

# # Journalism Trust Initiative

**As one of the first participants in the Journalism Trust Initiative worldwide, *POLITIKO.AL* conducted a voluntarily self-assessment according to the following questionnaire.**

- The information below is published as an effort of transparency.
- It has been provided by Politiko.al in September/October of 2020 and has not been verified by Reporters Without Borders or any other third party.
- For any questions relating to the content, please contact Politiko.al.
- For any questions relating to the Journalism Trust Initiative, please refer to the JTI-Team at [jti \(@\) rsf.org](mailto:jti@rsf.org).

## What is the JTI?

- JTI is a **Standard for the trustworthiness of news and information**. It has been developed under the aegis of the European Committee for Standardization (CEN) and published as Workshop Agreement no. CWA 17493 in December 2019.
- JTI stands for the '**Journalism Trust Initiative**' which was initiated by Reporters Without Borders (RSF), supported by partners like the European Broadcasting Union (EBU) and Agence France Presse (AFP), and collectively sourced with contributions by more than 130 organizations and individuals representing the media industry, academia, regulatory and self-regulatory bodies, tech companies and the media development sector. Final adoption of the text was preceded and informed by a public consultation.
- The resulting JTI Standard is a **normative, non-proprietary benchmark for internal and external assessment** of media outlets. Its criteria cover the **institutional and process level of journalistic production**, including specifications on ownership transparency, accuracy, correction policies and accountability.
- The JTI is **not ranking or rating individual journalists or pieces of content** as such a mechanism might be misused to curtail the freedom of speech. The JTI is also **not replacing existing professional norms, ethical codes or self-regulatory structures**. It rather complements them with two distinct features that have been missing so far:

### Compliance-ready

In addition to the self-assessment, the JTI is **certifiable** (optional third-party audits), and thus, provides a means of external accountability of media outlets.

### Data-driven

The JTI is **machine-readable** to inform both human and algorithmic (search engines, social media) decision making in the distribution and consumption of news.

## What is it good for?

- The JTI will help consumers and citizens, advertisers, distributors and regulators to **identify and reward trustworthy journalism**;
- Incentivize media outlets to **optimize processes, performance and ethical conduct** by providing competitive advantages, and –
- Deliver a transparent, systemic and potentially game-changing mechanism to **remedy information disorder** (disinformation, hate).

## 1. Basic Requirements on Media's Identity

### 1.1. Legal Entity Name

The Media Outlet, as Conforming Entity, shall provide the name designating the Legal Entity or entities under which it is conducting business. In some cases, this will be the company or public entity (branch of government, parliament, legally authorised state institution, etc.) that has ultimate legal ownership of the Media Outlet. 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. What is the Legal Entity Name? \*

Comments

Qendra POLITIKO

## 1.2. Contact Details and Identifiers

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 clause 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.*

2. What is the postal address for the Legal Entity? \*

Comments

Rruga Shyqyri Berxolli, Ndertesa 55, Hyrja 3, Ap 17, Tiranë, 1001

3. What is the general telephone number for the Legal Entity? \*

Comments

Tel: 44519490

4. What is the email address for the Legal Entity? \*

Comments

info@politiko.al

5. Is the Legal Entity required to have a Tax ID, a Registration ID, a DUNS number and/or other identifiers?

☒

Yes

☐

No

a. If Yes: What are these IDs for the Legal Entity?

Comments

NIPT: L81318452C

6. Are there any other governmental or other identifiers that a certification body could use to verify the identity of the Legal Entity?

☒

Yes

☐

No

a. If Yes: What are those identifiers?

Comments

Tirana Court, Tax Agencies.

## 1.3. Description of Media Outlet

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

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

Comments

## 1.4. Distribution Channels and URLs

The Media Outlet shall list all URLs on which it publishes. If broadcast or audiovisual, the Media Outlet shall list all terrestrial frequencies, satellite, cable, streaming and other platforms on which it is distributed.

