

RTBF Fake team: Vrai ou Faux?

Fakky



rtbf.be

Faky



- Public service - public mission •
- Role is to decode, debunk, investigate, analyse, discuss news •
- Label of trust •
- Development of fact checking •

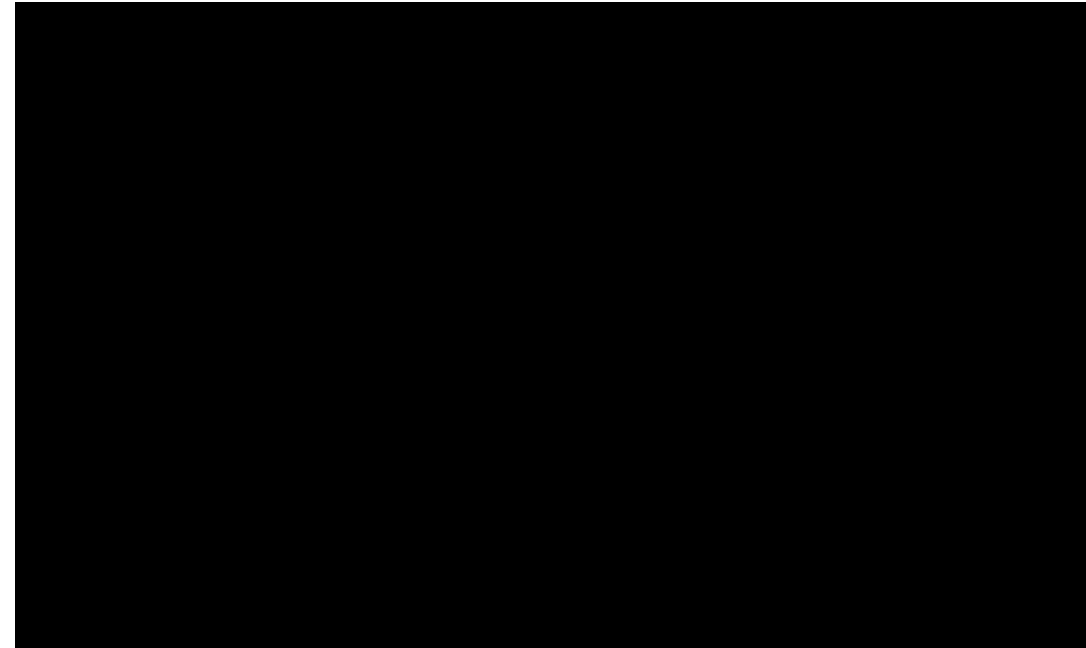
Fakky



...the fact checking section of the rtbf

When?

- END 2019
- Just “in time” before Covid Crisis
- Proper platform using FC tools to check claims
- Referenced tab with constant input



Why?

- Crucial to avoid disinformation
- Support tool to help Internet users decode information
- Encourage fact-checking based on French-speaking net resources

How?

- Platform developed in partnership with Walloon companies
- Training of journalist FC experts

Main principles to ensure veracity

- Respect the truth
- Inform independently
- Act with loyalty
- Respect the rights and privacy of people

Ethics - Duties

- Munich Charter 1972 : European reference document
- Council for Journalistic Ethics : CDJ in French and German-speaking Belgium
- RTBF Company's internal rules of ethics

TRAIEMENT DE L'INFO

Quels sont les grands principes de la déontologie journalistique ?

06 janv. 2022 à 12:52 · 3 min
 Par le service médiation

traitement de l'info DEONTOLOGIE Journalisme

PARTAGER f t w i n + Écouter l'article

Les grands principes déontologiques liés à la profession de journaliste sont repris dans la **Charte de Munich** (ou Déclaration des devoirs et des droits des journalistes) de 1972. La Charte de Munich est un document de référence européen, elle distingue 10 devoirs et cinq droits des journalistes.

La définition de la déontologie varie ensuite selon les pays. En Belgique francophone et germanophone, le **Conseil de Déontologie Journalistique (CDJ)** est l'instance qui veille au respect de la déontologie journalistique. Celle-ci repose sur quatre grands principes :

1. Respecter la vérité
2. Informer de manière indépendante
3. Agir avec loyauté
4. Respecter les droits des personnes

Les journalistes de la RTBF sont également tenus de respecter le **règlement déontologique intérieur**, propre à l'entreprise. Il vaut d'ailleurs pour tous les membres du personnel.

