

IFJ Global Survey 2015

An overview of the changing nature of employment in the Media Sector; how journalists unions are responding and adapting their strategies to service their members and recruit future generations of journalists:

Introduction

We would like to start by thanking the 66 affiliates that took the time and trouble to complete the 54 question global youth survey. This was the IFJ's first attempt at a global survey of our affiliates to improve our understanding of the nature of our members, the status of the media industry, its future trends and challenges, how our members are responding to them and how the IFJ can adapt its programmes accordingly.

The survey has been conducted in two phases. The first from July to October when the survey was first launched and distributed to affiliates in Asia and in Latin America. The results were collated at the end of September and fed into two regional meetings held in Thailand and Peru in October. There the two regional groups debated the challenges facing unions adapting to the new media landscapes, the changing employment relationships and sharing best practice examples of recruitment campaigns with a special focus on how to recruit young and future generations of journalists. The meetings were funded by the Friedrich Ebert Stiftung. A third meeting was conducted by the EFJ in Copenhagen in April focused on the same key challenges of youth policies and recruitment.

The second phase was launched in November after the initial results had come in when the survey was distributed to the rest of the IFJ family.

By the January deadline the survey had been completed by 66 member unions: 29 from Asia, 8 from Latin America, 6 from Africa and 23 from Europe. In some of the analysis we split the European results between EU members plus Switzerland and Norway (**EU+**) (14) and unions outside the EU in Eastern Europe (**CEE**) (9) in order to get a better analysis of the different priorities of the members. Similarly in Asia Pacific the analysis has, where useful, been further subdivided into North Asia, South Asia, South East Asia and Oceania.

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The report was edited by Oliver Money-Kyrle, IFJ Assistant General Secretary. Thanks to Jane Worthington Asia), Paula Cejas and Belen Wildner (Latin America), Yuklan Wong (Europe) and Gabriel Baglo (Africa) for assisting in conducting the survey and finalising the regional reports.

Global Overview: The Headlines

The following analysis provides a global overview of the most important and striking information gathered. It is supplemented by further sections prepared by our regional offices in Asia Pacific, Latin America, Europe and Africa on how our members are responding to the new challenges.

Our Unions

- 75% of respondents have Full membership status: 25% were Associate members.
- 74% are Trade Unions: 26% are Professional Associations
- 66% of affiliates have congresses at least every two years:
- The average number of members per union is 4,038 of which 1,446 are women, representing 36% of membership
- The average executive board has 16 members of which 4.3 (27%) are women.
- 61% use a digital membership database: 39% still use paper records

Equality

- The numbers of women in membership has risen from 29% to 36% in the past decade
- The regions with the highest number of women in membership are Oceania (49%) followed by Europe (45%), Latin America (44%), South East Asia (37%) Africa (35%) North Asia (23%) and South Asia (10%)
- Unions with the highest percentage of women in the executive boards are Nouvelle Calédonie with 100% women members, followed by Finland (69%), Estonia (67%), Brazil and Colombia (56%), Croatia (55%) Belarus (53%), Turkey (50%) and East Timor (50%)
- 33% of unions have a gender committee and 20% have a gender quota, 37% have no gender policy.
- Examples of gender policies cited include; gender mainstreaming at all levels and equal pay (NJ Norway), Equality principles established in rule books and delegates policy (NUJ UK & Ireland): rule book provides for Gender committee (TUCJ Croatia) : Board quota of 33% women (KUJ, KCA Kenya and NUJ Nepal) and at least one woman among top three union officials (KCA Kenya): national gender council (ANP Peru and NUJP Philippines): 30% participation of women in all activities (NUJP Philippines). Several unions had no formal strategy but had a policy of equal treatment for all, NVJ Netherlands, FETRACOSE Chile, MAV Vanuatu, MJA Maldives, AJTL East Timor, SNPP RDC Congo and FESP Spain.

Media Industry:

- The numbers of journalists are **increasing** according to **60%** of members: highest rates in Latin America where all (100%) of members report an increase followed by Africa (80%), Asia (75%) and Eastern Europe CEE (44%): In **EU + 85%** of unions report a **fall** in numbers.
- Currently most journalists are employed in the following sectors: **38% newspaper**, 30% TV; 14% Radio; 8% online digital
- Fastest **growth** over past decade: **56% online digital**; 17% TV, 13% newspapers; 10% Radio (particularly community radio);
- **30%** of journalists are paid less than **250 USD** a month, **59%** less than **500 USD**

- 65% of affiliates negotiate **collective agreements**. According to 25% of them the numbers of collective agreements have risen in the past decade, while 14% report they have fallen.

Our Membership:

- 79% of unions organise freelancers
- The average percentage of membership that are **freelance** has risen from 22% to 24% in last decade. The most modest rise is recorded in EU+ of 1.5 % (23.5 / 25%), followed by Asia 3% (20 – 23%); Eastern Europe, CEE, 4% (16 / 20%); and Africa 5% (32.5/37.5). Only LA has bucked the trend with 6% fewer freelancers organised today than ten years ago (27% / 21%). (With only 6 unions responding it is possible this is an anomaly.)
- Over half of unions have a very open membership policy to different jobs in the media sector. The survey question listed 13 different types of possible membership and asked unions to say if they accepted or rejected these categories and, if they were rejected, if it was because of their own policy or because of the labour law. The following table lists the results in descending order ranking the most popular membership categories first.