8. Does the Media Outlet publish on any URLs? \*

☒

Yes

☐

No

a. If Yes: On what URLs do you publish?

https://politiko.al/

Comments

9. Does the Media Outlet publish any content on any social media? \*

☒

Yes

☐

No

a. If Yes: What are the social media URLs, handles, addresses or names that you use to publish?

Politiko.al has a page on Facebook, Twitter and Instagram.

Comments

10. Does the Media Outlet publish any content by broadcasting and/or streaming? \*

☐

Yes

☒

No

a. If Yes: What are the terrestrial frequencies, channels, satellite identifiers, other platforms or applications that you use to publish?

n/a

Comments

## 1.5. Safety Concerns

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

11. Do the Media Outlet's Editorial Guidelines state that the safety of all journalists shall be treated as a primary concern? \*

☒

Yes

☐

No



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? \*

☐

Yes

☒

No

a. If Yes: What are the reasons?

Comments

## 1.6. Location

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 clause (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. Clause 1.5, Safety Concerns, may be applied.*

13. Is the physical address of the Legal Entity different from the postal address according to question no. 2? \*

☒

Yes

☐

No

a. If Yes: What is the physical address of the Legal Entity? \*

Rruga Vaso Pasha, Nd. 22. H 27, Ap. 2  
Tiranë, 1019

Comments

14. Do you have a safety-related reason for not providing it? \*

☐

Yes

☐

No

a. If Yes: What is the reason for not disclosing it? \*

Comments

## 1.7. Founding Date

The founding date of the Legal Entity referred to in clause 1.1 “Legal Entity Name” shall be specified. If the Media Outlet designated in clause 1.3 “Media Outlet” has a different founding date, the history of former legal entities and their founding dates shall be listed.

15. What is the founding date of the Legal Entity? \*

Comments

14/11/2017

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)? \*

☒

Yes

☐

No

a. If Yes: Provide a history of previous/former Legal Entities and their founding dates. \*

Comments

Politiko.al strated on March 14, 2017

## 2. Editorial Mission

### 2.1. Editorial Mission Statement

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 out 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 clauses 9 – 15). Best practice is to have these arrangements codified and made available publicly.

17. Does your Media Outlet have an editorial mission statement, or stated set of principles or editorial values? \*

☒

Yes

☐

No

a. If Yes: Provide that statement here. \*

Comments

POLITIKO Centre (Qendra POLITKO) is a nonprofit organization established in 2017. It operates as a media outlet (Politiko.al), think-tank, consultancy group and book publisher. Its main aims are:  
to expand the scope of critical thinking in media and society,  
to strengthen the freedom of speech and media;

18. Is that statement posted online?

☒

Yes

☐

No

a. If Yes: What is the URL where it is published?

Comments

## 3. Public Service Media

### 3.1. Public Service Media Mission, Governance and Independence

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.

19. Is the Media Outlet a Public Service Media? \*

☐

Yes

☒

No

a. If Yes: What is the public service mission for which it is responsible? \*

Comments

n/a

b. If Yes: Is this governed by legislation? \*

☐

Yes

☐

No

c. If Yes: What law or legal instrument specifies its role and responsibilities? \*

Comments

d. If Yes: Provide a reference URL here.

Comments

e. If Yes: What are the stakeholders with which it has formal relations, and what is the nature of the relationship? \*

Comments

f. If Yes: How is income generated? \*

Comments

g. If Yes: What portion of income is public funds? \*

Comments

h. If Yes: Does the governance guarantee editorial independence? \*

☐

Yes

☐

No

i. If Yes: State here in what way. \*

Comments

## 4. Disclosure of Type of Ownership

### 4.1. Privately held

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.

20. Is the Media Outlet or the Legal Entity privately owned? \*

☒

Yes

☐

No

a. If Yes: What is the form and status of the Media Outlet or Legal Entity according to the legal definition in the country of registration? \*

Comments

Not for profit (OJF)



## 4.2. State or Publicly owned

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.

