



TECHNICAL MANAGEMENT BOARD

SUBJECT

IWA on Journalism Trust Initiative

BACKGROUND

In June 2026, Reporters Sans Frontières (RSF) and AFNOR (France) submitted a proposal to the TMB Secretariat for the development of an ISO International Workshop Agreement (IWA) on *Journalism Trust Initiative*.

During the ISO/CS initial assessment and the 4-week consultation with relevant groups, many comments were received on the IWA. These comments were shared with the proposers who revised the IWA proposal based on the feedback (see **Annex 2**).

AFNOR is willing to provide the secretariat for the development of this IWA.

Secretariat's note:

At the November 2023 meeting of the SPCG, the decision was made not to request feedback from the SPCG on IWAs. This decision was based on two reasons: firstly, there are no limitations on participation in an IWA, and secondly, IWAs may overlap with ongoing work. Consequently, IWAs will only be shared with the SPCG for information purposes.

Please find attached as annex:

- **Annex 1:** The IWA proposal form
- **Annex 2:** The proposers' response to the comments gathered during the ISO/CS initial assessment and the 4-week consultation with relevant groups.

ACTION

The members of the Technical Management Board are invited to:

- Approve the proposal for an IWA on *Journalism Trust Initiative*;
- Allocate the secretariat to AFNOR (France).

Deadline: 20 October 2026.



PROPOSAL FOR AN INTERNATIONAL WORKSHOP AGREEMENT

A proposal for an International Workshop Agreement (IWA) shall be submitted to the secretariat of the Technical Management Board at ISO/CS (tmb@iso.org). Proposals will be referred to the ISO Technical Management Board for approval (4-week ballot).

Once the proposal for the IWA is approved by the TMB, the proposer will be requested to prepare an announcement/ invitation to the workshop, which will be circulated to the ISO members by ISO/CS. Please note that the announcement must be made at least 90 days in advance of the agreed date to allow potential attendees adequate time to plan on attending the workshop (Annex SI.3).

See the [ISO Supplement Annex SI](#) for full details of the Procedure for the development of IWAs.

Proposer
<i>A proposal to hold an ISO workshop for the purpose of developing one or more IWAs on a particular subject may come from any source, including ISO member bodies, liaison organizations, corporate bodies etc. An organization that is not an ISO member body or liaison organization, or is not international in scope, shall inform the ISO member body in its country of its intent to submit such a proposal.</i>
AFNOR / RSF
Contact details of proposer
Name: Benjamin Sabbah
Email: bsabbah@rsf.org and melissa.demedeiros@afnor.org
Title of the proposed IWA
Journalism Trust Initiative

Purpose and justification

The CEN Workshop Agreement CWA 17493:2019 Journalism Trust Initiative provides a certifiable framework enabling news organizations to rely on a neutral, robust, and internationally recognized reference to demonstrate the quality and integrity of their editorial processes. To date, this reference document is used in 131 countries, with certified news organizations in 44 of them.

The information ecosystem - particularly in the digital environment, but not limited to it - has been increasingly affected by the spread of misinformation and disinformation. These practices frequently mimic the formats and conventions of professional journalism in order to mislead audiences and influence public opinion, contributing to a broader erosion of trust in news media and information more generally.

Establishing and maintaining a relationship of trust between news organizations and information consumers is therefore a central challenge for the media sector worldwide. This challenge has direct implications for the sustainability and viability of news organizations and for the functioning of democratic societies.

The proposed International Workshop Agreement aims to provide verifiable and comparable best practices that promote ethical principles, professional methodologies, editorial independence, transparency, and accountability, while respecting the principle of media self-regulation. It will support news service providers in improving their internal processes and enable stakeholders - including audiences, platforms, regulators, and partners - to better identify reliable sources of information.

As CWA 17493:2019 Journalism Trust Initiative has reached its expiration, the development of an International Workshop Agreement (IWA) will ensure continuity of the framework at the international level. It will preserve the consensus achieved through the CEN process, broaden global participation, and respond to a clear market and societal need for mechanisms that support the implementation and recognition of high-quality journalistic standards, while addressing emerging developments in the information ecosystem, including the growing role of artificial intelligence systems and news content creators.

