

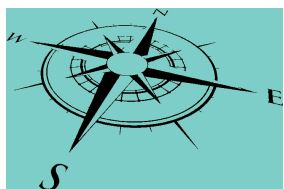
NewsCodes Scheme

Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative

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DEMONSTRATION ONLY



International Press Telecommunications Council (IPTC)

Stakeholder(s):

NewsML-G2 Working Group :

... the IPTC NewsML-G2 Working Group has been collaborating with several initiatives around trust and misinformation in the news industry.

The Trust Project :

We have been working mainly with The Trust Project ...

Journalism Trust Initiative :

and the Journalism Trust Initiative from Reporters Without Borders ...

Credibility Coalition :

but have also been in communication with the Credibility Coalition, the Certified Content Coalition and others to identify all known means of expressing trust in news content.

Certified Content Coalition

News Publishers :

This should make it easier for news publishers to translate trust information to something that can be read by aggregator platforms and user tools.

Content Syndicators :

In particular, we want to make it as easy as possible for syndicated content to be distributed and published in alignment with trust principles.

Vision

Trustworthy news

Mission

To make it easy to convey the trustworthiness of content

Indicators

Document indicators of content trustworthiness

Stakeholder(s)

Readers

New Organizations

Indicators showing how a news organisation works to encourage readers to consider the news organisation worthy of their trust

1. Standards

Document journalistic standards of behavior

Name(en-GB): editorial policy Definition(en-GB): A statement describing the journalistic standards of behavior expected by the organisation Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Related concept (skos:exactMatch):<https://schema.org/publishingPrinciples> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

2. Feedback

Document how the public is engaged

Name(en-GB): feedback policy Definition(en-GB): A statement about how a newsroom involves the public in coverage decisions, reporting and activities after publication Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/actionableFeedbackPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/> Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/actionableFeedbackPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

3. Corrections

Document disclosure and correction policy regarding errors

Name(en-GB): corrections policy Definition(en-GB): A statement describing a newsroom's disclosure and correction policy regarding errors Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/correctionsPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/cator/>

4. Diversity

Document the diversity of editorial sources

Name(en-GB): editorial diversity policy Definition(en-GB): An organisation's policy describing diversity of editorial sources Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:

editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:broad-Match):<https://schema.org/diversityPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

5. Ethics

Document ethics policy

Name(en-GB): ethics policy Definition(en-GB): Statement about a news organisation's ethics policy, e.g. regarding journalistic and publishing practices Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/ethicsPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

6. Coverage

Document coverage priorities

Name(en-GB): coverage policy Definition(en-GB): A statement on coverage priorities, including any public agenda or stance on issues Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/missionCoveragePrioritiesPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

7. Bylines

Document why authors are not named in bylines

Name(en-GB): no bylines policy Definition(en-GB): A statement explaining when authors of articles are not named in bylines Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/noBylinesPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

8. Unnamed Sources

Document the use of unnamed sources and the decision process required

Name(en-GB): unnamed sources policy Definition(en-GB): A statement about policy on use of unnamed sources and the decision process required. Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:editorialPolicy Related concept (skos:broader):trustindicator:editorialPolicy Related concept (skos:exactMatch):<https://schema.org/unnamedSourcesPolicy> Member of scheme: <http://cv.ipc.org/newscodes/trustindicator/>

9. Verification

Document verification and fact-checking processes

Name(en-GB): fact checking policy Definition(en-GB): Disclosure about verification and fact-checking processes for a news media organisation Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Related concept (skos:exactMatch):<https://schema.org/verificationFactCheckingPolicy> Member of scheme: <http://cv.ip tc.org/news codes/trustindicator/>

10. Content Creators

Document the party that produces news content

Name(en-GB): party info Definition(en-GB): Information about a party that produces news content (either a person or an organisation) Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Member of scheme: <http://cv.ip tc.org/news codes/trustindicator/>

11. Archive

Document the journalist or news organisation's work in reverse chronological order

Name(en-GB): archive Definition(en-GB): A list of the journalist or news organisation's work in reverse chronological order, sometimes including a search option Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:partyInfo Related concept (skos:broader):trustindicator:partyInfo Member of scheme: <http://cv.ip tc.org/news codes/trustindicator/>

Stakeholder(s):

Journalists

News Organisations

12. Recognition

Document honours or awards received by the journalist or news organisation

Name(en-GB): award Definition(en-GB): A list of the honours or awards received by the journalist or news organisation Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:partyInfo Related concept (skos:broader):trustindicator:partyInfo Related concept (skos:exactMatch):<https://schema.org/award> Member of scheme: <http://cv.ip tc.org/news codes/trustindicator/>

13. History & Background

Document the news organisation or journalist's history and background

Name(en-GB): organisation info Definition(en-GB): Information about the news organisation or journalist's history and background Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:partyInfo Related concept (skos:broader):trustindicator:partyInfo Related concept (skos:broadMatch):<https://schema.org/description> Member of scheme: <http://cv.ip tc.org/news codes/trustindicator/>

Stakeholder(s):**News Organisations****Journalists****14. Staff Diversity***Document the organisation's staff diversity policy*

Name(en-GB): organisation diversity policy Definition(en-GB): Statement on the organisation's staff diversity policy, optionally providing staffing data Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:organisationInfo Related concept (skos:broader):trustindicator:organisationInfo Related concept (skos:broadMatch):<https://schema.org/diversityPolicy> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

