

Trusted News Initiative, Dr. Robert Malone/Joe Regan Dr. Malone explains it at 43:30-44:48:

<https://www.zerohedge.com/covid-19/covid-ivermectin-and-mass-formation-psychosis-dr-robert-malone-gives-blistering-interview> Jan 2022

Who started the TNI? What's she doing now?

<https://parispeaceforum.org/en/a-new-consensus-for-the-post-covid19-world-disinformation/> (Nov 12, 2020)



Jessica Cecil, Director of the Trusted News Initiative, BBC: I founded and led the Trusted News Initiative for 2 years. It is a real-time conversation between top global tech companies and news providers about disinformation and what to do about it in very specific circumstances: when there is an immediate threat to life or to democratic processes like elections. Project Origin, pioneered by Microsoft, the BBC, CBC and the New York Times, is an attempt to create a common standard for establishing if a piece of media is authentic.

<https://www.bbc.co.uk/beyondfakenews/trusted-news-initiative/project-origin-securing-trust-in-media/> In 2020 we joined with partners in the Content Authenticity initiative to establish the Coalition for Content Provenance and Authenticity (C2PA), an open standards body to develop and share our work which has since been joined by a number of other organisations. A year on, things are even worse, with bad actors using a real time war to mount their latest disinformation offensives and the anti-vaccination narrative consolidating its own community, to create information ecosystem that has morphed into a vast disinformation bubble filled with everything from conspiracies about climate change to the war in Ukraine. It's abundantly clear that audiences need help to identify trustworthy content.

We believe that our work on Project Origin, alongside promotion of media literacy and fact checking, offers a solution. In the last twelve months we have seen the C2PA release version 1.0 of its technical specification for digital provenance. We've built official and unofficial support for our work, with Sony one of the latest large organisations to join the C2PA. Media partners have been taking part in a range of activities examining workflows – the latest of these will welcome the IPTC (International Press Telecommunications Council) and its expertise on board.

As we push forward with the partner collaboration work underpinned by the Trusted News Initiative, the work we are doing on provenance feels like an even more important part of the efforts being made globally to tackle disinformation. It can only ever be one brick in the wall against disinformation but, if we get it right it could be a keystone supporting the efforts of many others.

<https://twitter.com/jessicacecil> Last Tweet: August 2022: <https://www.chathamhouse.org/2022/07/disinformation-high-stake-game-threatening-freedom> ***This Twitter account appears to be abandoned? Right around same time Musk was initially debating about buying Twitter...***

Chatham House: <https://www.chathamhouse.org/>

<https://www.jstor.org/publisher/riia> Chatham House is independently funded. It receives discretionary support from its membership and other individuals, and receives funding for its research and other activities from governments, the private sector, and charitable foundations. Its mission is to provide authoritative commentary on world events and offer solutions to global challenges. Formation 1920; 102 years ago - located at 10 St James's Square London SW1Y 4LE United Kingdom

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<https://uk.linkedin.com/in/jessica-cecil-86555513>

Member of Adjunct Faculty, the Queen Elizabeth II Academy for Leadership in International Affairs - Chatham House Sep 2021 – Present - London, England, United Kingdom

LegitimateApp - Advisory Board - Feb 2022 – Present - Belfast, Northern Ireland, United Kingdom
Mission to fight disinformation: Startup offering verified platform for local, national and student journalists.

<https://www.legitimate.net/> Sign Up, It's Free! Why Sign Up?

Politicians and Public Figures: Share your content in an official capacity and **without fear of abuse**. A new way to connect with constituents and journalists. **(Trudeau found a new way to Tweet!)**

Journalists and Content Creators: Legitimate is your professional portfolio and distribution channel. Build an audience and get a host of **FREE tools**. **(Oh golly, Free? You don't say!)**

A new type of search: **No more jumping from site to site** trying to find the news or information on a topic. Legitimate pulls it all into one single view. **(No need to corroborate between news sources, just trust us!)**

<https://www.legitimate.net/legitimate-initiative> **Join The Fight Against Fake News!** We're creating the world's largest database of verified content and journalists. The Legitimate Initiative was set up in order to fight back against the **pandemic of fake news** and misinformation that's causing immense damage to the news and media industry. The Truth is Under Attack - This has led to the public becoming less and less trusting of online news and media. It has also been shown to accelerate the polarisation of certain views. **(Gee, a platform that only looks at one side, that will really help the polarization thing...)**

