

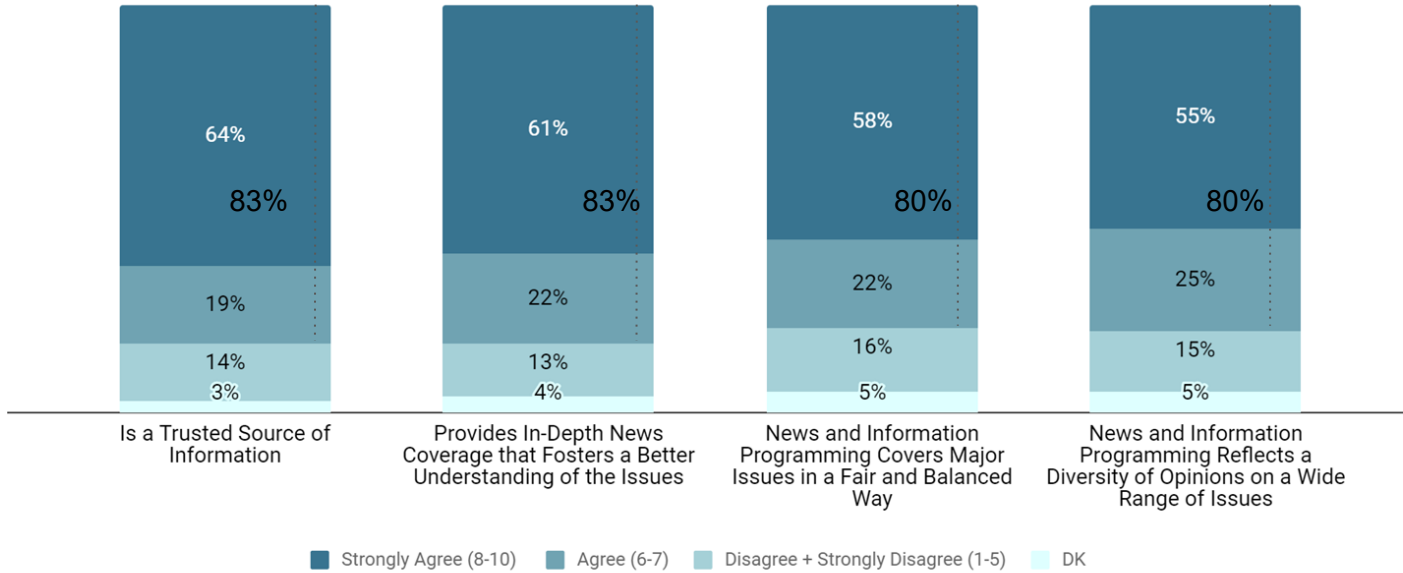


jti Journalism
Trust Initiative

Rewarding
Trustworthy
Journalism

Canadians agree CBC/Radio-Canada is a trusted source of information

CBC/Radio-Canada...
Canadians 18+



and yet..

According to the [2021 Canadian Edelman Trust Barometer](#),

49% of Canadians agree with the idea that “journalists and reporters are purposely trying to mislead people by saying things they know are false or gross exaggerations.”

One in two Canadians... let that sink in before anyone feels too smug about our trust scores



Leading to this...



Journalism Trust Initiative

- Establishes a ‘standards setting’ approach on editorial processes based similar to “ISO standards” used in many industries.
- Media organizations self assess, followed by independent assessment
- Transparency around areas such as ownership, sources of revenue, editorial processes, corrections, labelling (including sponsored content) and ensuring accuracy
- An independent way to assess ‘trust’ without passing judgement on the content.



Three stage process

- Self Assessment to determine conformity with JTI standard
- Voluntary disclosure of results to public/readers/audience as a “transparency report”
- External audit/assessment and independent evaluation by a licensed Certification Body
- JTI mark awarded after successful completion of three stages



JTI Online tool <https://www.jti-app.com/>



TUTORIAL

HELP DESK

EN ▼

LOGOUT

WORKSPACE

CONTRIBUTOR SETTINGS

ACCOUNT SETTINGS

CBC News
Kenny Yum



QUESTIONNAIRE

WORKSPACE

Welcome to your personal jti:app Workspace. It allows you to:

- Access the JTI questionnaire, answer the questions in any order, add personal notes and attachments
- Invite contributors inside your organisation, review their notes and comments;
- Check your status, move to the next stage, Public Disclosure and External Audit;
- Update your entries at any time.

YOUR STATUS

1. Self-assessment
2. Public Disclosure
3. External Audit

PROGRESS

94%

SECTION A: IDENTITY AND TRANSPARENCY

- | | |
|--|-------------|
| 1. <u>Basic Requirements on Media's Identity</u> | ✓ Completed |
| 2. <u>Editorial Mission</u> | ✓ Completed |
| 3. <u>Public Service Media</u> | ✓ Completed |
| 4. <u>Disclosure of Type of Ownership</u> | ✓ Completed |
| 5. <u>Requirements on Owners' Identity</u> | ✓ Completed |
| 6. <u>Disclosure of Identity of the Management Team and its Location</u> | ✓ Completed |
| 7. <u>Disclosure of Editorial Contact Details</u> | ✓ Completed |
| 8. <u>Disclosure of Revenue Sources and Data Collection</u> | ✓ Completed |

SECTION B: PROFESSIONALISM AND ACCOUNTABILITY





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