

# Media ethics: approach and management

Bell Media is Canada's leading content creation company with premier assets in television, radio, out-of-home advertising, and digital media. Bell Media owns 35 local television stations led by CTV, Canada's most-watched television network, and the French-language Noovo network in Québec; and 27 specialty channels, including leading specialty services TSN and RDS.

CTV News was founded in 1971. It is part of Bell Media, which is part of BCE, a publicly traded company. CTV News is committed to upholding principles of journalistic independence and is governed by a [Journalistic Independence Policy](#) ensuring independence and non-interference between BCE and CTV News while remaining in compliance with the Broadcast Act and relevant industry codes.



## Journalistic integrity of news programming

It is our job to tell Canadian stories and to reflect the country to itself. It is our job to be impartial. It is our job to be independent from those seeking to influence our news programming. It is our job to reflect the multicultural and multiracial dynamics of Canada.

CTV News' mandate is to uphold journalistic integrity and independence under all circumstances and at all times, without exception. As a reputable news organization in a democracy, it is the fundamental purpose of CTV News to enable Canadians to know what is happening and to clarify events so they may form their own conclusions. This is done through accurate, fair, and relevant stories told in a clear and compelling way.

With a perspective that is uniquely Canadian and via a network of national, international, and local news operations, our mission is to be Canada's most trusted news source, providing the most timely and relevant news and information on all platforms while adhering to the highest standards of journalism at all times. In its 2020 Digital News Report, Reuters Institute for the Study of Journalism confirmed through an independent survey that CTV News is Canada's most-trusted English language brand, outranking all other reputable news organizations across the

country. Our target audience is a broad cross-section of Canadians of all ages who are interested in the world around them.

Independence is a fundamental value and we will resist any attempts at censorship that would erode it. Electronic journalists will resist pressures to change or alter the news. Intrusion into content, real or apparent should be resisted.

CTV News is a member of the **Trust Project**, a global network of news organizations. The Trust Project aims to build standards that affirm and amplify journalism's commitment to transparency, accuracy, inclusion, and fairness. Tools developed by the Trust Project, such as a system of trust indicators, are designed to inform the public so they can make informed news choices. CTV News holds itself accountable to our commitment to journalistic standards.

Trust indicators include:

- Publishing our editorial standards and policies
- Bylines on published articles
- Labels on written content that provide context, for example whether it is a news article, analysis, or opinion
- Corrections, with a published link to our corrections policy
- These indicators of credible journalism are also "machine-readable," signalling to search engines and social media platforms that they are reliable sources of information.

All journalists at CTV News must abide by the CTV News Policy Handbook and the CTV News editorial standards and policies, which appear on our [www.ctvnews.ca](http://www.ctvnews.ca) website.

For information about specific editorial standards and policies, see the list of links [below](#).



# Links to CTV News editorial standards and policies

Ethics policy

Diversity statement

Corrections policy

Editorial ethics guidelines

Verification/fact-checking standards

Unnamed sources policy

Bylines and signatures

Public engagement policy

*To the extent this information sheet contains forward-looking statements including, without limitation, outlooks, plans, objectives, strategic priorities, commitments, undertakings and other statements that do not refer to historical facts, these statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. Forward-looking statements are subject to inherent risks and uncertainties and are based on assumptions that give rise to the possibility that actual results or events could differ materially from our expectations expressed in, or implied by, such forward-looking statements. Refer to BCE Inc.'s most recent annual management's discussion and analysis (MD&A), as updated in BCE Inc.'s subsequent quarterly MD&As, for further information on such risks, uncertainties and assumptions. BCE Inc.'s MD&As are available on its website at bce.ca, on SEDAR at sedar.com and on EDGAR at sec.gov.*