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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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.iptc.org/newscodes/trustin-dicator/

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
Related concept (skos:broader): trustindicator:editorialPolicy
Related concept (skos:exactMatch): https://schema.org/actionableFeedbackPolicy
Member of scheme: http://cv.iptc.org/newscodes/trustin-dicator/

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
Related concept (skos:broader): trustindicator:editorialPolicy
Related concept (skos:exactMatch): https://schema.org/correctionsPolicy
Member of scheme: http://cv.iptc.org/newscodes/trustin-dicator/

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
Related concept (skos:exactMatch): https://schema.org/diversityPolicy
Member of scheme: http://cv.iptc.org/newscodes/trustin-dicator/
5. Ethics

**Document ethics policy**


6. Coverage

**Document coverage priorities**


7. Bylines

**Document why authors are not named in bylines**


8. Unnamed Sources

**Document the use of unnamed sources and the decision process required**

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.iptc.org/newscodes/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.iptc.org/newscodes/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.iptc.org/newscodes/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.iptc.org/newscodes/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.iptc.org/newscodes/trustindicator/
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: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
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:broadMatch): 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:broadMatch): 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 Related concept (skos:broadMatch): https://schema.org/image 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*

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: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: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:broadMatch):https://schema.org/correction Comment 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: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:broad):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:broad):trustindicator:pieceOfWorkInfo Related concept (skos:broadMatch):https://schema.org/isBasedOn Member of scheme: http://cv.iptc.org/newscodes/trustindicator/

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