



What's the Journalism Trust Initiative?

THE INITIATIVE

The Journalism Trust Initiative (JTI), initiated by RSF, is a market mechanism based on an international standard following the ISO principle.

This **standard for best practices in journalism** has been created under the aegis of the European Committee for Standardisation by 130 media organisations, journalists' associations, NGOs, companies and international organisations to promote free, independent and verified information.

The JTI brings together over 1500 media outlets in 85 countries, including France TV, France Médias Monde, CBC/Radio-Canada, Colorado Public Radio or Swissinfo, which use it as a **self assessment tool**.

Certification is the best way to ensure compliance with the standard. 10 certifiers are accredited to process JTI audits. A system of grants has been set up to cover the costs of auditing independent media in order to benefit from the JTI mechanism.

A STANDARD RECOGNIZED IN EU LEGISLATION

The **European Media Freedom Act (EMFA)** encourages the use of JTI as a landmark to identify reliable news media. ([link](#))

The **Code of practice on disinformation** - recommended in the EU's **Digital Services Act** (DSA) - integrates the Journalism Trust Initiative (JTI) and calls on the platforms to offer a function that promotes reliable news and information sources ([link](#)).

INCENTIVES

Media compliant with the JTI can use a **public label** to transparently inform news consumers about their processes.

Media involved are **rewarded algorithmically** in Microsoft's flagship products, which use the JTI dataset to promote trustworthy news content.

Thomson Foundation, Thomson Reuters Foundation, Samir Kassir Foundation and IFPIM have announced the current or future use of JTI to **grant support**.



Where to start?

FIRST STEP

Self-assessment

1. Create a "media" account on www.jti-app.com (1min)
2. Answer a maximum of questions of the JTI form (130 criteria)
3. Discover your compliance level with the international standard CWA17493

SECOND STEP

Transparency Report publication

1. Publish in one click your Transparency Report which attests your compliance to the standard
2. Consult the [list](#) of the Transparency Reports already disclosed publicly

THIRD STEP

Certification

1. Verification of the statements made during the self-assessment through an external audit (1-3 months). Audit Bureau of Circulations is available for this audit phase.
2. After the Transparency Report publication, the certifier can be contacted directly from your media account on the platform www.jti-app.com

Useful documentation

- **Self-Assessment tool:** www.jti-app.com
- **FAQ:** www.journalismtrustinitiative.org
- **Editorial Guideline Model**
- **Certified media [list](#)**