnerable people? [y/n] {M}

153. Do your Editorial Guidelines ensure the ethically appropriate handling of live content? [y/n] {M}

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.

13. Internal Accountability

13.1. Dealing With Inaccuracies

154. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by the public? [y/n] {M}

155. Do you publish that process? [y/n] {O}

156. If yes, what is the URL where it can be seen? Or, where is it seen next to each bit of Content? [long text field] {O}

157. 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}
158. Do you have a clear process for assessing and dealing with the claims? [y/n] {M}
159. 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}

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.

13.2. Publishing Corrections

160. Does your Media Outlet guarantee the publication to all Stakeholders (including the full audience) of the correction of all significant inaccuracies and errors? [y/n] {M}

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 similar place and manner as the original version, such as the same URL or in similar time and format of broadcast.

13.3. Contact for Complaints

161. Does your organisation have a first point of contact in the event of complaints about potential breaches of its journalism principles or editorial guidelines? [y/n] {M}
162. Is that information clearly available to all Stakeholders? [y/n] {M}
163. What is the URL of where this information is available? If it is not on a single page, describe where Stakeholders can find it. [long text field] {M}

A Media Outlet shall have a nominated person and/or contact information for members of the public to open a dialogue with the organisation in the event of complaints about potential breaches of its journalism principles or editorial guidelines. This information shall be easily available to all stakeholders.

13.4. Process For Complaints

164. Are your staff (Employees and Freelance) aware of the process that must be followed in the event of such complaints? [y/n] {M}
165. 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}
166. Is your Media Outlet committed to the resolution of any such complaints in a fair, reasonable and timely manner? [y/n] {M}

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.

13.5. Independence of Ombudsperson

167. If these roles are fulfilled by an internal ombudsperson, is your Media Outlet committed to the independence of that role in terms of appointment and dismissal? [y/n/na] {O}

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 their appointment and the ombudsperson's independence shall be protected to ensure that they cannot be removed from the position simply for challenging journalistic or editorial decisions or actions.

13.6. Powers of Ombudsperson

168. Does your Media Outlet have an ombudsperson or similar accountability mechanism? [y/n] {M}

169. If these roles are fulfilled by an internal ombudsperson, does that person have full power to remedy any breaches of the organisation's Editorial Guidelines? [y/n] {M} {D}

170. If these roles are fulfilled by an internal ombudsperson, does that person have full power to provide redress to affected parties? [y/n] {M} {D}

171. If these roles are fulfilled by an internal ombudsperson, does that person have full power to deter future breaches? [y/n] {M} {D}

172. If these roles are fulfilled by an internal ombudsperson, does that person have full power to provide opportunity for any decisions to be reviewed or appealed? [y/n] {M} {D}

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/s 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.

14. External Accountability

14.1. External Oversight

173. Does your Media Outlet subscribe to a system of external accountability for your editorial content? [y/n] {O}

174. What is it? [short text field] {O}

175. What is the URL? [validated URL field] {O}

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 subscribe 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.

14.2. Compliance With External Accountability

176. 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}

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

14.3. Absence of external oversight

177. Is your Media Outlet subject to an external regulatory mechanism for content that you find it not possible to comply with? [y/n] {O}

178. State here your reason for non-compliance. [long text field] {O}

179. Do you participate in any alternative national or international oversight mechanisms or networks? [y/n] {O}

180. If yes, which ones? [long text field] {O} {D}

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.

14.4. Contacting External Accountability Bodies

181. Are the mechanisms for the public to complain about the breaches of its editorial guidelines to the external body publicly available? [y/n/na] {M}

182. What is the link? [validated URL field] {O}

Where a Media Outlet subscribes 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.

14.5. Independent Research

183. Is there an internationally recognised independent research body which surveys trust and accountability measures in your territory? [y/n/na] {O}

184. What is it? [short text field] {O}

185. Do you publicise and respond to the surveys it publishes? [y/n/na] {O}

External accountability may be supplemented by data from internationally recognized independent research organisations that measure trust and accountability in its market based on international guidelines. Any such organisation must be widely accepted as meeting previously agreed criteria.

15. Professionalism In The Media Outlet

15.1. Recruitment And Training

- 186. Do you have guidelines for the recruitment and training of editorial staff? [y/n] {M}
- 187. Do those guidelines contain diversity policy? [y/n] {M}
- 188. Do those guidelines contain staff welfare? [y/n] {M}
- 189. Are they publicly available? [y/n] {M}
- 190. What is the URL? [validated URL field] {O}

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.

15.2. Working Conditions, Contract Policy and Labour Relations

- 191. Do the regulations and guidelines for the employment of staff and engagement of contract journalists protect their editorial independence? [y/n/na] {O}
- 192. Are your employees (including freelance) covered by legal contracts and insurance? [y/n/na] {O}
- 193. Do your staff have the freedom to organise? [y/n/na] {O}
- 194. Do you have an existing structure for social dialogue including a collective bargaining arrangement with appropriate trade unions? [y/n/na] {O}
- 195. Are there guidelines for contracts of engagement with freelance journalists? [y/n/na] {O}
- 196. Do these guidelines ensure the ability of freelancers to adhere to the editorial principles? [y/n/na] {O}

Journalistic principles should be supported by the organisational environment including protection for journalistic integrity through adherence to the labour laws and regulations, transparency of contract policy and freedom to organize. 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.

15.3. Staff Welfare

- 197. Does your Media Outlet's rules and procedures protect against discrimination in the workplace? [y/n/na] {O}
- 198. Does your Media Outlet's rules and procedures support equality of opportunity? [y/n/na] {O}
- 199. Does your Media Outlet have a safety at work policy, which includes specific protection for journalists working in hostile environments? [y/n/na] {O}

200. 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}

201. 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}

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 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.

15.4. Diversity

202. Does your Media Outlet have a diversity policy as a part of the Editorial Guidelines? [y/n] {O}

203. Does your Media Outlet have a diversity policy distinct from the Editorial Guidelines? [y/n] {O}

204. Is it publicly available? [y/n/na] {O}

205. What is the URL? [validated URL field] {O}

The Media Outlet should reflect the diversity of the communities it serves in its staff and contributors, its editorial choices and priorities.

16. Training

16.1. Training in Editorial Guidelines

206. 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}

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.

16.2. Continuous Training

207. Is there refresher training available for significant changes in the law or guidelines? [y/n/na] {O}

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.

16.3. Support and Advice

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

<http://jti-rsf.org/>

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.