21. Is the Media Outlet or the Legal Entity owned by the state, a unit of the government or any other public entity? \*

☐

Yes

☒

No

a. If Yes: What specific department, entity or governmental body has ownership? \*

Comments

b. If Yes: Describe the status of the Media Outlet or Legal Entity and its relationship with this body.

Comments

## 4.3. Publicly Traded Company

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.

22. Is the Media Outlet or the Legal Entity publicly traded? \*

☐

Yes

☒

No

a. If Yes: Where is the Media Outlet or Legal Entity registered? \*

Comments

b. If Yes: On what exchange(s) are the shares traded? \*

Comments

c. If Yes: What is the trading name and/or ticker symbol? \*

Comments

d. If Yes: What percent of the ownership of the Legal Entity is publicly traded? \*

Comments

## 4.4. Other

If the ownership of the Media Outlet is different from the above, for example if the organisation is a co-operative or member-owned, the Media Outlet shall indicate its form of ownership and provide links to local legal definitions of the type of ownership.

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? \*

☐

Yes

☐

No

- a. If Yes: What is the form of ownership? \*

Comments

- b. Is Yes: If there is a combination, explain that here along with a breakdown by ownership type. \*

Comments

## 5. 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 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.

### 5.1. Names of Owners and Board Members

The names of direct, indirect, controlling or beneficial owners shall be disclosed. If any of these is also the beneficial 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. The names of the members of supervisory structures, like the board, shall also be disclosed. If any of these persons is an active member of a political party or movement, holder of an elected office, or a candidate to a political election, the name of that party or movement shall be clearly stated.

24. What are the names of all direct, indirect or beneficial owners? \*

Comments

Alfred Lela

25. Are the names of the owners in the previous question available online? \*

☒

Yes

☐

No

a. If Yes: What is the URL that contains the names of the owners, or, if not available online, please indicate where that information can be obtained?

Comments

26. What are the names of the members of supervisory boards? \*

Comments

Ina Xhani  
Roland Lela

27. Are the names of the members of the supervisory board members in the previous question available online? \*

☐

Yes

☒

No

a. If Yes: What is the URL of the page that contains the names of the people in the previous question?

Comments

28. Are the listed owners also founders or owners of other companies? \*

☐

Yes

☐

No

a. If Yes: State here the names and main activities of those companies. \*

Comments

b. If Yes: What are the business sectors for the companies listed in the previous question? \*

Comments

29. Are any of the owners active members of a political party or movement or candidates in a political election or current office holders? \*

☐

Yes

☒

No

a. If Yes: What are the names of the parties, movements or offices the listed owners are affiliated with. \*

Comments

## 5.2. Contact Details of Direct and Indirect Owners

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

30. What is the contact information for all direct and indirect owners? \*

Comments

Alfred Lela

31. Is the contact information in the previous question available online? \*

☒

Yes

☐

No

a. If Yes: What is the URL with the contact information from the previous question?

Comments

<https://politiko.al/kontakt/kontakto-redaksine-8920>

32. What is the contact information for the members of the board of directors? \*

Comments

Ina Xhani Mobile: +1(202) 281 4733  
Roland Lela: Mobile: +355 68 338 9626

33. Is the contact information in the previous question available online? \*

☐

Yes

☒

No

a. If Yes: What is the URL with the contact information from the previous question?

Comments

## 5.3. Names of Shareholders

The names of direct and beneficial majority or controlling 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.

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.) \*

Comments

n/a



## 5.4. Percentage of Shareholdings

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

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

Comments

## 5.5. Exception for Member-owned Media Outlets

The names and contact information for all owners is not required to be disclosed, but it is required for the leadership, e. g. the Board of Directors according to clauses 5.1 and 5.2.

36. Is the Media Outlet member-owned?

☐

Yes

☒

No

a. If Yes: List the names and contact information for the Board of Directors or whatever form of leadership the Media Outlet has.

Comments

## 6. 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.

### 6.1. Management Directory

Chief executive officer, 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.