Does the proposed IWA relate to or impact on any existing work in ISO committees?

☐ Yes ☒ No

Please list any relevant documents and/or ISO committees

CWA 17493:2019 Journalism Trust Initiative

IWA 44:2025 Global Media Identifier (GMI) for distribution channels and brands

Project ISO 25975 Information and documentation — Global Media Identifier (GMId) for distribution channels and brands

ISO/IEC 29100:2024 Information technology — Security techniques — Privacy framework

ISO/TC 46 – Information and documentation

ISO/TC 46/ SC 11 - Archives/records management

ISO/TC 309 – Governance of organizations

ISO/IEC JTC 1/SC 27 - Information security, cybersecurity and privacy protection

ISO/IEC JTC 1/SC 40 – IT service management and IT governance

ISO/IEC JTC 1/SC 42 - Artificial intelligence

Relevant stakeholders (list of organizations that may be interested)

Please see Annex A below

Member body willing to act as secretariat

AFNOR

[Click or tap here to enter text.](#)

Number of meetings to be held (if more than one is envisaged) and proposed dates

2 meetings (+ 1 if needed) -

→ 1st meeting: presentation of the draft and first discussions

→ Call for comments

→ 2nd meeting: Review of comments based on proposals from the project leaders

→ Circulation of final draft

→ 3rd meeting: Validation of the IWA for publication

Annexes are included with this proposal (give details)

Annex A: List of relevant stakeholders

Annex B: Outline

Annex A: List of Relevant Stakeholders

The list of Relevant Stakeholders is composed of news media outlets (news agencies, broadcasters, radio, newspapers, magazines and pure players), regulation and self-regulation bodies as well as editors and journalists unions and federations in 40 countries which have participated to the conception of the CWA 17493:2019 and which have been granted the Journalism Trust Initiative certification since the publication of this document.

0372.UA (Ukraine)
A.O. MEDIA ALTERNATIVA - TV8 (Moldova)
ADNSUR (Argentina)
AFNOR (France)
AGENCE FRANCE PRESSE (France)
AFRIKELLES MÉDIA (Togo)
AGENCIA EFE (Spain)
ALQATIBA (Tunisia)
ALTERNATIVAS ECONÓMICAS (Spain)
EUROPEAN ASSOCIATION FOR THE CO-ORDINATION OF CONSUMER
REPRESENTATION IN STANDARDISATION - ANEC (Belgium)
ARIJ (Jordan)
ARTICLE 19 (United Kingdom)
ASSOCIATION OF JOURNALISTS OF SERBIA (Serbia)
ATHENSLIVE (Greece)
ASSOCIATION OF TAIWAN JOURNALISTS (Taiwan)
ÁTLÁTSZÓ ERDÉLY (Romania)
AUDIT BUREAU OF CIRCULATIONS CZECHIA (Czechia)
AUDIT BUREAU OF CIRCULATIONS TAIWAN (Taiwan)
AUDIT BUREAU OF CIRCULATIONS UK (United Kingdom)
AUTORITA PER LE GARANZIE NELLE COMUNICAZIONI (Italy)
BBC NEWS (United Kingdom)
BLUE TN (Tunisia)
BULATLAT (Philippine)
BUREAU NORME AUDIT COTE D'IVOIRE (Côte d'Ivoire)
BUREAU VERITAS (France)
CASAMACONDO SOMOS HISTORIAS SAS (Colombia)
CBC NEWS (Canada)
CENTER FOR INTERNATIONAL MEDIA ASSISTANCE (United States)
CENTER FOR INVESTIGATIVE REPORTING - CIN (Bosnia & Herzegovina)
CENTER FOR MEDIA DATA AND SOCIETY (Austria)
ČESKÝ ROZHLAS (Czechia)
CHEQUEADO (Argentina)
CIVIL MEDIA (Armenia)
COLOMBIA INFORMA (Colombia)
COLORADO PUBLIC RADIO (United States)
COMMUNITY MEDIA NETWORK (Jordan)
PERMANENT CONFERENCE OF THE MEDITERRANEAN AUDIOVISUAL OPERATORS -
COPEAM (Italy)
COUNCIL OF EUROPE (France)
CRAIG NEWMARK GRADUATE SCHOOL OF JOURNALISM (United States)
CRIME AND CORRUPTION REPORTING NETWORK - KRIK (Serbia)
DATACAMEROON.COM (Cameroon)
DELFI (Lithuania)
DELOITTE (Australia)

