



PROMOTING THE DIGNITY OF RISK THROUGH A COLLABORATIVE APPROACH WITH THE MEDIA

Dignity of Risk Symposium

APRIL 29, 2026

DECLARATION OF CONFLICT OF INTEREST

No conflicts of interest to declare
in connection with this
presentation

OBJECTIVES OF THE PRESENTATION

1. Better understand how the media operate
2. Foster collaboration with the media in addressing risk-related issues



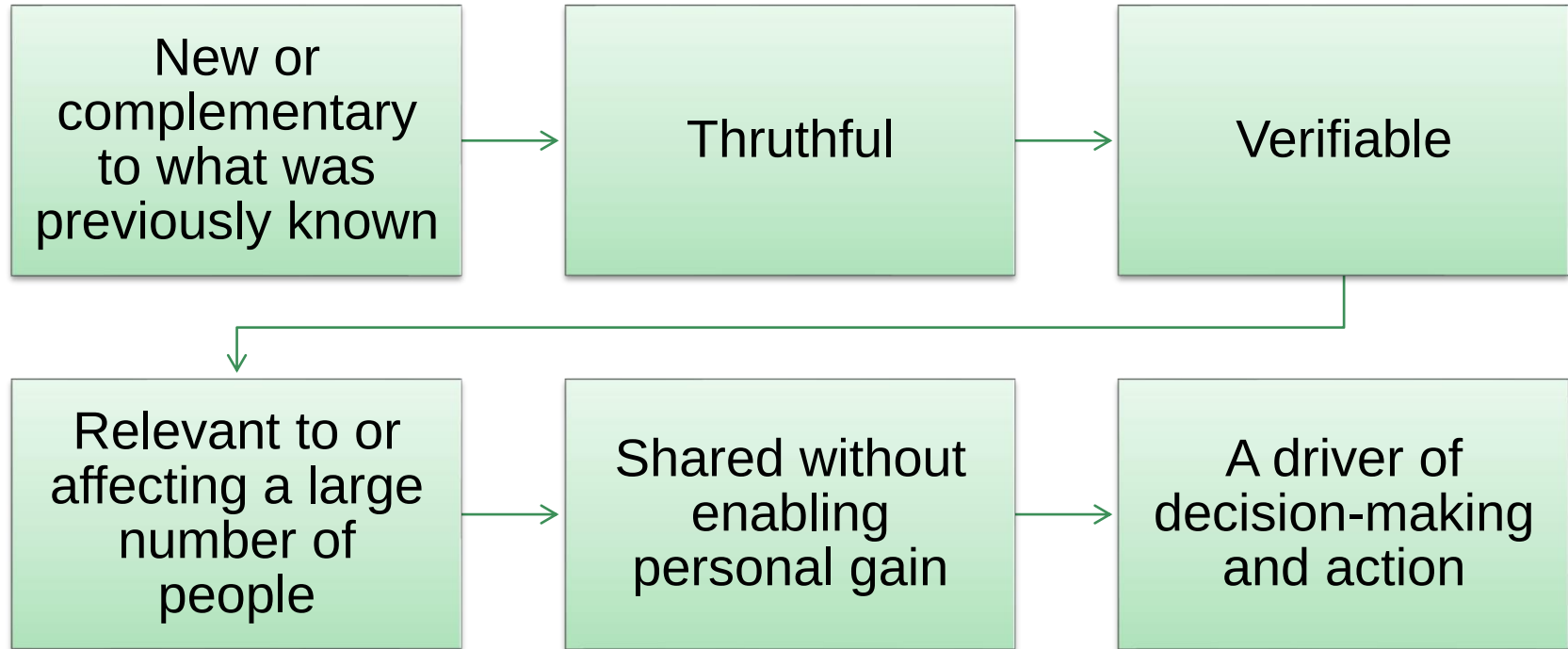
The diagram consists of two light green chevron-shaped boxes pointing to the right, connected by a small gap. The first box contains the text 'Freedom of the press' and the second box contains the text 'Social responsibility theory of the media'.