37. What are the names, positions, and contact details of all members of management for the Media Outlet? \*

Comments

## 6.2. Location of Branches and Offices

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

38. What is the physical address, phone number and email address of the headquarters of the Media Outlet? \*

Comments

39. Does the Media Outlet have other main branches and offices?

☐

Yes

☒

No

a. If Yes: What are the physical addresses, including phone numbers and email addresses, of those other main branches and offices?

Comments

40. Do you have a safety-related reason for not providing it? \*

☐

Yes

☐

No

a. If Yes: What is the reason for not disclosing it?

Comments

## 7. Disclosure of editorial contact details

### 7.1. Social Media

The Media Outlet shall provide the contact details 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, readers editor or equivalent.

41. Does the Media Outlet have social media accounts for the public to use to make queries or respond to Content? \*

☒

Yes

☐

No

a. If Yes: What are the URLs or other identification of all social media accounts used by members of the public to contact the Media Outlet? \*

Comments

[https://business.facebook.com/latest/inbox/all?asset\\_id=167837353716270&nav\\_ref=diode\\_page\\_inbox&mailbox\\_id=167837353716270&selected\\_item\\_id=100008647835277](https://business.facebook.com/latest/inbox/all?asset_id=167837353716270&nav_ref=diode_page_inbox&mailbox_id=167837353716270&selected_item_id=100008647835277)

## 7.2. Newsroom Contact Details

The Media Outlet shall provide public contact details that will facilitate communication with the newsroom(s). The editorial staff, when informed of the public's queries, should be able to communicate back to the public.

42. Does the Media Outlet have a person responsible for dealing with communication from the public regarding the Content? \*

☐

Yes

☒

No

43. Is the method for contacting that person or others at the Media Outlet clearly visible to the public? \*

☒

Yes

☐

No

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.?

Via email, Facebook or Twitter

Comments

## 7.3. Customer Service Contact Details

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.

45. Does the Media Outlet have a department or a single person who is responsible for customer service? \*

☐

Yes

☒

No

a. If Yes: What are the contact details, including telephone numbers, email addresses, correspondence addresses, for customer service or the equivalent within the Media Outlet? \*

Comments

## 8. 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.

### 8.1. Sources of Revenue

The Media Outlet shall disclose a list of its sources of revenue, ranked from largest to smallest. These may include subscriptions, advertising, major donors and donations, subsidies, fees, sales, memberships, sponsorships, events, etc.

Organisations obliged to publish or make public their financial information shall provide a reference to the source where the data is accessible.

The Media Outlet may disclose its revenue and/or the categories of its sources of revenue, including the respective ratios.

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

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. \*

Comments

Advertising  
Donations  
Sponsorships  
Events



47. Is the Media Outlet required to make financial disclosures? \*

☒

Yes

☐

No

a. If Yes: Are those disclosures visible to the public? \*

☐

Yes

☐

No

☒

N/A

i. If Yes: What is the URL for those disclosures? \*

Comments

48. What is the revenue of the Media Outlet?

Comments

50K Euros per annum

49. What is the ratio of the categories of revenue sources (as in question no. 46)

Comments

Advertising 25 per cent  
Donations 50 per cent  
Others 25 per cent

[21.] If Media Outlet is state- or publicly owned (as of question no. 21) –

a. If Yes: What is the nature of the government sources of revenue? (For example, license fees, government budget, partnerships, grants, etc.?) \*

Comments

50. Is there any reason for safety and security that you have given incomplete data in this section? \*

☐

Yes

☐

No

a. If Yes: What is the reason? \*

Comments

## 8.2. Data collection disclosure

Where a Media Outlet processes personal data from its audiences, on its own or by engaging with third parties, that shall be disclosed. The Media Outlet shall describe what personal data is processed, by which methods and for what purpose.

51. Does your Media Outlet process any personal information from online visitors on its own or with third parties? \*

☐

Yes

☒

No

a. If Yes: What information is processed? \*

Comments

b. If Yes: What is the purpose for gathering that information? \*

Comments

c. If Yes: By what methods is the information processed? \*

Comments

## 9. Accountability for Journalism Principles

### 9.1. Editorial Guidelines

A Media Outlet shall produce a set of Editorial Guidelines or adhere to an external set of guidelines (for example the Model Editorial Guidelines provided as a reference document to this Standard), 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.