Trusted News Initiative - Director and Founder - Jun 2019 - Sep 2021 - London Area, United Kingdom

"I was founder and leader of the TNI - Trusted News Initiative. This is a Global alliance of major tech platforms and leading news organisations to share insight on and react fast to the most dangerous disinformation - disinformation posing an immediate threat to life or the democratic order, anywhere in the world. It is the **only global cooperation of its kind anywhere between tech companies - including Google/YouTube, Meta, Microsoft, Twitter - and major news organisations - including BBC, AP, AFP, Reuters, Washington Post, The Hindu, The Financial Times, CBC/Radio-Canada**. It remains a unique and effective response to the threat of disinformation that costs lives and undermines democracy. **Microsoft is a founding partner**, and Microsoft's Chief Scientific Officer, Eric Horvitz said of my contribution: 'Jessica's creativity, energy, and contributions at BBC on the Trusted News Initiative will continue to ripple through the world of news and information. **Jess transformed a wispy set of ideas into reality**. She led the charge on building a multipronged, cross-organizational program aimed at mitigating the **biggest threat to our democracy and freedom: the dual of misinformation and disinformation**. Our sense of reality is being threatened in ways that we had not predicted, now **supercharged by the same computing innovations that we have come to rely upon in our daily lives**. We'll long remember Jess's contributions in laying out a foundation of approaches that we need to build upon and continue to nurture."

<https://www.babinc.org/jessica-cecil-bbc/> Jessica is a senior leader in the BBC, currently heading **the BBC's response to disinformation, the Trusted News Initiative**. Previously, she led the initiative focusing the BBC's digital services in the UK and worldwide. She is a former Controller of BBC Make it Digital which inspired a new generation to get creative with digital technology. With partner organisations, BBC Make it Digital developed a code-able computer, the BBC micro:bit, and gave it free to one million 11 and 12-year-olds across the UK, with a further **four million now in the hands of children in 50 countries, from Finland to Singapore**. Before this, she was Chief of Staff to four BBC Director-Generals. She is an Emmy-nominated programme maker and senior journalist, and was Assistant Editor of BBC Newsnight. She is a Trustee of the University of Bristol, on the **advisory boards of Rand Europe and IntoUniversity**, on the International **Committee of the Wallace Collection** and is a former non-executive Director of the London Ambulance Service.

Who is involved in TNI?

BBC Trusted News Summit (**Sept 7, 2019**) <https://www.bbc.co.uk/mediacentre/latestnews/2019/disinformation> Earlier this summer the BBC convened a Trusted News Summit, bringing together senior figures from major global technology firms and publishing. The BBC's partners who attended the summit are The European Broadcasting Union (EBU), Facebook, Financial Times, First Draft, Google, The Hindu, and The Wall Street Journal. Other partners are AFP, CBC/Radio-Canada, Microsoft, Reuters, and The Reuters Institute for the Study of Journalism, and we are also consulting Twitter on areas of potential collaboration.

Tony Hall, Director-General of the BBC and EBU President, says: “Disinformation and so-called fake news is a threat to us all. At its worst, it can present a serious threat to democracy and even to people’s lives.

“This summit has shown a determination to take collective action to fight this problem and we have agreed some crucial steps towards this.”

The summit agreed to work collectively, where appropriate, to agree collaborative actions on various initiatives. The group will publish details of its commitments on these areas at a later date, following consultation. Initiatives include:

- Early Warning System: creating a system so organisations can alert each other rapidly when they discover disinformation which threatens human life or disrupts democracy during elections. The emphasis will be on moving quickly and collectively to undermine disinformation before it can take hold
- Media Education: a joint online media education campaign to support and promote media education messages
- Voter Information: co-operation on civic information around elections, so there is a common way to explain how and where to vote
- Shared learning: particularly around high-profile elections

BBC Trusted News Initiative <https://www.bbc.co.uk/beyondfakenews/trusted-news-initiative/>



<https://www.bbc.co.uk/beyondfakenews/trusted-news-initiative/when-journalists-become-the-target/> Online spaces are increasingly hostile environments for journalists and fact-checkers. What can be done to safeguard them?

