

Journalism Trust Initiative questionnaire

1. Basic Requirements on Media's Identity

1.1. Legal Entity Name

1.2. Contact Details and Identifiers

1. What is the postal address for the Legal Entity?
2. What is the general telephone number for the Legal Entity?
3. What is the email address for the Legal Entity?
4. Is the Legal Entity required to have a Tax ID, a Registration ID, a DUNS number and/or other identifiers?
5. Are there any other governmental or other identifiers that a certification body could use to verify the identity of the Legal Entity?

1.3. Description of Media Outlet

6. What Brand Name(s), titles, publication names, etc. do you use to publish Content?

1.4. Distribution Channels and URLs

7. Does the Media Outlet publish on any URLs?
 - a. On what URLs do you publish?
8. Does the Media Outlet publish any content on any social media?
9. What are the social media URLs, handles, addresses or names that you use to publish?
10. Does the Media Outlet publish any content by broadcasting and/or streaming?
 - a. What are the terrestrial frequencies, channels, satellite identifiers, other platforms or applications that you use to publish?

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?
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?
 - a. What are the reasons?

1.6. Location

13. Is the physical address of the Legal Entity different from the postal address according to question no. 2?
 - a. What is the physical address of the Legal Entity?
14. Do you have a safety-related reason for not providing it?
 - a. What is the reason for not disclosing it?

1.7. Founding Date

15. What is the founding date of the Legal Entity?
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)?
 - a. Provide a history of previous/former Legal Entities and their founding dates.

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?
 - a. Provide that statement here.
18. Is that statement posted online?
 - a. What is the URL where it is published?

3. Public Service Media

3.1. Public Service Media Mission, Governance and Independence

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

4. Disclosure of Type of Ownership

4.1. Privately held

20. Is the Media Outlet or the Legal Entity privately owned?
- a. What is the form and status of the Media Outlet or Legal Entity according to the legal definition in the country of registration?

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?
- a. What specific department, entity or governmental body has ownership?
 - b. Describe the status of the Media Outlet or Legal Entity and its relationship with this body.

4.3. Publicly Traded Company

22. Is the Media Outlet or the Legal Entity publicly traded?
- a. Where is the Media Outlet or Legal Entity registered?
 - b. On what exchange(s) are the shares traded?
 - c. What is the trading name and/or ticker symbol?
 - d. What percent of the ownership of the Legal Entity is publicly traded?

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?
- a. What is the form of ownership?
 - b. If there is a combination, explain that here along with a breakdown by ownership type.

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

5.2. Contact Details of Direct and Indirect Owners

30. What is the contact information for all direct and indirect owners?
31. Is the contact information in the previous question available online?
 - a. /What is the URL with the contact information from the previous question?
32. What is the contact information for the members of the board of directors?
33. Is the contact information in the previous question available online?
 - a. /What is the URL with the contact information from the previous question?

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.)

5.4. Percentage of Shareholdings

35. List the shareholders and the percentage of the holdings.

5.5. Exception for Member-owned Media Outlets

36. Is the Media Outlet member-owned?
 - a. /List the names and contact information for the Board of Directors or whatever form of leadership the Media Outlet has.

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?

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?
39. Does the Media Outlet have other main branches and offices?
 - a. /What are the physical addresses, including phone numbers and email addresses, of those other main branches and offices?
40. Do you have a safety-related reason for not providing it?
 - a. /What is the reason for not disclosing it?

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?
 - a. /What are the URLs or other identification of all social media accounts used by members of the public to contact the Media Outlet?

7.2. Newsroom Contact Details

42. Does the Media Outlet have a person responsible for dealing with communication from the public regarding the Content?
43. Is the method for contacting that person or others at the Media Outlet clearly visible to the public?
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.?

7.3. Customer Service Contact Details

45. Does the Media Outlet have a department or a single person who is responsible for customer service?
 - a. /What are the contact details, including telephone numbers, email addresses, correspondence addresses, for customer service or the equivalent within the Media Outlet?

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.
47. Is the Media Outlet required to make financial disclosures?
 - a. Are those disclosures visible to the public?
 - i. What is the URL for those disclosures?
48. What is the revenue of the Media Outlet?
49. What is the ratio of the categories of revenue sources (as in question no. 46)
50. [21.] If Media Outlet is state- or publicly owned (as of question no. 21) –
 - a. What is the nature of the government sources of revenue? (For example, license fees, government budget, partnerships, grants, etc.?)
51. Is there any reason for safety and security that you have given incomplete data in this section?
 - a. What is the reason?

8.2. Data collection disclosure

52. Does your Media Outlet process any personal information from online visitors on its own or with third parties?
 - a. What information is processed?
 - b. What is the purpose for gathering that information?
 - c. By what methods is the information processed?

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?
 - a. Are they made available to the public in a readily accessible form?
 - i. What is the URL?
53. Is there a person or a group of persons responsible for these guidelines clearly identified?
 - a. Is that identification visible on the page with the guidelines?
 - i. Why not?

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?
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?

