



Journalistic standards and practices

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INTRODUCTION

Our Mission and Values

Our Mission

We are Canada's national public news and information service. We are rooted in every region of the country and report on Canada and the world to provide a Canadian perspective on international news and current affairs.

We provide Canadians with information when and how they want it, through an evolving range of media.

To serve the public interest

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

To reflect diversity

We are committed to reflecting accurately the range of experiences and points of view of all citizens. All Canadians, of whatever origins, perspectives and beliefs, should feel that our news and current affairs coverage is relevant to them and lives up to our Values.

We have a special responsibility to reflect regional and cultural diversity, as well as fostering respect and understanding across regions.

To protect our independence

We are independent of all lobbies and of all political and economic influence. We uphold freedom of expression and freedom of the press, the touchstones of a free and democratic society. Public interest guides all our decisions.

To act responsibly and to be accountable

We are aware of the impact of our journalism and are honest with our audiences. We do not hesitate to correct any mistake when necessary nor to follow-up a story when a situation changes significantly.

The office of the Ombudsman reviews our practices against the standards set out in these

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policies. We openly provide the public with the means to judge and hold us to account by sharing with it research we may use to measure the quality and standards of our journalism.

We manage our resources responsibly. We strive for journalistic excellence and best practices in all of our journalistic endeavours.

Our Values

Accuracy

We seek out the truth in all matters of public interest. We invest our time and our skills to learn, understand and clearly explain the facts to our audience. The production techniques we use serve to present the content in a clear and accessible manner.

Fairness

In our information gathering and reporting, we treat individuals and organizations with openness and respect. We are mindful of their rights. We treat them even-handedly.

Balance

We contribute to informed debate on issues that matter to Canadians by reflecting a diversity of opinion. Our content on all platforms presents a wide range of subject matter and views.

On issues of controversy, we ensure that divergent views are reflected respectfully, taking into account their relevance to the debate and how widely held these views are. We also ensure that they are represented over a reasonable period of time.

Impartiality

We provide professional judgment based on facts and expertise. We do not promote any particular point of view on matters of public debate.

Integrity

The trust of the public is our most valued asset. We avoid putting ourselves in real or potential conflict of interest. This is essential to our credibility.