<https://www.bbc.co.uk/beyondfakenews/trusted-news-initiative/the-power-of-the-machine/> How technology is being used to detect and fight the spread of fake news. We hear from those developing solutions.

CBC Joins Sept. 2019: <https://cbc.radio-canada.ca/en/media-centre/trusted-news-charter-fight-disinformation>

<https://www.bbc.co.uk/beyondfakenews/trusted-news-initiative/> The BBC's Trusted News Initiative is a partnership that includes organisations such as First Draft, Google/YouTube, Twitter, Reuters, Meta and The Washington Post. It is the only forum in the world of its kind designed to take on disinformation in real time.

<https://www.bbc.co.uk/beyondfakenews/trusted-news-initiative/about-us/> Core partners in the TNI are: AP, AFP, BBC, CBC/Radio-Canada, European Broadcasting Union (EBU), Financial Times, First Draft, Google/YouTube, The Hindu, The Nation Media Group, Meta, Microsoft, Reuters, Reuters Institute for the Study of Journalism, Twitter, The Washington Post.

Who started the DG7 (Dec. 2019)?

<https://web.archive.org/web/20210306052334/https://www.dw.com/en/dg7-international-public-service-media-organizations-launch-project-against-disinformation/a-51547587> *(This article about DG7 was saved in March 2021 and can no longer be viewed on regular internet)*

The members of DG7 are committed to collaborating on tools for validation and verification of digital content ranging from written articles to video. These are "Project Origin," which was initiated by CBC/Radio-Canada, the New York Times and the BBC as well as DW's "TrulyMedia." The cooperation to further develop these tools will lead to content on third-party platforms being published with a proof of provenance, enabling users to distinguish objective news from disinformation. In this context, the DG7 are calling on social media companies to combat disinformation and protect digital platforms as a space for free expression.

The DG7 calls on governments around the world to respect press freedom, to ensure the safety of journalists and their families, and to reject any legislative action which could lead to a system of law that criminalizes independent media.

The DG7 comprises publicly funded international public service media organizations from seven democratic nations: ABC Australia, CBC/Radio-Canada, France Médias Monde, DW, NHK World Japan, BBC World Service and U.S. Agency for Global Media, represented by their respective directors general or chief executive officers and heads.

<https://corporate.dw.com/en/about-dw/s-30688> Deutsche Welle (DW) is Germany's international broadcaster and one of the most successful and relevant international media outlets. We provide journalistic content in 32 languages, giving people worldwide the opportunity to form their own opinions. This year, despite censorship in several countries, DW has drawn 291 million global user contacts per week. DW's strategy of shifting output towards digital particularly in countries where press freedom is restricted was vital to the success of DW's formats in Russia, Turkey and Iran. The strongest online platforms are Facebook, YouTube and Instagram. DW's video content accounts for 225 million user contacts. In audio, 52 million user contacts come to DW's services each week while digital text pages attract 14 million user contacts.

Our Organization - DW is a public broadcaster financed by federal tax resources. Worldwide more than 4,000 employees of more than 140 nationalities are working for a common goal. *(Sounds like German CBC)*

Diversity - DW promotes a working environment that is free of prejudice. The aim is for all employees to feel respected and appreciated - regardless of gender and gender identity, nationality, ethnic origin, religion or beliefs, disability, age, sexual orientation and identity.

Since 2011, DW has been a member of the German employers' initiative Charta der Vielfalt (charter of diversity) which is committed to promoting diversity in the workplace.

With the establishment of the International Relations and Diversity department in November 2019, DW's management has made diversity a high priority and initiated change processes.

Our Code of Conduct describes the values we adhere to as part of our company culture and defines our responsibility towards our users and partners, society and the environment.

Sustainability - DW operates sustainably, by using resources efficiently, reducing its environmental footprint and getting involved in social issues. You can read more about DW Sustainability Management

<https://corporate.dw.com/en/dw-sustainability-management/a-61289241> DW is committed to people and the environment and to the fulfilment of the UN's Sustainable Development Goals. DW has outlined its progress towards targets in its climate action strategy and sustainability report.