DER TAGESSPIEGEL - INVESTIGATE EUROPE (Germany)
DERNIÈRES NOUVELLES D'ALSACE - DNA (France)
DETECTOR MEDIA (Ukraine)
DISINFORMATION INDEX (United Kingdom)
DNEVNIK (Bulgaria)
DUTCH ASSOCIATION OF JOURNALISTS (Netherlands)
EBRA (France)
ECO& FINANCES (Togo)
ECONOMIA (Czech Republic)
ECONOMIE ET DEVELOPPEMENT (Togo)
ECUADOR CHEQUEA (Ecuador)
EL CUARTO MOSQUETERO (Colombia)
EL ESPECTADOR (Colombia)
EL TURBIÓN (Colombia)
ELCRONISTA.CO (Colombia)
ELDIARIO.ES (Spain)
ELDIARIDEMADRID.ES (Spain)
ENTREOJOS.CO (Colombia)
ESTONIAN ASSOCIATION OF JOURNALISTS (Estonia)
ETHICAL JOURNALISM NETWORK (United Kingdom)
EUROPEAN BROADCASTING UNION (Belgium)
EUROPEAN UNIVERSITY INSTITUTE (Italy)
EXIT NEWS (Albania)
FADA COLLECTIVE (Italy)
FAKTOGRAF.HR (Hungary)
FEMME D'AFRIQUE MAGAZINE (Democratic Republic of Congo)
FINANCIAL AFRIK (Senegal)
FM99 (Lithuania)
FONDATION HIRONDELLE (Switzerland)
FORT WORTH REPORT (United States)
FRANCE MÉDIAS MONDE (France)
FRANCE TÉLÉVISIONS (France)
FREE PRESS UNLIMITED (Netherlands)
GAZETA WYBORCZA (Poland)
GBEKE FM (Côte d'Ivoire)
GROUPEMENT EDITEURS SERVICES EN LIGNE - GESTE (France)
GLOBAL FORUM FOR MEDIA DEVELOPMENT (Belgium)
GMX NEWS (Germany)
GOGO.MN (Mongolia)
GWARA MEDIA (Ukraine)
HABARI RDC (Democratic Republic of Congo)
HONG KONG FREE PRESS
HROMADSKE (Ukraine)
HROMADSKE RADIO (Ukraine)
I-VIN.INFO (Ukraine)
IMPERIUM CERTIFIC (Ukraine)