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?
57. Do they include requirements for Independence (as prescribed in the Preamble WITH LINK IF POSSIBLE) of editorial decision making?
58. Do they include requirements of Fairness (as prescribed in the Preamble WITH LINK IF POSSIBLE) in the practice of journalism?
59. Do they include requirements for Accountability (as prescribed in the Preamble WITH LINK IF POSSIBLE) in the practice of its journalism?

9.4. Conflicts of Interest

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

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?
66. Do you have internal rules and a systematic editorial process to ensure that the Editorial Guidelines are adhered to?
67. Do you have a verification process for content and the role of editorial oversight?

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?
69. Is your accountability mechanism (internal or external) subject to periodic review?

10.3. Statistics and External Content

70. Do your Editorial Guidelines require that statistics should be sourced and verified?
71. Do your Editorial Guidelines require that external photographs/video/audio content should be sourced and verified?

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?
73. Is all News Agency material used by the Media Outlet recorded and tracked?

10.5. Location Reporting

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

10.6. Automatically Generated Content

77. Do you publish any content that is automatically generated?
 - a. 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?

10.7. Algorithmic Dissemination and Curation

78. Do you use any algorithms for the dissemination or curation of content?
 - a. Do you clearly indicate your policy on your use of algorithms for the dissemination and curation of news content?
 - b. Does the Media Outlet adhere to best practice requirements from a regulatory or advisory body?

10.8. Treatment of Explicit Content

79. Do your Editorial Guidelines ensure the ethically appropriate treatment of violent and explicit content?
80. Do your Editorial Guidelines ensure the ethically appropriate treatment of content which features children or other vulnerable people?
81. Do your Editorial Guidelines ensure the ethically appropriate handling of live content?

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?
 - a. /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?

11.2. Editorial Guidelines for UGC/Eyewitness News

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

11.3. Opinion Guidelines

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

12. Responsibility for Sources

12.1. Anonymity

- 89. Are there guidelines on the procedures to be followed for granting anonymity to sources?
- 90. Are the reasons for granting anonymity made clear to the public?

12.2. Privacy Rights

- 91. Are there guidelines to ensure that the privacy rights and safety of individuals are protected in your journalistic activity?

12.3. Independence and Sources

- 92. Are there guidelines to ensure the independence of journalism relative to the sources for content?

12.4. Diversity of Sources

- 93. Do the guidelines ensure that a diversity of sources is used in the production of your journalistic content?

13. Professionalism for Affiliations

13.1. Sponsored Content Policies

- 94. Do your Editorial Guidelines have specific policies for distinguishing commercial or sponsored content?

13.2. Sponsored Content Indicators

- 95. Do you publish any sponsored content?
 - a. /Do your Editorial Guidelines require all sponsored content to be clearly labelled or otherwise made clear?
 - b. /Do your Editorial Guidelines require sponsored content to be labelled and made clearly distinguishable from your own content?

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?
- 97. Do your Editorial Guidelines require a clear distinction to be made between news content and commercial content?
- 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?

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?
 - a. Do you publish that process?
 - i. What is the URL where it can be seen? Or, where is it seen next to each bit of Content?
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?
 - a. Do you have a clear process for assessing and dealing with the claims?
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?

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?

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?
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.)
 - a. Is that information clearly available?
 - i. What is the URL of where this information is available? If it is not on a single page, describe where people can find it. [

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?
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?
107. Is your Media Outlet committed to the resolution of any such complaints in a fair, reasonable and timely manner?

14.5. Independence of Ombudsperson

108. Does the Media Outlet have an Ombudsperson?
 - a. Is the Ombudsperson appointed by the Media Outlet?
 - b. Is there a transparent process for their appointment and is their independence protected?

14.6. Powers of Ombudsperson

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

15. External Accountability

15.1. External Oversight

- 109. Have you committed to a system or systems of external accountability for your editorial content?
 - a. What are they?
 - b. What are the URLs?

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?

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?
 - a. State here your reason for non-compliance.
 - b. Do you participate in any alternative national or international oversight mechanisms or networks?
 - i. Which ones?

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?
 - a. What is the link?

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?
 - a. What are they?
 - b. Do you publish those associations, and their contact details?

16. Professionalism in the Media Outlet

16.1. Recruitment and Training

- 114. Do you have guidelines for the recruitment and training of editorial staff?
 - a. Do those guidelines contain a diversity policy?
 - b. Do those guidelines cover staff welfare?
 - c. Are they publicly available?
 - i. What is the URL?

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?
- 116. Are your employees (including freelance) covered by legal contracts and insurance?
- 117. Does your staff have the freedom to organise?
- 118. Do you have an existing structure for social dialogue including a collective bargaining arrangement with appropriate trade unions?
- 119. Are there guidelines for contracts of engagement with freelance journalists?
 - a. Do these guidelines ensure the ability of freelancers to adhere to the editorial principles?

16.3. Staff Welfare

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

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?

17.2. Continuous Training

- 126. Is there refresher training available for significant changes in the law or guidelines?

17.3. Support and Advice

- 127. Does your staff have expert advice available for consultation when dealing with legal and compliance issues?

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?

a. Is it available to readers?

i. What is the URL?

18.2. Machine-Readability

129. Does your Media Outlet publish your answers in a machine-readable format?

a. What is the URL?