What do They Know? UK FOI Request

[Cathy Fox](#) made this Freedom of Information request to [British Broadcasting Corporation](#)

https://www.whatdotheyknow.com/request/trusted_news_initiative

Jan 10, 2022:

Dear British Broadcasting Corporation,

Re the Trusted News Initiative

<https://web.archive.org/web/20211225121523/https://www.bbc.com/beyondfakenews/trusted-news-initiative/>

<https://web.archive.org/web/20220106173427/https://www.bbc.com/mediacentre/2020/trusted-news-initiative-vaccine-disinformation>

<https://web.archive.org/web/20220110145945/https://dailyexpose.uk/2021/08/29/the-trusted-news-initiative-a-bbc-led-organisation-censoring-public-health-experts-who-oppose-the-official-narrative-on-covid-19/>


Please send me the recorded information the BBC has on the formation of the Trusted News Initiative... Who did the BBC first contact and what was that contact and when was that contact?

In Jun 2019 the BBC held a Trusted News Summit at the BBC, please send me the attendees, the dates, the location, the minutes of that summit, the executive summary and the practical set of actions decided upon.

Please give me the current members or partners in the TNI and when the next meeting is.

Yours faithfully,

Cathy Fox

 The request was **refused** by [British Broadcasting Corporation](#).

Cathy Fox - Joined WhatDoTheyKnow in 2013 [Send message to Cathy Fox](#)

<https://www.whatdotheyknow.com/>

<https://www.mysociety.org/about/team/>

What are TNI's plan's post plandemic?

<https://parispeaceforum.org/en/a-new-consensus-for-the-post-covid19-world-disinformation/>

TNI partners will alert each other to disinformation which poses an immediate threat to life so content can be reviewed promptly by platforms, whilst publishers ensure they don't unwittingly republish dangerous falsehoods.

Tim Davie, Director-General of the BBC, says: "2020 has been a year like no other. We have seen the rapid spread of harmful disinformation and a growing number of conspiracy theories online. Whether it's a threat to our health or a threat to our democracy, there is a human cost to disinformation.

"The Trusted News Initiative partners will continue to work together to expand our framework and ensure legitimate concerns about future vaccinations are heard, whilst harmful disinformation myths are stopped in their tracks."

Media Education Research Project

Today (10 December 2020), Jamie Angus, Director of the BBC World Service Group announced the launch of a new initiative which will help TNI members to gain an understanding of the effectiveness of interventions to fight misinformation.

Speaking at the World Press Freedom Conference, Jamie Angus confirmed that the BBC World Service Group will fund new research, led by the Reuters Institute for the Study of Journalism working with First Draft. It will examine the effectiveness of different interventions which seek to educate audiences and prevent the spread of health disinformation.

Who funds the BBC? How is Gates involved?

<https://www.bbc.co.uk/mediaaction/about/funding/>

We are grateful to the wide range of funders, including national governments, the UN and other international organisations, foundations, corporate partners and private individuals that supported us in 2019/20.

Significant donors included the UK Foreign and Commonwealth Office, the UK Department for International Development (DFID), the European Union, several UN agencies, the Bill and Melinda Gates Foundation, the Swedish International Development Cooperation Agency (SIDA) and many others.

Nov 25, 2021: <https://gript.ie/bill-gates-bankrolled-select-media-outlets-to-the-tune-of-319-million-including-the-uks-guardian-and-the-bbc/>

Mar 3, 2011: <https://www.seattletimes.com/seattle-news/gates-foundation-gives-20m-to-bbc-charity-arm/>
<https://donations.vipulnaik.com/donorDonee.php?donor=Bill+and+Melinda+Gates+Foundation&donee=BBC+Media+Action>

Reasons for donations (see at bottom of document) 2006-2017 Total: \$47,399,955.12

From: <https://iatiregistry.org/publisher/bmgf>

to support the training and refresh knowledge of 200,000 rural sanitation facilitators across eight states in India using an **on-demand IVR driven curriculum**; Aid type: Other **technical assistance**. Affected countries: **India**. (**IVR = Interactive Voice Response**)

to **support the Government of India** in design, development, implementation and evaluation of strategic and effective sanitation **communications focusing on behaviour change, reducing open defecation** and management of faecal sludge; Aid type: Project-type interventions. Affected countries: **India**.

