



jti Journalism
Trust Initiative

Giving a boost to journalism and news publishing

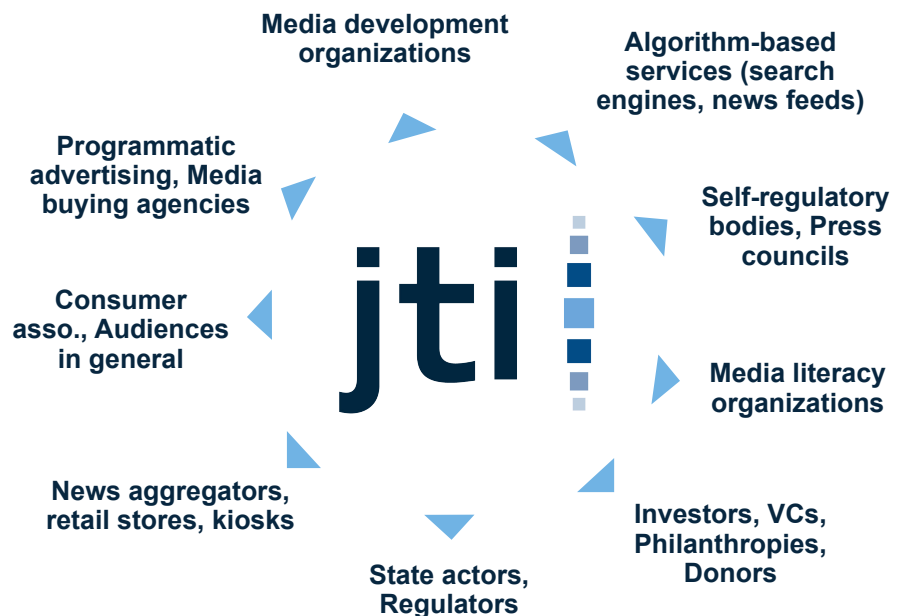
What it is

Initiated and promoted by Reporters Without Borders, the Journalism Trust Initiative (JTI) is an international benchmark for trustworthy journalism that focuses on the **identity and transparency of media outlets** and on the **professional standards and accountability mechanisms** that govern their news production.

It is currently being used by **600+ newsrooms around the world**, 100+ of which having publicly disclosed their compliance with the many criteria of the norm. It is an ISO-type standard that offers the possibility to be independently audited. So far, 15 publishers went this extra mile and have been awarded a [JTI Certification](#).

Distributors, consumer associations, advertisers, news aggregators, investors, philanthropies, regulators, press councils, etc. rely more and more on this independent benchmark to **safely distinguish and prioritize trustworthy news organizations** that use JTI.

In a nutshell? **JTI is a market-driven solution thanks to which news organizations that produce quality journalism gain a competitive edge.** Ultimately, JTI is a systemic and global mechanism to fight disinformation.



News outlet: what's in it for me?

✓ BENCHMARK YOURSELF

Start your self-evaluation, check how you align with the excellence criteria of the JTI and identify areas of improvement wherever is possible and relevant for your media.

✓ LONG-TERM BENEFITS

Reporters Without Borders works closely with key partners (Big Tech, search engines, advertisers, etc.) for them to use the JTI and incentivise participating media outlets.

✓ MACHINE READABILITY

Self-declared answers that are published in JTI Transparency Reports and JTI Certificates are organized in a standardized way that feeds into algorithm-based services.

✓ SUPPORT A GLOBAL EFFORT

Your individual contribution adds to a global effort that Reporters Without Borders is deploying together with a myriad of supporters.

How it works

1

Getting started



⇒ Go to jti-app.com

⇒ Create your **Media Outlet** account

Self-evaluation

IDENTITY & TRANSPARENCY of the news outlet

2

- ✓ Legal entity, Identifiers, Distribution platforms, etc.
- ✓ Editorial mission
- ✓ Ownership (public or private)
- ✓ Management team
- ✓ Editorial team
- ✓ Revenue sources
- ✓ Data collection

ACCOUNTABILITY & PROFESSIONALISM in the newsroom

- ✓ Editorial guidelines
- ✓ Conflicts of interest
- ✓ Accuracy
- ✓ Externally sourced content
- ✓ Internal accountability
- ✓ External accountability
- ✓ Working conditions, Training

