Open Trust Protocol (Draft)

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Introduction

The Open Trust Protocol enables any content page to embed machine readable indicators to enhance transparency and promote audience trust in journalism. For more on the Trust Project and audience trust indicators see: ...

To make your web pages Open Trust compliant you need to add basic metadata to your page. We've based the initial version of the protocol on [RDFa](#) which means that you'll place additional <meta> tags in the <head> of your web page.

Source Level Metadata

The following meta tags apply to your content source and can be embedded on all web pages.

- ot:sourcename - The official name of your content source, e.g., "The Daily Planet." Many websites may share the same source name.
- ot:mission - Your mission statement, e.g., "http://dailyplanet.com/missionstatement.html."
- ot:ethics - Your ethics policy, e.g., "http://dailyplanet.com/ethicspolicy.html."
- ot:funding - A description of how you are funded, e.g., "http://dailyplanet.com/fundingstatement.html."
- ot:sourcing - A description of how you source content and how you disclose your sources for individual content pieces, e.g., "http://dailyplanet.com/sourcingpolicy.html."
- ot:diversity - Your diversity policy, e.g., "http://dailyplanet.com/diversitypolicy.html."

For example:

```
<html>
<head>
<title>Superman announces he will retire in August</title>
<meta property="ot:sourcename" content="The Daily Planet" />
<meta property="ot:mission" content="http://dailyplanet.com/missionstatement.html" />
<meta property="ot:ethics" content="http://dailyplanet.com/ethicspolicy.html" />
```

```
<meta property="ot:funding" content="http://dailyplanet.com/fundingstatement.html"/>
<meta property="ot:sourcing" content="http://dailyplanet.com/sourcingpolicy.html" />
<meta property="ot:diversity" content="http://dailyplanet.com/diversitypolicy.html" />
...
</head>
...
</html>
```

Story Specific Metadata

The following properties apply to individual story pages:

- ot:authorship - One or more of these flags: { ORIGINAL, OPINION, FIRSTHAND }.
  More to come. These indicate attributes of authorship that are not self evident in the
  content.
  - ORIGINAL: Implies that more than half the reporting in the story is original.
  - OPINION: This is an opinion piece.
  - FIRSTHAND: This represents a firsthand account by the journalist.
- ot:significance - A one to two sentence description of the expected significance of this
  piece to your audience. e.g., "Superman's resignation will impact law and order in our
  city."
- ot:authorbio - URL of the author's biography page. e.g.,
  "http://dailyplanet.com/clarkkentbio.html." Note that the author bio page will embed
  additional Open Trust meta tags, as described below.
- ot:sources - A list of sources used in the story, including unnamed sources. These will be
  separated by semicolons (';'). Unnamed sources will be represented by 'unnamed' with a
  number in parentheses, e.g., "Associated Press; Kevin Wagner, a political scientist at
  Florida Atlantic University; unnamed(3)"
- ot:reference - One of possibly multiple references used in developing the content in the
  story. Some of these may be cited in the story. The name of the source, followed by the
  URL of the source document, separated by a semicolon. E.g., "Miami Herald;
  http://www.miamiherald.com/news/politics-government/election/article38983065.ht
  ml."
- ot:factchecker - Name of person(s) who fact checked the story. e.g., "Linda Lang"

- ot:copyeditor - Name of person(s) who copy edited the story. e.g., "Bruce Wayne"
- ot:correction - A representation of one correction, out of possibly many. A timestamp signifying when the change happened in a machine readable format, followed by a concise description of what was changed in free text, e.g., "2016-03-2516:24:00EDT Mentions of Superman's spouse were corrected to reflect his true gender."

The timestamp format is: **YYYY-MM-DDThh:mm:ssTZD** where

YYYY	= four-digit year
MM	= two-digit month (01=January, etc.)
DD	= two-digit day of month (01 through 31)
hh	= two digits of hour (00 through 23) (am/pm NOT allowed)
mm	= two digits of minute (00 through 59)
ss	= two digits of second (00 through 59)
TZD	= time zone designator

For example:

```
<meta property="ot:authorship" content="ORIGINAL, FIRSTHAND" />
<meta property="ot:significance" content="Superman's resignation will impact law and order in our city." />
<meta property="ot:authorbio" content="http://dailyplanet.com/clarkkentbio.html" />
<meta property="ot:sources" content="Associated Press; Kevin Lopez, Florida Atlantic University; unnamed(3)" />
<meta property="ot:reference" content="Miami Herald; http://www.miamiherald.com/news/politics-government/election/article38983065.html" />
<meta property="ot:reference" content="CIA Factbook; https://www.cia.gov/library/publications/the-world-factbook/geos/bm.html" />
<meta property="ot:factchecker" content="Linda Lang" />
<meta property="ot:copyeditor" content="Bruce Wayne" />
<meta property="ot:correction"  content="2016-03-25T16:24:00EDT Mentions of Superman's spouse were corrected to reflect his true gender. />
```

Author Specific Metadata

The following properties apply to authors and may be shown on bio pages:

- ot:authorname - Name of author.
- ot:authoraffiliation - Affiliation of author
- ot:authorcontact - Can include some of address, phone number, email, social handles, separated by semicolons.
- ot:authorphoto - URL of author's photo.
- ot:authorexperience - Lists prior experience.
- ot:authorexpertise - Lists author's expertise.

For example:

```
<meta property="ot:authorname" content="Clark Kent" />
<meta property="ot:authoraffiliation" content="Daily Planet" />
<meta property="ot:authorcontact" content="Phone: (305) 555-1212; E-mail:
ckent@dailyplanet.com; Twitter: @CKsuper" />
<meta property="ot:authorphoto"
content="http://dailyplanet.com/media/journos/cksup320x240.jpg" />
<meta property="ot:authorexperience" content="Sydney Morning Herald, Buzz Feed,
John S. Knight Fellowships - Stanford, Daily Planet" />
<meta property="ot:authorexpertise" content="Science, Space, Law and Order" />
```