

Wan-Ifra, media organisations rally together to fight misinformation

The World Association of Newspapers and News Publishers (Wan-Ifra) and The World Editors Forum have come together to form the Global Council to Build Trust in Media and Fight Misinformation. Other founding members of the council include the Ethical Journalism Network, the European Broadcasting Union, the Global Editors Network, the Global Forum for Media Development, and the Online News Association.

The council is aimed at facilitating realistic, practical, and workable solutions to build trust in media and fight misinformation. It is meant to be non-political and will gather around the core issues of information sharing, innovation, collaboration and coordination of initiatives and ownership of the narrative in the wider ecosystem.

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