

# Media ethics: approach and management

CTV News is Canada's most-watched news organization (both locally and nationally) and also has a network of international news operations. CTV News operations include CTV News Channel, BNN Bloomberg, CP24, and information programming, including, CTV National News with Lisa Laflamme, CTV National News with Sandie Rinaldo, W5, Power Play and Question Period. Bell Media also operates the French-language news service Noovo Info. Flagship digital news sites include [CTVNews.ca](http://CTVNews.ca), [CP24.com](http://CP24.com), [BNNBloomberg.ca](http://BNNBloomberg.ca) and the French-language [noovo.info](http://noovo.info) news website launched in January 2022. These are complemented by the [CTV News](#), [CP24](#) and [BNN Bloomberg](#) apps, which provide a direct connection to Canada's most trusted news, anytime and anywhere. With a perspective that is distinctly Canadian, CTV News brings Canadians the international and domestic news stories of the day and is the #1 news organization in Canada.

CTV News and Noovo Info are operated by Bell Media, Canada's leading content creation company, with premier assets in television, radio, digital and out-of-home media. Bell Media is part of BCE Inc., Canada's largest communications company.

CTV News and Noovo Info are committed to upholding principles of journalistic independence and ensuring independence and non-interference in news operations from BCE while also remaining in compliance with the Broadcast Act and relevant industry codes.

**Bell**Media

**CTV** NEWS

**BNN**  
Bloomberg

**CP**  
**24**

noovo  
**info**

SASB SV-ME-260a.1,2

SASB SV-ME-270a.3

SASB SV-ME-000.A,B

SASB SV-ME-520a.1

## Journalistic integrity of news programming

We are responsible for telling Canada's stories, reflecting the country, its multicultural and multiracial dynamics, and for being impartial and independent from those seeking to influence our news programming.

Our mandate at CTV News and related news operations 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 our fundamental purpose to inform Canadians of what is happening and to clarify events so that they may form their own conclusions. We accomplish this by telling accurate, fair and relevant stories in a clear and compelling way.

With a perspective that is uniquely Canadian, and through 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 2021 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. Our target audience is a broad cross-section of Canadians across all age groups 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," signaling to search engines and social media platforms that they are reliable sources of information.

All journalists at CTV News and related operations must abide by the CTV News editorial standards and policies, which are available on our [www.ctvnews.ca](http://www.ctvnews.ca) website. These editorial standards and policies reflect CTV News commitment to Media Ethics, Diversity, to avoid conflicts of interest or appearance thereof with Editorial Ethics Guidelines, Verification/Fact-Checking standards, to ensure accuracy and a Corrections Policy for accuracy and corrections if needed, attributing all comments and sources except when anonymity is vital per the Unnamed Sources Policy, using Bylines and Signatures, and public engagement.

More information about each of these specific editorial standards and policies is available using the following links:

[Ethics policy](#)

[Diversity statement](#)

[Corrections policy](#)

[Editorial ethics guidelines](#)

[Verification/fact-checking standards](#)

[Unnamed sources policy](#)

[Bylines and signatures](#)

[Public engagement policy](#)

## Bell Media: Canada's leading source of broadcast news and information

Total hours produced/commissioned in 2021	36,230
Local News	21,185
Specialty News	13,052
Bell Media Studios	1,553
National News / W5	177
Independent Production and Digital Short Form	263

## Fundamental values and Standards of Behaviour

The Bell Canada Code of Business Conduct explains the fundamental values and standards of behaviour that are expected from employees in all aspects of our business, including media. Employees must abide by the policy, review it annually and certify they have reviewed and follow the Code, and participate in training every two years. Pillars of our media governance for employees require compliance with all policies including those that address journalistic independence,, social media and intellectual property protection (including Brand guidelines).

Our Code of business conduct is available [here](#).

*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.*