IMPRESS (United Kingdom)
INDEPENDENT PRESS STANDARDS ORGANISATION (United Kingdom)
INSIDE STORY (Greece)
INTENT PRESS (Ukraine)
INTERNATIONAL FUND FOR PUBLIC INTEREST MEDIA (France)
INTERNEWS (United Kingdom)
INTERNATIONAL PRESS INSTITUTE (Austria)
ISTINOMER (Serbia)
JAMBORDC.INFO (Democratic Republic of Congo)
JOURNAL INTEGRATION (Cameroon)
JOURNALDESNATIONS.NET (Democratic Republic of Congo)
JOURNALISTS ASSOCIATION OF KOREA (South Korea)
KBR.ID (Indonesia)
KONDE.CO (Indonesia)
L'ALSACE (France)
L'EST RÉPUBLICAIN (France)
L'INTELLIGENT D'ABIDJAN (Côte d'Ivoire)
L'OBSERVATEUR (France)
L'ORIENT-LE JOUR (Lebanon)
LA BARRA ESPACIADORA (Ecuador)
LA CONTRATOPEDIA CARIBE (Colombia)
LA MAISON DES REPORTERS (Senegal)
LA RAZÓN (Spain)
LA SILLA VACÍA (Colombia)
LA THIÉRACHE (France)
LATVIAN TELEVISION (Latvia)
LATVIJAS RADIO (Latvia)
LE BIEN PUBLIC (France)
LE COURRIER - LA GAZETTE (France)
LE DAUPHINÉ LIBÉRÉ (France)
LE JOURNAL DE SAÔNE ET LOIRE (France)
LE PROGRÈS (France)
LE RÉPUBLICAIN LORRAIN (France)
LIGA.NET (Ukraine)
SLOBIDSKYI KRAI (Ukraine)
MEDIAPOL.BG (Bulgaria)
METAMORPHOSIS (North Macedonia)
MIND.UA (Ukraine)
MIZZIMA (Myanmar)
MONGOLIAN FACT-CHECKING CENTER (Mongolia)
MONITORUL DE BOTOSANI (Romania)
NATURENEWS MEDIA (Nigeria)
NEFZAWA FM (Tunisia)
NEWSGUARD TECHNOLOGIES (United States)
NIKVESTI (Ukraine)
NORSK RIKSKRINGKASTING

NTV BROADCASTING LLC (Mongolia)
NV.UA (Ukraine)
PERIÓDICO EL EXPRESO (Colombia)
PERSHIY KRYVORIZKIY (Ukraine)
PMG.UA (Ukraine)
PRESSAFRIK (Senegal)
PRESSONE (Romania)
PRESSPASS (Indonesia)
PROJECT MULTATULI (Romania)
PUBLIKA (Georgia)
QUÉ DIGITAL (Argentina)
RADIO NDEKE LUKA (Central African Republic)
RADIO TAIWAN INTERNATIONAL (Taiwan)
RADIO-CANADA (Canada)
REVISTA RAYA (Colombia)
RTE NEWS (Ireland)
RADIO TELEVISION SUISSE (Switzerland)
SENESENEWS (Senegal)
SHOTAM MEDIA (Ukraine)
SOCIETE NATIONALE DE RADIODIFFUSION RADIO FRANCE (France)
SOCIETY OF PROFESSIONAL JOURNALISTS (United States)
SOLOMON (Greece)
SOLOPOS (ESPOS.ID)
SOPRIS SUN (United States)
STATUS QUO (Ukraine)
STUDIO KALANGOU (Niger)
STUDIO TAMANI (Mali)
STUDIO YABA (Burkina Faso)
SWI SWISSINFO.CH (Switzerland)
TAMEDIA (Switzerland)
TF1 (France)
THE ASSOCIATED PRESS (United States)
THE CONVERSATION FRANCE (France)
THE FOUNDATION OF EXCELLENT JOURNALISM AWARD
THE GUARDIAN FOUNDATION FOGE (United Kingdom)
THE LITHUANIAN NATIONAL RADIO AND TELEVISION - LRT (Lithuania)
THE SWISS PRESS COUNCIL (Switzerland)
THE THOMSON FOUNDATION (United Kingdom)
THE WINNIPEG FREE PRESS (Canada)
TIMES OF SAN DIEGO (United States)
TT NYHETSBYRAN (Sweden)
UNESCO (France)
UNIVERSCIENCES (Guinea)
UNIVERSITE PARIS CITE (France)
UNIVERSITY OF LINCOLN (United Kingdom)
VALTERPORTAL (Bosnia and Herzegovina)

VISIONARIAS (Ecuador)
VOKARIBE RADIO 89.6 FM (Colombia)
VORÁGINE (Colombia)
VOSGES MATIN (France)
W D HOARD & SONS COMPANY (United States)
WEB.DE NEWS (Germany)
WIKIMEDIA (United States)
MEDIACRITICA (Moldova)
WIENER ZEITUNG - WZ (Austria)
ZIARUL DE GARDĂ (Moldova)
ZUUNIIMEDEE (Mongolia)
ВІСНИК Ч (Ukraine)
РАДІО НВ (Ukraine)

Annex B: Outline

Note: [REMAINS UNCHANGED] means that it is proposed that the Clause should remain unchanged compared to CWA 17493:2019 Journalism Trust Initiative.

