



# Ottawa Declaration

Public Service Media  
Call for Action Against Disinformation

October 2024



## Preamble

Whereas public service media (PSM) organizations have contributed to the health of democracies all over the world through their high-quality news coverage and public affairs programming;

Whereas access to trustworthy information is threatened due to the shutdown of local news outlets, the reduced discoverability of professional news content in the digital space, and a rise in misinformation and disinformation;

Whereas these barriers to information pose a threat to democracy, along with attempts by malicious actors to use misinformation to destabilize societies and algorithms that reinforce echo chambers and undermine social cohesion;

Whereas PSM are vital to ensuring strong and healthy democracies now and into the future, by providing reliable news and information, countering polarization and fostering citizen engagement;

Now, therefore,

The signatories call for PSM to serve their citizens in the digital era by honouring the following commitments.



# Commitments

## 1. Ensure wide access to news for all citizens

The signatories commit to provide accurate and impartial news and current affairs, so that all audiences can access news in line with evolving technology and changing consumption habits.

## 2. Combat disinformation

The signatories commit to combating disinformation and misinformation both individually and through concerted action, including fact-checking and verifying content provenance. They will also support media literacy for people of all ages, through initiatives and the provision of high quality and engaging news and current affairs.

## 3. Restore civil democratic debate

The signatories commit to encouraging informed, respectful and nuanced exchange of views on their platforms, with content of the highest editorial standards, and to reflecting the diversity of our audiences and providing a range and depth of analysis.

## 4. Call for accountability from social media platforms

The signatories call on those social media platforms that distribute news to promote the free flow of reliable news and information from PSM and other professional news media, on fair terms. Those platforms should also have safeguards and processes to address where disinformation is disseminated and impostor content masquerades as professional news media.



## 5. Use AI for public good

The signatories commit to establishing and complying with principles of responsible AI use and unlocking the potential of AI for ourselves and our sector. We support an AI framework that promotes transparency and fair use of our content.