Freedom of
the press

Social
responsibility
theory of the
media

➤ Siebert, Peterson, Schramm (1956)

WHAT IS GOOD INFORMATION?



Source: Bernier, 2004 et Martel, 2023

CORE PRINCIPLES OF JOURNALISTIC ETHICS

- **Freedom of the press / of expression**
 - Protection of sources and journalistic materials
 - Access to information
- **The public's right to free, high-quality information**
 - Pursuit of truth
 - Fairness and balance of information
 - Journalistic independence and conflicts of interest
 - Respect for privacy, minorities, victims, and families



MUTUAL EXPECTATIONS

Sources wish to:

- Communicate their information
- Share their expertise
- Express their professional opinion
- **Challenge** : Share information that is often complex

Journalists are looking for:

- A news item of interest to their audience
- A point of view (new or established)
- A response to a controversy
- An answer to their audience's questions
- **Above all**: simple, clear, and concise answers

HEIGHTENED DISTRUST VS. PERSISTENT IMPORTANCE

Disinformation
Misinformation
Malinformation
Malicious info



The media still plays a fundamental role in gaining visibility.

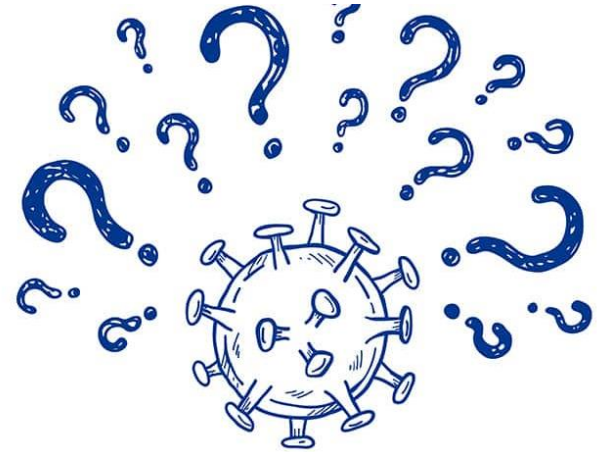
A person is holding a large newspaper that is on fire. The flames are bright orange and yellow, consuming the top half of the paper. The person's hands are visible at the edges of the paper. The background is a dark, textured surface.

AN UNPRECEDENTED CRISIS IN THE MEDIA BUSINESS MODEL THAT AFFECTS NEWS COVERAGE

THE CONTEXT OF THE COVID-19 PANDEMIC ...

KEY CHALLENGES

THE PANDEMIC CRISIS



Images: Le Devoir & Radio-Canada

WHEN JOURNALISTS EXPERIENCE THE CRISIS...

- Access to potentially contaminated environments
- The COVID-19 pandemic intensifies pressure on journalists

ACCESS TO SOURCES AND IMAGES: MORE DIFFICULT THAN BEFORE THE PANDEMIC

- *Someone higher up called me and said: ‘We know you’re a journalist, we understand your request and what you’ll do with it, but you also have to understand that you need to volunteer as well.’*
- Journalist 9

PANDEMIC: REPORTING FROM THE SOURCE, REDEFINING ROLES, AND A GROWING SENSE OF UNEASE



- *“I work in public health; and it’s through you—my wonderful carrier pigeons—that I connect with the community.” - Dr Arruda*

- “War Effort” or “Social Responsibility”?
- *“And I must admit that in the first few days, it was difficult because the government adopted measures and wanted those measures to reach the population. There was a **duty to ensure the success of these measures** to allow our society and our population to fight the disease. So, we were somewhat **reduced to this role of transmission belt.**” (Journalist 5)*

(Lacroix et Carignan, 2020)

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SOME SOLUTIONS

- Be proactive: provide information
- Establish long-term relationships
- Invite journalists



THANK YOU!