IWA Journalism Trust Initiatives

Foreword [REMAINS UNCHANGED]

I. Introduction [REMAINS UNCHANGED]

The ultimate goal of the “Journalism Trust Initiative” (JTI) is to support the universal, individual freedom of opinion through access to information and independent, pluralistic media. By safeguarding professional standards, a healthier digital media landscape should emerge, from which each citizen and media worker, but also societies at large, could benefit.

In our digital age, it has become increasingly difficult to distinguish information shaped by vested interests from that produced by independent and fair news professionals. An open and honest public debate, aimed at informing the general public, is more and more difficult to sustain, especially when propaganda and ‘fake news’ seem on the rise and trust in institutions and the media is declining.

To face those challenges, in line with the fight for freedom of information, this Initiative aims at concretely enhancing and safeguarding journalism worthy of this name, complying with ethical rules, approved

journalistic methods, and guarantees of independence. In a context of growing distrust towards the media, we consider it important to set up a transparent framework to promote principles of ethical journalism, both to provide guidance to the public and to encourage news providers to raise their professional norms and practices.

We put the term “trust” at the centre of JTI because it signifies the level of credibility that journalism enjoys – or the lack thereof. This trust has of course to be earned. Journalists work in the public interest only if they act as “trusted third parties,” spreading information that enables people to be aware of, and fully comprehend, the challenges they face in their environment, and to form their own opinion.

Trust is deeply intertwined with transparency, responsibility, and accountability.

We believe in self-regulation of journalism, which requires agreed norms, standards or equivalents that function as a verifiable set of rules and benchmarks, and that define the best practice of our profession. This is what JTI aims to provide.

It also means implementation through tangible benefits to incentivise compliance.

II. Preamble [REMAINS UNCHANGED]

III. Scope [NEW - Before A. Identify and Transparency (p. 8)]

This document establishes a set of principles, requirements and guidance aimed at promoting trustworthy, transparent and responsible information production and dissemination across media and content creators.

It is derived from the framework defined in CWA 17493:2019, which structured requirements around identity and transparency and professionalism and accountability in journalistic practices. This document adapts and streamlines these requirements by removing redundant criteria while maintaining the overall objective of enhancing trust in information ecosystems.

This document applies to a broad range of actors involved in news content creation and dissemination, including but not limited to:

- news media organisations (print, broadcast and digital),
- independent journalists,
- digital-native media,
- news content creators.

To address the specificities of emerging actors and topics, this document includes:

- provisions addressing the use of **artificial intelligence (AI)** in content production, including transparency, accountability and disclosure considerations;
- additional guidance on the use of **expert sources for topics requiring specialized knowledge or expertise (e.g. climate change, public health, science)**, in order to strengthen the reliability of information and mitigate the spread of misinformation and disinformation;
- an annex dedicated to **individual news content creators**, providing adapted criteria where traditional journalistic requirements are not fully applicable.

This document defines requirements and recommendations covering:

- the disclosure of identity, ownership, affiliations and sources of revenue;
- transparency of editorial processes and content production methods;
- adherence to ethical principles, including accuracy, responsibility and accountability;
- mechanisms for corrections, complaints and continuous improvement.

This document is intended to be applicable globally and across different regulatory environments. It can be used by organisations and individuals on a voluntary basis to assess and improve their practices, enhance credibility, and foster public trust in information.

This document does not establish legal obligations nor replace applicable regulations but may complement existing frameworks and initiatives related to media integrity and information quality.