Respecter la vérité, base du journalisme

Le journaliste doit recouper l'information pour s'assurer de la véracité d'un fait. La règle de base veut qu'il y ait au moins deux sources différentes qui confirment les

Fact check label

- Stands for a known and serious “fact-check label”
- Proofs research, investigation work to report objective elements
- Mentions sources on the topics
- Indicates that "fact checking" techniques have been used
- Conclusions are often nuanced

Networks, Partners, Collaborations

MFP (Médias Francophones Publics)

EBU

- Social Newswire
- European perspectives

IFCN (International Fact Checking Network)

EDMO BELUX Desinfocheck

- Collaboration with AFP and RTL LUX on articles
- VUB (Free University of Brussels) on media literacy

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Disinfocheck is a website by EDMO BELUX, a research hub that monitors disinformation in Belgium and Luxembourg by bringing together international experts from the fields of academia, civil society, media and journalism, fact-checking, and media literacy.

Here you will find the hub's latest fact checks, investigative reports, academic research, media literacy materials, as well as announcements of upcoming events.





European project - Pitch

- Find good way to attract in EU issues
- Disentangle the “true or false” about various received ideas
- Combine experienced journalistic experts with YouTube storytelling
- Relaxed
- Fresh dynamic graphic and editing style
- Pop Art colours
- Filmed in a little studio





Some Figures

- 4 EU journalist experts
- 3 different journalist backgrounds
- 12 youtube videos
- 10 minutes stories
- 6 platforms – with Youtube reference

[RTBF Youtube](#) - [RTBF.BE](#) - [Facebook](#) - Twitter - Instagram - [Auvio](#)

Two seats for the European Parliament. It's a waste.



Long term subjects

EUROPE : budgets, wages, lobbies, migrants, democracy, culture, army, utility, influence and Christian origins



inspired by

- Statements
- Preconceived ideas
- Consequences of an European law
- Idea for a future regulation
- Implementation of a project
- Answers to citizens concerns

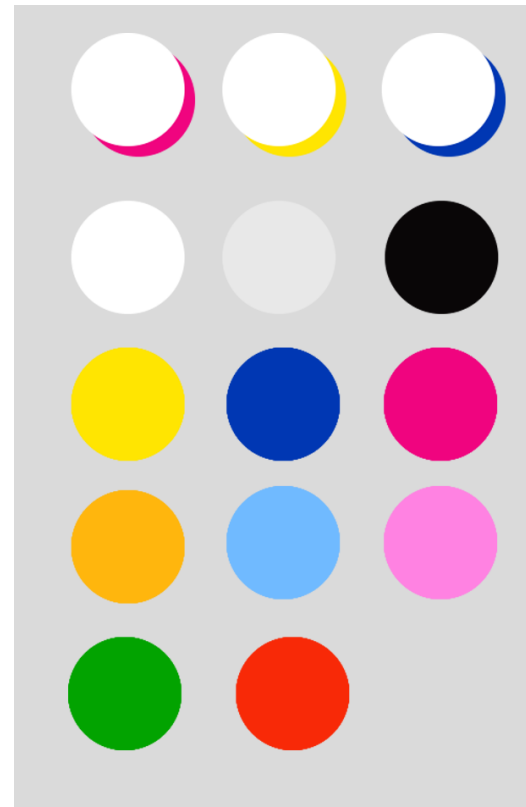


- Challenge for journalists to communicate in “YouTube mode”
- New storytelling - with voluntarily educational tone
- Totally new staff based on digital evolution

“Hybrid” production mode



- Creation of workflow
- Opportunity for training
- Teambuilding
- Creation of dynamics between « young and old »





Little Studio

inspired by European symbols





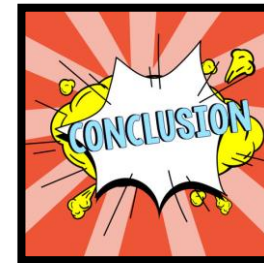
Editorial approach

- Free to choose issue to identify with
- Scenarize story and make it dynamic
- One MEP for one video



Positive Points

- Interest to younger audience (18–44) on EU themes
- Editing quality
- Skins in the YouTube spirit
- International dissemination due to educational aspect of “long term issues”
- Interest for 2024
- Team spirit - « VouF » Community





European project



”EURODYSSÉE” – First voters

Reach to all RTBF public groups - several productions - several media - several platforms

- Articles on RTBF website
- Podcasts on auvio
- Chronicles on Radio Vivacité and Tarmac
- Prime time TV Show on La Une
- Reels on TikTok and Tarmac



... To be continued ...



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