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? \*

☒

Yes

☐

No

a. If Yes: Are they made available to the public in a readily accessible form? \*

☐

Yes

☒

No

i. If Yes: What is the URL?

Comments

53. Is there a person or a group of persons responsible for these guidelines clearly identified? \*

☐

Yes

☒

No

a. If Yes: Is that identification visible on the page with the guidelines?

☐

Yes

☐

No

i. If No: Why not?

Comments

## 9.2. Purpose of Guidelines

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

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? \*

☒

Yes

☐

No

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?

☒

Yes

☐

No

## 9.3. Guidelines and Journalism Principles

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 as described in the Preamble of this document.

56. Do your Editorial Guidelines include requirements for Accuracy (as prescribed in the Preamble WITH LINK IF POSSIBLE) in your output? \*

☒

Yes

☐

No

57. Do they include requirements for Independence (as prescribed in the Preamble WITH LINK IF POSSIBLE) of editorial decision making? \*

☒

Yes

☐

No

58. Do they include requirements of Fairness (as prescribed in the Preamble WITH LINK IF POSSIBLE) in the practice of journalism? \*

☒

Yes

☐

No

59. Do they include requirements for Accountability (as prescribed in the Preamble WITH LINK IF POSSIBLE) in the practice of its journalism? \*

☒

Yes

☐

No

## 9.4. Conflicts of Interest

Editorial Guidelines shall ensure that there are no conflicts of interests – real, potential or perceived – damaging the integrity of the story or the editorial independence of those working on 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.

60. Do your Editorial Guidelines include protections against real, potential, or perceived conflicts of interest? \*

☒

Yes

☐

No

61. Do the guidelines include guidance on how to deal with conflicts related to business? \*

☒

Yes

☐

No

62. Do the guidelines include guidance on how to deal with conflicts related to political interests? \*

☒

Yes

☐

No

63. Do the guidelines include guidance on how to deal with conflicts related to personal interests? \*

☒

Yes

☐

No

64. Does the Media Outlet's structure protect the editorial processes from any undue influence from within or without? \*

☒

Yes

☐

No

## 10. Accuracy

### 10.1. Processes for Ensuring Accuracy

The Media Outlet shall have internal rules with a systematic editorial process to make sure that the content is accurate and the Editorial Guidelines are adhered to. This may include the verification process for the content and the role of editorial oversight.

65. Do you have internal rules and a systematic editorial process to ensure the accuracy of your content? \*

☒

Yes

☐

No

66. Do you have internal rules and a systematic editorial process to ensure that the Editorial Guidelines are adhered to? \*

☒

Yes

☐

No

67. Do you have a verification process for content and the role of editorial oversight? \*

☒

Yes

☐

No



## 10.2. Process Review

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.

68. Do you have a mechanism for periodic review of the effectiveness of the implementation of your Editorial Guidelines in your editorial processes? \*

☒ Yes ☐ No ☐ N/A

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

☒ Yes ☐ No ☐ N/A

## 10.3. Statistics and External Content

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

70. Do your Editorial Guidelines require that statistics should be sourced and verified?

☒ Yes ☐ No ☐ N/A

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

☒ Yes ☐ No ☐ N/A

## 10.4. Identification of Journalists, Agencies

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 any 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.

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?

☐

Yes

☐

No

☒

N/A

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

☒

Yes

☐

No

☐

N/A

## 10.5. Location Reporting

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. an embed with an official army or independent travel 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.

74. Is location reporting identified in your content?

☒

Yes

☐

No

☐

N/A

75. Do your Editorial Guidelines ensure that any constraint on location reporting be explained in the report or in the context of its publication?

☒

Yes

☐

No

☐

N/A

76. Do your Editorial Guidelines require transparency where a location report has been facilitated by an external body?

☒

Yes

☐

No

☐

N/A

## 10.6. Automatically Generated Content

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 indicated.