IV. Terms and definition [REMAINS UNCHANGED]

V. Normative references [TO BE ADDED]

VI. Clauses of the JTI International Workshop Agreement

Introduction to the principles of identity, transparency, professionalism and accountability

A. Identity and transparency

1. Basic requirements on media's identity

- 1.1. Legal entity name
- 1.2. Contact details and identifiers
- 1.3. Description of media outlet
- 1.4. Distribution channels and URLs
- 1.5. Safety concerns
- 1.6. Location
- 1.7. Founding date

2. Editorial mission

- 2.1. Editorial mission statement

3. Public Service Media

- 3.1. Public Service Media Mission, Governance and Independence

4. Disclosure type of ownership

- 4.1. Privately held
- 4.2. State or publicly owned
- 4.3. Publicly traded company
- 4.4. Other

5. Requirement on owner's identity

- 5.1. Names of persons and entities exercising control and governance
- 5.2. Contact Details of Direct and Indirect Owners
- 5.3. Names of Shareholders
- 5.4. Percentage of Shareholdings
- 5.5. Exception for Member-owned Media Outlets

6. Disclosure of identity on the management team and its location

- 6.1. Management directory
- 6.2. Location of branches and offices

7. Disclosure of Editorial contact details

- 7.1. Social media
- 7.2. Newsroom Contact Details
- 7.3. Customer Service Contact Details

8. Disclosure of revenue sources and data collection

- 8.1. Source of revenue
- 8.2. Data collection disclosure

B. Professionalism and Accountability

9. Accountability for Journalism principles

- 9.1. Editorial guidelines
- 9.2. Purpose of guidelines
- 9.3. Guidelines and journalism principles
- 9.4. Conflict of interest

10. Accuracy

- 10.1. Process of ensuring accuracy
- 10.2. Process review
- 10.3. Statistic and external content
- 10.4. Identification of journalists, agencies
- 10.5. Location Reporting

10.6. Use and development of Artificial Intelligence (Now "Automatically Generated Content")

10.7. Algorithmic dissemination and curation

10.8. Treatment of explicit content

11. Responsibility for content provided by the general public

11.1. User generated content/Eyewitness news

11.2. Editorial guidelines for UGC/Eyewitness news

11.3. Opinion guidelines

12. Responsibility for sources

12.1. Anonymity

12.2. Privacy rights

12.3. Independent sources

12.4. Diversity of sources

12.5. Use of expert sources for topics requiring specialized knowledge or expertise
(NEW)

13. Professionalism for affiliations

13.1. Sponsored content policies

13.2. Sponsored content indicators

13.3. Separation of news and opinion

14. Internal accountability

14.1. Dealing with inaccuracies

14.2. Publishing corrections

14.3. Contact and process for complaints

14.4. Internal Process for complaints

14.5. Independence of ombudsperson

14.6. Powers of ombudsperson

15. External accountability

15.1 External oversight

15.2. Compliance with External Accountability

15.3. Absence of external oversight

15.4. Contact Details of External Accountability Bodies

15.5. Other Associations

16. Professionalism in the media outlet

16.1. Recruitment and training

16.2. Working conditions, contract policy and labour relations

16.3. Staff welfare

17. Training

17.1. Training in editorial guidelines

17.2. Continuous training

17.3. Support and advice

VI. The Annexes

Annex A Guidelines: Principles and potential usage of JTI by external parties

Annex B Application of the JTI IWA to individual news content creators [NEW]

Annex C Questionnaire

Annex D Glossary



FORM C – CONSOLIDATED FEEDBACK – IWA ON JOURNALISM TRUST INITIATIVE

TMB meeting

- The outcome consultations will be discussed at the next meeting of the TMB, except in cases where the proposer has effectively addressed all raised concerns, as determined by the TMB Secretariat in consultation with the Chair.
- The working document for this discussion will include the structured proposer's response, along with draft resolution(s) providing options to the coherence and coordination issue for TMB to deliberate.
- Proposers will receive invitations to participate virtually in the TMB meeting, fostering a productive and transparent exchange between the board and the proposer. However all decisions made by the TMB will be conducted in a confidential manner (in camera). Serving board members will also be given the opportunity to invite another individual to present the response of the proposer.
- If the proposal's subject matter is relevant to the ongoing work of an existing SAG/SEG, the proposal will progress subject to the outcome of the consultation with the relevant SAG/SEG and as decided by TMB.
- Should the TMB determine that the issues related to coherence and coordination have not been resolved, the proposal will be returned to the proposer along with feedback from the TMB.

