

# THE EJN GUIDELINES FOR ethical audits

- The ethical audit is a self-assessment
- exercise of the commitment to good
- governance and ethical and professional
- standards in the media. It is available
- through the EJN or Journalism Trust
- Initiative app at [www.jti-app.com](http://www.jti-app.com).

## What is the ethical audit?

It is a self-assessment exercise of the commitment to good governance and ethical and professional standards in the media.



## Who can perform the ethical audit?

- Individuals, media outlets,
- advertisers, social media and
- search platforms, regulators
- and state actors, media
- development organisations
- and donors.

## How to perform the ethical audit?

Ethical audit consists of a set of questions available through the EJN, or the Journalism Trust Initiative (JTI) app operated by Reporters without Borders. Access the JTI app on [www.jti-app.com/](http://www.jti-app.com/), or write to us at [info@ethicaljournalismnetwork.org](mailto:info@ethicaljournalismnetwork.org)

- 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.



Part of the ethical audit is dedicated to editorial values. The Media Outlet shall disclose its editorial mission statement which shall be consistent with the fundamental ethical principles of trustworthy journalism, and should incorporate principles of: ethical practice, good governance, self-regulation and engagement with the public.

Part of the ethical audit is dedicated to disclosure of type of ownership. The Media Outlet shall declare its legal status clarifying what type of company it is registered as. The Media Outlet shall state clearly if it is fully or partly owned by the government, a state institution, or other public body. The Media Outlet shall indicate if it is a publicly traded company and where it is legally registered and where its shares are traded. If the ownership of the Media Outlet is different from the above, it shall indicate its form of ownership and provide links to local legal definitions of the type of ownership.



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. 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.

This infographic is part of the Building Trust in Media in South East Europe and Turkey – Phase 2 project carried out by the Ethical Journalism Network in partnership with UNESCO and supported by the European Commission. The views expressed here are only those of the EJN.