77. Do you publish any content that is automatically generated? \*

☐

Yes

☒

No

a. If Yes: 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? \*

☐

Yes

☐

No

## 10.7. Algorithmic Dissemination and Curation

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

78. Do you use any algorithms for the dissemination or curation of content? \*

☐ Yes ☒ No

a. If Yes: Do you clearly indicate your policy on your use of algorithms for the dissemination and curation of news content? \*

☐ Yes ☐ No ☒ N/A

b. If Yes: Does the Media Outlet adhere to best practice requirements from a regulatory or advisory body? \*

☒ Yes ☐ No ☐ N/A

## 10.8. Treatment of Explicit Content

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.

79. Do your Editorial Guidelines ensure the ethically appropriate treatment of violent and explicit content? \*

☒

Yes

☐

No

80. Do your Editorial Guidelines ensure the ethically appropriate treatment of content which features children or other vulnerable people? \*

☒

Yes

☐

No

81. Do your Editorial Guidelines ensure the ethically appropriate handling of live content? \*

☒

Yes

☐

No

## 11. Responsibility for Content Provided by the General Public

### 11.1. User Generated Content/Eyewitness News

A Media Outlet shall ensure that the same principles 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.

82. Does your Media Outlet publish any content that comes not from staff or freelancers but from external sources such as readers/viewers? \*

☒

Yes

☐

No

a. If Yes: 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? \*

☒

Yes

☐

No

## 11.2. Editorial Guidelines for UGC/Eyewitness News

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 this 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.

b. If Yes: Do your Editorial Guidelines also include provisions for externally-submitted material?

☒ Yes ☐ No

c. If Yes: Are there Editorial Guidelines dealing with UGC/eyewitness news content? \*

☒ Yes ☐ No

d. If Yes: Do they include details on the verification processes to be used for this content? \*

☒ Yes ☐ No

e. If Yes: Do they include guidance on the appropriate labelling of such content? \*

☒ Yes ☐ No

f. If Yes: Do they include guidance on dealing with the providers of such content in a responsible and ethical manner? \*

☒ Yes ☐ No



## 11.3. Opinion Guidelines

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

83. Do your Editorial Guidelines also include provision for ensuring comment material is free from defamation?

☒

Yes

☐

No

84. Do your Editorial Guidelines also include provision for ensuring comment material is free from invasions of privacy?

☒

Yes

☐

No

85. Do your Editorial Guidelines also include provision for ensuring comment material is free from hate speech?

☒

Yes

☐

No

86. Do your Editorial Guidelines also include provision for ensuring comment material is free from harassment?

☒

Yes

☐

No

87. Is it clear to the public whether your Media Outlet's moderation of such comment is pre- or post-publication?

☒

Yes

☐

No

88. Does this policy allow for the removal of offending material?

☒

Yes

☐

No

## 12. Responsibility for Sources

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

### 12.1. Anonymity

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

89. Are there guidelines on the procedures to be followed for granting anonymity to sources? \*

☒

Yes

☐

No

90. Are the reasons for granting anonymity made clear to the public?

☒

Yes

☐

No

### 12.2. Privacy Rights

The procedures for granting anonymity to sources shall be covered by the Editorial Guidelines. The reason for anonymity should be clarified for the public.

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

☐

Yes

☐

No

## 12.3. Independence and Sources

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

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

☐

Yes

☐

No

## 12.4. Diversity of Sources

Editorial guidelines should ensure that a diversity of sources are consulted in producing journalistic content with adequate time for response.

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

☒

Yes

☐

No

## 13. Professionalism for Affiliations

### 13.1. Sponsored Content Policies

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.

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

☒

Yes

☐

No

### 13.2. Sponsored Content Indicators

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 or broadcast next to ordinary editorial content) from its surrounding material.