Ad hoc meeting

- The TMB has the flexibility to arrange ad hoc meetings for proposal reviews, particularly during the extended gap between regular TMB meetings, which typically occurs between September and March.

Form A outcome: ISO/CS initial assessment and proposer response

Consulted groups	Concise description	General recommendations	Proposer response	Proposers' recommended mitigation
ISO/TC46 – Information and documentation	TC46, chaired and managed by AFNOR (France), encompasses a wide range of standards and projects that enable librarians, archivists, records managers, publishers, media professionals, information and data specialists, and content providers to collaborate more effectively. Considering the Journalism Trust Initiative (JTI) and International Workshop Agreements (IWA), TC46 stakeholders, subcommittees, working groups and partners address a broad spectrum of aspects. Machine-Readable Identification Permanent identifiers, interoperability schemas, and descriptions—from bibliographic, activity-based (record), or content perspectives—strengthen systems of trust and identification for information providers, information system and all interoperability processes. Enabling Critical Analysis and Intellectual Ethics As guardians of intellectual integrity, TC46 standards enforce ethical citation practices, maintain standardized bibliographic authority through controlled vocabularies and authoritative references, and assign persistent identifiers to ensure the permanence, traceability, and reproducibility of sources. This bridges the roles of evidence-based verification and knowledge exploration in an era of misinformation. Preserving and Accessing Information for an Evidence-Based Society Memory institutions and trusted repositories preserve printed, digital, and audiovisual media and archives as authoritative evidence to counter disinformation. They serve as gateways to serendipitous discovery and intellectual curiosity, fostering information literacy and critical reading skills. By transforming passive access into active discovery, they build the critical literacy skills essential for navigating complex information landscapes. Additionally, they underpin the establishment of verified information by organizing records of a vast range of human activities. Relevant standards include: - ISO 28500:2017 WARC file format - ISO/TR 14873:2013 Statistics and quality issues for web archiving - ISO 690:2021 Guidelines for bibliographic references and citations to information resources - ISO 3297:2022 International standard serial number (ISSN) - ISO 24138:2024 International Standard Content Code (ISCC) - ISO/AWI 25975 [Under development] Global Media Identifier (GMId) for distribution channels and brands - ISO 26324:2025 Digital object identifier system - ISO 27729:2024 International standard name identifier (ISNI) - ISO/TR 19814:2017 Collections management for archives and libraries - ISO/TR 19815:2018 Management of the environmental conditions for archive and library collections - ISO/TR 21965:2019 Records management in enterprise architecture ISO/AWI TS 25280-1 [Under development] Information and documentation — Records management and Artificial Intelligence	Integrating deontological practices, editorial workflows, and journalistic methodologies into metadata schemas is a strategic priority. By embedding ethical standards (e.g., peer review, fact-checking), editorial processes (e.g., corrections, validation), and journalistic methods (e.g., source verification, cross-referencing) into structured metadata fields—such as provenance, contributor roles, rights statements, or methodology notes—memory institutions can enhance discovery with trust indicators. This approach boosts the credibility of digital collections while enabling automated verification and transparency for users, researchers, and algorithms. Collaboration between libraries, archives, media organizations, and publishers strengthens the editorial chain, ensuring end-to-end traceability of journalistic and scholarly outputs. Shared authority files (VIAF, ISNI), interoperable schemas,, and persistent identifiers create a unified framework, bridging newsrooms, editorial systems, and archival repositories. Ultimately, this transforms metadata from static records into active tools for combating misinformation, fully aligning with FAIR principles and the Journalism Trust Initiative's goals of transparency and accountability. To ensure long-term traceability and accountability, media organizations must adopt ISO TC46 standards for their archives. This involves capturing, classifying, and preserving journalistic records—such as drafts, fact-checking notes, source materials, and editorial decisions—in trusted digital repositories. By integrating persistent identifiers, newsrooms can link raw materials to final outputs, enabling audit trails and retrospective verification. Collaboration with memory institutions ensures preservation of at-risk content (e.g., investigative journalism, social media evidence) while complying with legal and ethical constraints. This approach extends the lifecycle of journalistic content beyond publication, supporting historical research, accountability, and misinformation correction. Modification needed : List of Relevant Stakeholders “UNIVERSITE PARIS 7 DIDEROT (France)” does not exist anymore, it merges in 2019, with others institutions to become Université Paris Cité https://etudiant.lefigaro.fr/article/feu-vert-pour-la-creation-d-une-gigantesque-universite-parisienne_52e035d6-d256-11e6-a9e9-ec8855ae56b6/	Thank you. Indeed, this is very interesting and a vision we need to educate the media outlets with. This requires important Information Systems developments for the media outlets and for small to mid-size media outlets in particular as they may not be able to afford such an investment. We believe that we can suggest it in the workshop but we anticipate that we could not make it a mandatory criterion or it would exclude a large number of media outlets from the scope of JTI. Noted and corrected, thank you.	ISO/TC 46 will be invited to be represented at the workshop. The comment will be shared with the workshop participants
JTC1/SC27 - Information security, cybersecurity and privacy protection	There is overlap, as in the proposed IWA and its scope Identity is used as an essential trust enabler. So e.g. IS 24760 "A framework for identity management" is a relevant basis, even more so if the work evolves to the interaction between journalists and their information sources and/or to the interaction with readers and their feedback.	Liaison: SC 27 should be informed of the proposed work through a liaison relationship.	We would be happy to benefit from your expertise on this topic.	ISO/IEC JTC 1/SC 27 will be invited to be represented at the workshop.
ISO/TC 176 – Quality management and quality assurance	The structure of the document proposed for development as an IWA differs significantly from that of ISO 9001. Therefore, ISO/TC 176 does not identify any direct overlap with its current scope or work programme. However, Chapter 1 identifies the quality and integrity of the editorial process as an objective of the initiative. ISO 9001 is the globally recognized reference for quality management systems. From this perspective, a sector-specific application of ISO 9001 to journalism could provide an effective means of meeting the objectives of the Journalism Trust Initiative. Should the IWA proposers be interested in exploring this approach, ISO/TC 176 would be available to support the project. Chapter 1 also states that the initiative is intended to establish a certifiable framework. The impartiality, independence and competence of the certification body are essential to ensuring the value and trustworthiness of any certification. As these matters do not appear to be addressed in the proposal, the proposed certification scheme would benefit from further clarification and development.	Should the IWA proposers be interested in exploring this approach, ISO/TC 176 would be available to support the project.	Thank you. We believe that this path would bring significant added value to the JTI deliverable. As of now, we are planning to increase the robustness of the former CWA working on its adaptation to an IWA. We believe that the TC 176 recommendation is the long-term path will should be tacking for the next JTI renewal project.	Click here to enter text.

ISO/IEC JTC1/SC40 – IT service management and IT governance	Overlap – this is a specific subset of our topics from Journalism and the highlighted new inclusions of AI would bring this into an area where SC40 could provide input. Our standards are foundational and horizontal in nature and not specific to particular vertical areas. However, the joint standard ISO/IEC 38507:2022 Governance implications of AI by organisations and potentially others in the ISO/IEC38500 series could provide useful guidance that is relevant to this area. This standard was developing as a JWG with JTC1 SC42 with administration by SC42. The outcome of the workshops suggested in the proposal may also lead to advice that the standard should be revised to consider this area if gaps or more recent AI work requires further evaluation within the standard.	As the proposal is some workshops to develop this further, it would be advantageous for SC40 to be involved/connected to these workshops to identify any further needs in conjunction with SC42. As the proposal is for workshops, I suggest that attending the workshops would be the best way to identify what is needed going forward. At this stage, fundamentally SC40 governance of IT should have a role to play in this project along with a number of the groups contacted for this proposal.	We would be happy to welcome SC40 representatives in the workshops.	ISO/IEC JTC 1/SC 40 & 42 will be invited to be represented at the workshop.
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