



# How your public broadcaster builds trust in the news you need

Canadians need trusted sources of news to keep them informed about their communities, their country, and their world. We have never had access to so much information at our fingertips. But not all of it is credible, and sometimes it's hard to know who to trust.

CBC/Radio-Canada is committed to producing journalism that is accurate, impartial, independent and fair. Three-quarters of Canadians believe that CBC/Radio-Canada is a trusted source of news.<sup>1</sup> Our news coverage is available to everyone without restriction.

Our mission is to inform Canadians; to contribute to the understanding of issues of public interest; and to encourage citizens to participate in our free and democratic society.

## Fair and fearless journalism

Building trust is vital to our mission and it is something our journalists do each day through their commitment to some key principles.

**I Independence:** The public broadcaster is funded by the public to operate independently of the government. Its journalism holds governments, and politicians of all stripes, to account on behalf of the public.

CBC and Radio-Canada newsrooms also make their news decisions independently from the Corporation. Management does not interfere in what they cover or how. Journalists do not support or advocate for corporate positions. Unlike newspapers, CBC/Radio-Canada does not endorse political parties during elections.

**I Transparency:** All of our journalism is guided by our [Journalistic Standards and Practices](#), a public document which explains how journalists operate. It sets out their standards on things like confidential sources, reporting conflicts of interest, and how they conduct interviews.

When journalists need to make a correction or clarification to a story already published, it is noted on the story and also published under [Corrections and Clarifications / Mises au point](#).

Our news editors regularly post [Editor's Blogs / Mots de l'info](#) to explain issues around our journalism or how a particular story was investigated.

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<sup>1</sup> Mandate and Vision Perception Survey. Fall 2022 Léger

**Accountability:** If Canadians have a concern about anything in our news programming, they can contact our ombudsmen for **CBC** and for **Radio-Canada** who investigate complaints. They operate independently and their reports are public.

News Canadians can rely on

## Excellence in Journalism

CBC and Radio-Canada's reporting is consistently recognized for its quality and impact. Our journalism has received honours from the Michener Awards, the Judith-Jasmin Awards, the Canadian Screen Awards, Canadian Association of Journalists Awards, the Canadian Journalism Foundation and New York Festivals International Television and Film Awards.

## A Global Standard of Trust

Reporters Without Borders measures trustworthiness of journalism worldwide. CBC News and Radio-Canada were the first Canadian media organizations to be certified under their **Journalism Trust Initiative**.

CBC/Radio-Canada is part of the Trusted News Initiative, a global partnership initiated by the **BBC** in 2019 to combat the spread of disinformation. We are a key contributor to **Project Origin**, an online watermarking technology, which can expose journalistic content that has been manipulated by those attempting to deceive the public.

CBC News is a partner in the **Trust Project**, an international consortium of news organizations promoting standards of transparency, accuracy, inclusion and fairness so that the public can make informed news choices. And Radio-Canada's **Décodeurs**, which tracks and combats disinformation, is a member of Poynter's International Fact-Checking Network.