95. Do you publish any sponsored content? \*

☒

Yes

☐

No

a. If Yes: Do your Editorial Guidelines require all sponsored content to be clearly labelled or otherwise made clear? \*

☒

Yes

☐

No

b. If Yes: Do your Editorial Guidelines require sponsored content to be labelled and made clearly distinguishable from your own content? \*

☒

Yes

☐

No

## 13.3. Separation of News and Opinion

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.

96. Do your Editorial Guidelines require a clear distinction to be made between news content and opinion content? \*

☒

Yes

☐

No

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

☒

Yes

☐

No

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? \*

☒

Yes

☐

No

## 14. Internal Accountability

### 14.1. Dealing with Inaccuracies

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.

99. Do you have a clear process to allow potential errors to be communicated to the Media Outlet by the public? \*

☒

Yes

☐

No

a. If Yes: Do you publish that process?

☒

Yes

☐

No

i. If Yes: What is the URL where it can be seen? Or, where is it seen next to each bit of Content?

Comments

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? \*

☒

Yes

☐

No

a. If Yes: Do you have a clear process for assessing and dealing with the claims? \*

☒

Yes

☐

No

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? \*

☐

Yes

☒

No

## 14.2. Publishing Corrections

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

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? \*

☐

Yes

☐

No

## 14.3. Contact and Process for Complaints

A Media Outlet shall have a designated person and/or contact information in place for complaints. A process shall exist for members of the public to open a dialogue with the organisation in the event of potential breaches of its journalism principles or Editorial Guidelines. This information shall be easily available.

103. Does your organisation have a designated contact in the event of complaints about potential breaches of its journalism principles or Editorial Guidelines? \*

☒

Yes

☐

No

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.) \*

☐

Yes

☒

No

a. If Yes: Is that information clearly available? \*

☐

Yes

☐

No

i. If Yes: What is the URL of where this information is available? If it is not on a single page, describe where people can find it. \*

Comments



## 14.4. Internal Process for Complaints

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.

105. Are your staff (Employees and Freelance) aware of the process that must be followed in the event of such complaints? \*

☒

Yes

☐

No

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? \*

☒

Yes

☐

No

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

☒

Yes

☐

No

## 14.5. Independence of Ombudsperson

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 his/her appointment and the ombudsperson's independence shall be protected to ensure that he/she cannot be removed from the position simply for challenging journalistic or editorial decisions or actions.

108. Does the Media Outlet have an Ombudsperson? \*

☐ Yes ☒ No ☐ N/A

a. If Yes: Is the Ombudsperson appointed by the Media Outlet?

☐ Yes ☐ No

b. If Yes: Is there a transparent process for their appointment and is their independence protected? \*

☐ Yes ☐ No

## 14.6. Powers of Ombudsperson

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 his/her appointment and the ombudsperson's independence shall be protected to ensure that he/she cannot be removed from the position simply for challenging journalistic or editorial decisions or actions.

c. If Yes: Does that person have full power to remedy any breaches of the organisation's Editorial Guidelines?

☐ Yes ☐ No

d. If Yes: Does that person have full power to provide redress to affected parties?

☐ Yes ☐ No

e. If Yes: Does that person have full power to deter future breaches?

☐ Yes ☐ No

f. If Yes: Does that person have full power to provide opportunity for any decisions to be reviewed or appealed?

☐ Yes ☐ No

## 15. External Accountability

### 15.1. External Oversight

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 commit 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.

109. Have you committed to a system or systems of external accountability for your editorial content?

☐

Yes

☒

No

a. If Yes: What are they?

Comments

b. If Yes: What are the URLs?

Comments

## 15.2. Compliance with External Accountability

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

110. Is your Media Outlet committed to comply with any directions or guidance issued by the external accountability body to which you subscribe? \*

☒

Yes

☐

No

☐

N/A

## 15.3. Absence of external oversight

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.

111. Is your Media Outlet subject to an external regulatory mechanism for content that you find it not possible to comply with?

☐

Yes

☒

No

a. If Yes: State here your reason for non-compliance.

Comments

b. If Yes: Do you participate in any alternative national or international oversight mechanisms or networks?

☐

Yes

☐

No

i. If Yes: Which ones?