Transparency report

3

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<p>Нижче наведено наш Звіт про прозорість як учасників Ініціативи журналістської довіри (JTI). Він генерується автоматично на основі анкети, наданої JTI. Відповіді, які ви бачите тут, надано нами, наскільки нам відомо. Вони ще НЕ були переглянуті або незалежно перевірені третьою стороною.</p> <p>JTI — це нормативний, машиночитуваний і сертифікований перелік критеріїв надійної журналістики, який було ініційовано Репортерами без кордонів (RSF) і опубліковано Європейським комітетом стандартизації (CEN) у грудні 2019 року. Публікація оригінальної угоди CEN Workshop немає. 17493 доступний тут. Більше інформації про JTI можна знайти тут в Інтернеті.</p>			
<h3>ЗВІТ ПРО ПРОЗОРИСТЬ</h3>			
РОЗДІЛ А: ІДЕНТИЧНІСТЬ І ПРОЗОРИСТЬ			
<u>Основні вимоги до ідентичності ЗМІ</u>			
<u>Редакційна місія</u>			
<u>Суспільні ЗМІ</u>			
<u>Розкриття форми власності</u>			

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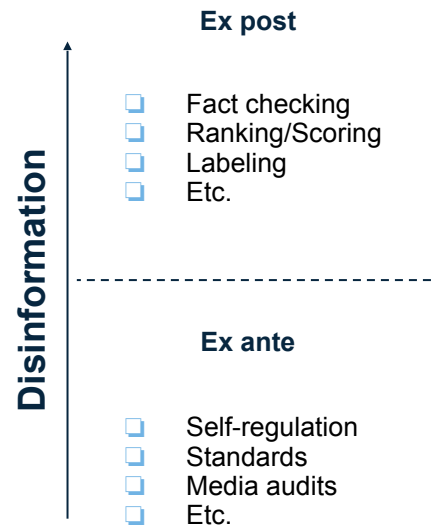
Option: external audit

Why JTI

The rise of Big Tech, opaque algorithms, disinformation and countless external factors erode news consumption rates, revenue streams, audience shares, due prominence online, overall trust and more fundamentals of those news organisations that produce quality journalism. The Journalism Trust Initiative (JTI) puts forth a way to **remedy not just these symptoms but the root causes of disinformation and the declining state of news publishing industries.**

The approach suggested by the JTI is an ex ante mechanism that aims to **strengthen quality journalism from the ground up.** Most approaches so far offer vital remedies when disinformation has already happened. The JTI **consolidates existing solutions and systems** and does not to replace any of them by encouraging news outlets to **adopt the most essential standards of excellence.**

JTI is the common denominator for all **‘economic actors’** on the information space (advertisers, news aggregators, distributors, donors, consumer associations, etc.) for them to **safely distinguish and prioritize** news organisations that demonstrate to what level they comply.

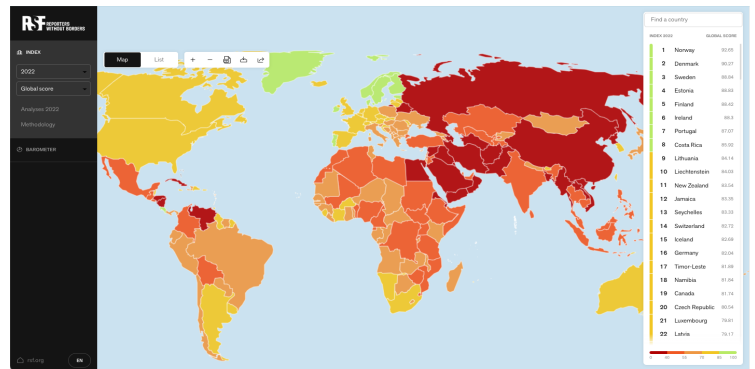


Fighting disinformation: ex ante/ex post approaches for news outlets

Who we are

Reporters Without Borders defends the right of every human being to have **access to free and reliable information.** This right is essential to know, understand, form an opinion and take action on vital issues in full awareness, both individually and collectively.

Our mission? Act for the **freedom, pluralism and independence of journalism** and **defend those who embody these ideals.**



Our annual [World Press Freedom Index](#) measures the state of press freedom in 180 countries.

Journalism Trust Initiative was initiated and is operated by Reporters Without Borders. It has been developed by a panel of 100+ international experts under the aegis of the European Committee for Standardisation (CEN) and published as Workshop Agreement **CWA 17493** in December 2019 in the form of an ISO-type standard. It receives support from partners such as the European Broadcasting Union (EBU), Agence France Presse (AFP) and 500+ newsrooms around the world.