to leverage high mobile phone penetration in India to provide a **national platform for mobile health services to mobilize changes in knowledge, attitudes and behavior on key maternal, newborn and child health and family planning issues**; Aid type: Project-type interventions. Affected countries: **India**.

to shape demand and social norms and improve family health practices in Bihar, through an integrated and **sustainable communication strategy, empowering those who currently lack the information to make informed decisions about their health**; Aid type: Project-type interventions. Affected countries: **India**.

to **document case stories of communities which have successfully eradicated or reduced open defecation in India** so that stakeholders can better learn about what works and why, with the aim of **replicating these successes elsewhere**; Aid type: Project-type interventions. Affected countries: **India**.

to implement an effective, integrated, and sustainable multi-channel **communication strategy to increase early care-seeking for childhood pneumonia and diarrhea** in two Northern Nigerian states; Aid type: Project-type interventions. Affected countries: Nigeria. (**This "donation" it appears Gates Foundation was paid for their services as is a negative value: -\$2,321,559.98**)

to support improved **media coverage of development issues in Africa through a facility to coordinate and streamline media development investments, research, and activities across the continent**; Aid type: Project-type interventions. Affected regions: Developing countries, unspecified.

to inform and contribute to **professional media training by supporting improved provision of and access to information regarding global health**; Aid type: Other technical assistance. Affected regions: **South of Sahara**.

to prevent HIV/AIDS transmission in high prevalence districts of four Indian states by **using mass media to promote condom use**; Aid type: Project-type interventions. Affected countries: **India**.

More Important background and well referenced:

<https://canucklaw.ca/journalism-trust-initiative-trusted-news-initiative-project-origin-the-trust-project/>

BBC "Media Action" Propaganda and Bribery of Vulnerable People; "Woke" Agendas

<https://www.bbc.co.uk/mediaaction/> BBC's international charity - Last year, we reached more than **130 million people in some of the world's poorest and most fragile countries**. Our projects and programmes **save lives, protect livelihoods, counter misinformation, challenge prejudice and build democracy**.

<https://www.bbc.co.uk/mediaaction/our-work/covid-19/>

<https://www.bbc.com/mediaaction/our-work/media-development/primed-project/wpfd-22-event>

<https://www.bbc.co.uk/blogs/mediaactioninsight/entries/3cce0cdd-4cc3-4eb4-8feb-ef32a8a2778d> Women in a self-help group show their mobile phones. Even though India is the world's largest market for social media platforms, users are overwhelmingly male. Collectives could also use digital technologies to accelerate the accumulation of human capital by providing flexible, personalised digital learning to members, and the accumulation of financial capital by providing greater access to government entitlements and markets for their products and services.

<https://www.bbc.co.uk/mediaaction/publications-and-resources/research/summaries/myanmar-digital-srhr-22/> BBC Media Action's innovative sexual and reproductive health rights (SRHR) project - Ma Shet Ne (Don't be shy!) - Audiences reported learning about a broad range of SRHR topics from Ma Shet Ne. The evaluation found exposure to Ma Shet Ne is associated with more open attitudes about sex. Ma Shet Ne audiences were twice as likely as non-audiences to agree that it is normal for young people to have an interest in sex. Notably, this includes perceptions that young people with disability can have an interest in sex – a priority topic addressed by the project.

However, shame remains a barrier for many young people and there is scope to improve the ability to have open, balanced discussion online about SHRH topics – particularly for women. Going forward, Ma Shet Ne will look at how to further manage negative comments, and develop content to further address young women's SRH rights.

An Interesting article about Trust:

https://medium.com/@Cindy_Rosen/never-trust-a-man-who-says-trust-me-d1a448ab17f8 “Whoever is careless with the truth in small matters cannot be trusted with important matters.” — Albert Einstein

Never trust a man who says, “trust me.” Why? Because if he feels the need to solicit your confidence, then there must be something in his history, actions, or reputation that would yield an initial distrust. In other words, if he's demanding you to trust him, then he must feel compelled to address or undo an inherent distrust. (*“Trusted” News Initiative indeed...*)