Comments

## 15.4. Contact Details of External Accountability Bodies

Where a Media Outlet commits 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.

112. Are the mechanisms for the public to complain about breaches of your Editorial Guidelines to an external body publicly available? \*

☐

Yes

☐

No

☐

N/A

a. If Yes: What is the link?

Comments

## 15.5. Other Associations

The Media Outlet may publicly list its membership of all bodies that require members to adhere to published guidelines, standards or norms to maintain status in that organisation. Best practice is to publish which associations a Media Outlet is a member of, listing the names and contact details.

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?

☒ Yes ☐ No ☐ N/A

a. If Yes: What are they?

Comments

Albanian Press Council  
Albanian Alliance of Ethical media

b. If Yes: Do you publish those associations, and their contact details?

☒ Yes ☐ No ☐ N/A

## 16. Professionalism in the Media Outlet

### 16.1. Recruitment and Training

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.

114. Do you have guidelines for the recruitment and training of editorial staff? \*

☒ Yes ☐ No

a. If Yes: Do those guidelines contain a diversity policy? \*

☒ Yes ☐ No

b. If Yes: Do those guidelines cover staff welfare? \*

☐ Yes ☒ No

c. If Yes: Are they publicly available? \*

☐ Yes ☒ No

i. If Yes: What is the URL?

Comments



## 16.2. Working Conditions, Contract Policy and Labour Relations

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

115. Do the regulations and guidelines for the employment of staff and engagement of contract journalists protect their editorial independence?

☒ Yes ☐ No ☐ N/A

116. Are your employees (including freelance) covered by legal contracts and insurance?

☒ Yes ☐ No ☐ N/A

117. Does your staff have the freedom to organise?

☒ Yes ☐ No ☐ N/A

118. Do you have an existing structure for social dialogue including a collective bargaining arrangement with appropriate trade unions?

☒ Yes ☐ No ☐ N/A

119. Are there guidelines for contracts of engagement with freelance journalists?

☐ Yes ☐ No ☒ N/A

a. If Yes: Do these guidelines ensure the ability of freelancers to adhere to the editorial principles?

☒ Yes ☐ No ☐ N/A

## 16.3. Staff Welfare

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 remote and 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.

120. Does your Media Outlet's rules and procedures protect against discrimination in the workplace?

☒ Yes ☐ No ☐ N/A

121. Does your Media Outlet's rules and procedures support equality of opportunity?

☒ Yes ☐ No ☐ N/A

122. Does your Media Outlet have a safety at work policy, which includes specific protection for journalists working in hostile environments?

☒ Yes ☐ No ☐ N/A

123. Does your Media Outlet have guidelines to support editorial staff who have been exposed to material of a sensitive or upsetting nature?

☒ Yes ☐ No ☐ N/A

124. Does your Media Outlet have guidelines to support editorial staff who suffered physical or psychological harm in the course of their work?

☒ Yes ☐ No ☐ N/A

## 17. Training

### 17.1. Training in Editorial Guidelines

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.

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?

☒

Yes

☐

No

☐

N/A

### 17.2. Continuous Training

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.

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

☒

Yes

☐

No

☐

N/A

## 17.3. Support and Advice

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.

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

☒

Yes

☐

No

☐

N/A

## 18. Publication of Self-Assessment

### 18.1. General Public

After conducting a self-assessment according to this Standard, a Media Outlet should publish the results in ways visible to the public, preferably online. Best practice is to publish the full text of the questions and answers on an “about” or similar page on the website of the Media Outlet.

128. Does your Media Outlet publish your answers to this self-assessment based on the JTI Standard?

☒

Yes

☐

No

a. If Yes: Is it available to readers?

☒

Yes

☐

No

i. If Yes: What is the URL?

Comments

## 18.2. Machine-Readability

A Media Outlet should publish the answers from the self-assessment in a format making it easily visible to machine readers employed by advertisers, social media and related platforms, researchers and others.

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

☐

Yes

☐

No

a. If Yes: What is the URL?

Comments