15. Diversity Issues*Document staffing diversity issues*

Name(en-GB): diversity staffing report Definition(en-GB): A report on staffing diversity issues. In a news context this might be for example ASNE or RTDNA (US) reports, or self-reported. Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:organisationInfo Related concept (skos:broader):trustindicator:organisationInfo Related concept (skos:exactMatch):<https://schema.org/diversityStaffingReport> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

16. Editors*Document information about a news outlet's senior editorial staff*

Name(en-GB): senior editorial staff Definition(en-GB): Information about a news outlet's senior editorial staff, sometimes known as the masthead Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:organisationInfo Related concept (skos:broader):trustindicator:organisationInfo Related concept (skos:exactMatch):<https://schema.org/masthead> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

Stakeholder(s):**Editors****17. Ownership, Funding & Grants***Document organizational ownership structure, funding and grants*

Name(en-GB): ownership and funding information Definition(en-GB): A description of organizational ownership structure, funding and grants, with particular reference to editorial independence Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:organisationInfo Related concept (skos:broader):trustindicator:organisationInfo Related concept (skos:exactMatch):<https://schema.org/ownershipFundingInfo> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

18. Journalist Profiles

Link to the journalist's site-level profile page.

Name(en-GB): journalist info Definition(en-GB): Link to the journalist's site-level profile page. This is typically included in each individual piece of content by that journalist. Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:partyInfo Related concept (skos:broader):trustindicator:partyInfo Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

Stakeholder(s):

Journalists

19. Biographies

Document affiliations that may pose conflicts of interest

Name(en-GB): biography Definition(en-GB): Brief journalistic biography. Can include previous employers, education, outside interests, commitments associated with ethics (such as voting, community involvement). According to the Trust Project, biography must include any affiliations that may pose a conflict of interest and how this is handled. A biography's length is not necessarily an indicator of trustworthiness. Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:journalistInfo Related concept (skos:broader):trustindicator:journalistInfo Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

20. Photos

Provide a link to a photograph or image of the journalist that created a piece of editorial content

Name(en-GB): journalist image Definition(en-GB): Link to photograph or image of the journalist that created a piece of editorial content Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:journalistInfo Related concept (skos:broader):trustindicator:journalistInfo Related concept (skos:broadMatch): <https://schema.org/image> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

Stakeholder(s):

Journalists

21. Languages

Document knowledge of a human language

Name(en-GB): knows language Definition(en-GB): Indicates knowledge of a human language. The presence of this indicator does not distinguish skill levels or reading/writing/speaking/signing. Language codes should be taken from the IETF BCP 47 standard. Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:partyInfo Related concept (skos:broader):trustindicator:partyInfo Related concept (skos:broadMatch): <https://schema.org/knowsLanguage> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

22. Expertise

Document expertise

Name(en-GB): knows about Definition(en-GB): Indicates a topic that is known about, suggesting possible expertise without distinguishing skill level Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:partyInfo Related concept (skos:broader):trustindicator:partyInfo Related concept (skos:broadMatch):https://schema.org/knowsAbout Member of scheme: http://cv.iptc.org/newscodes/trustindicator/

23. Works

Document information applicable to a particular piece of journalistic work

Name(en-GB): piece of work info Definition(en-GB): Trust information that applies to a particular piece of journalistic work, such as references or sources Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Member of scheme: http://cv.iptc.org/newscodes/trustindicator/

24. Corrections

Document updates to a journalistic work via links to other documents that correct the content of the original

Name(en-GB): corrected by resource Definition(en-GB): Indicates an update to a journalistic work via a link to another document that corrects this document Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:pieceOfWorkInfo Related concept (skos:broader):trustindicator:pieceOfWorkInfo Related concept (skos:broadMatch):https://schema.org/correction Member of scheme: http://cv.iptc.org/newscodes/trustindicator/

25. Correction References

Document when news items correct referenced news items

Name(en-GB): corrects resource Definition(en-GB): Indicates that this news item corrects the referenced news item Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:pieceOfWorkInfo Related concept (skos:broader):trustindicator:pieceOfWorkInfo Related concept (skos:broadMatch):https://schema.org/CorrectionComment Member of scheme: http://cv.iptc.org/newscodes/trustindicator/

26. External Sources

Document external materials upon which that news item are based

Name(en-GB): external source materials Definition(en-GB): External material that this news item is based on, such as a press release or parliamentary record Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:pieceOfWorkInfo Related concept (skos:broader):trustindicator:pieceOfWorkInfo Related concept (skos:broadMatch):https://schema.org/isBasedOn Member of scheme: http://cv.iptc.org/newscodes/trustindicator/

27. Internal Sources

Document journalistic materials used to create this news item

Name(en-GB): internal source materials Definition(en-GB): Indicates journalistic materials used to create this news item, such as interview transcripts or data analysis Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:pieceOfWorkInfo Related concept (skos:broader):trustindicator:pieceOfWorkInfo Related concept (skos:broadMatch):<http://pending.schema.org/backstory> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

28. Secondary Sources

Document external sources

Name(en-GB): secondary sources Definition(en-GB): Indicator of an external source that this news item is based on, such as an existing news report elsewhere in the media Note(en-GB): Experimental vocabulary, created through IPTC's adoption of The Trust Project's Trust Indicators and collaboration with the Journalism Trust Initiative Broader concept: trustindicator:pieceOfWorkInfo Related concept (skos:broader):trustindicator:pieceOfWorkInfo Related concept (skos:broadMatch):<https://schema.org/isBasedOn> Member of scheme: <http://cv.iptc.org/newscodes/trustindicator/>

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