Category	Yes	Forbidden by law	Ineligible or against union rules
Permanent full-time journalists	62	0	0
Online / digital journalists	60	1	1
Photojournalists	57	0	5
Freelance journalists	53	3	6
Camera operators	50	0	9
Editors-in-chief	48	4	9
Graphic designers	44	1	14
Small media entrepreneurs eg: bloggers, small web enterprises etc.	37	5	19
Journalism students/ trainees	36	4	20
Fixers	36	3	16
Technicians	32	3	22
Bloggers	31	8	19
Communications / public relations	28	4	26

The categories most rejected by IFJ affiliates are Communications / Public relations (26: 42%) technicians (22: 35%); students (20: 32%) Bloggers (19: 31%) Small media entrepreneurs (19: 31%) and fixers (16: 26%).

While many unions have a very open policy and seek to recruit from a wide range of different roles, this also shows that there is a big potential in opening up membership to other categories such as students, journalists entrepreneurs, bloggers and communications/PR staff.

IFJ affiliates often have strong views on categories of membership, but as the industry changes the traditional distinctions between journalists and other media workers, as well as different forms of employment means more and more unions are having to review their criteria.

Union Priorities:

When the unions were asked to report their main areas of work from the pre-prepared list the results were as follows.

Union Main Areas of Work	Main Areas of Work with EU+ results removed
1. 87% Press freedom	1. 90% Press freedom
2. 83% journalism standards	2. 86% safety
3. 76% safety	3. 82% journalism standards
4. 67% legal assistance	4. 63% legal assistance
5. 65% collective bargaining	5. 63% equality
6. 60% equality	6. 61% collective bargaining
7. 49% freelance	7. 45% freelance
8. 41% authors rights	8. 37% authors rights

When EU + results were removed the results saw a rise in priority for press freedom and safety and a small drop in more industrial issues such as freelance, collective bargaining and authors' rights.

When asked what areas unions would like to focus more on the results were as follows:

Areas Most like to Focus on: Global	EU+ Results Only
1. Press freedom advocacy	1. Freelance organizing
2. Journalism standards	2. Recruitment union building
3. Recruitment / union building	3. Collective bargaining
4. Safety	4. Skills training
5. Skills training	5. Journalism standards/ ethics
6. Leadership strengthening	6. Press freedom advocacy
7. Collective bargaining	7. Rights monitoring
8. Campaigning	8. Campaigning / equality

By contrast the results for EU + alone for work unions would like to focus more on saw a rise in industrial issues such as freelance, recruitment, and collective bargaining at the expensive of press freedom, safety etc.

Youth in Unions

The final section of the survey was dedicated to policies and strategies around youth and recruitment.

- Globally, 31% of members are over 51 years old. Europe and Latin America have the oldest average membership age with 51% of Latin American members aged over 51 and 47% of EU +. This is compared to 30 % of Eastern European (CEE), 19% of Asian and 10% of African

members over 51. Not surprisingly then we see many of the initiatives to target youth coming from EU + where only 13% of members are under 35.

- Meanwhile in the leadership globally, 26% of executive board members are under 35 and 49 % between 35 and 50: or **75% of board members under 51**: The youngest regions are Africa where 90% of board members are under 51; Asia 83% under 51 ; Eastern Europe (CEE) 66% under 50; LA 53% under 51, EU+ 48% under 51,
- When asked why youth membership in unions was a priority, **82%** of unions agreed with the statement that '**our future depends on it.**'
- Despite this only 23% of unions have conducted research into young journalists.
- This **biggest obstacles** to recruitment cited were:
 1. 29% : journalists do not think unions can help them
 2. 27% : journalists are not interested
 3. 26% : journalists fear that union membership may damage job prospects

Unions are responding to the challenges of youth recruitment in the following ways.

- Four unions (7%) reported that they have an official Youth quota (Kenya, Dominican Republic, Afghanistan and NUJ Nepal.)
- However four more unions claim to have a formal youth policy (DJV Germany, MINPROROREN Japan, CAJP Cambodia and JUS Serbia);
- And a further eight unions provided examples of their youth strategies in action making a total of 16 (24%) respondents with an active youth programme. Examples given of youth strategies included: targeting and recruiting students (DJV Germany, NJ Norway), offering special rates and special status to students (NVJ, Netherlands), having a youth board (NVJ, Netherlands) , special section for students, quotas at congress, and regional representation (NJ Norway) providing training directed at younger journalists (SUJ Sudan), offering associate membership to students (NUJP, Philippines) mentoring of younger students by older members (AJP, Belgium)
- The most popular methods of reaching out to young journalists were the following:
 1. 57% Trainings
 2. 43% networking events
 3. 34% student / school visits
 4. 30% student membership rates
 5. 26% digital campaigns
 6. 25% mentoring
 7. 20% workplace information events
 8. 18% youth committees and dedicated youth organisers
 9. 16% youth leadership programmes /
 10. 16% Career development services

Executive Summary

1. Trade unionism in journalism remains alive and vibrant across much of the globe
2. While there is a serious contraction in journalism in Europe and North America, other regions report a significant expansion in the media sector and the numbers of jobs that are available.
3. This contraction has put heavy downward pressure on conditions and collective agreements, and our member unions in Europe and North America, but most other regions report a modest growth in the numbers of collective agreements being secured. (25% rise, 14% fall)
4. Equality, while improving remains a major challenge for many affiliates with women representing only 36% of membership. While many unions have strong positive programmes and policies to attract women and enable them to participate fully, it remains too few and the commitment to genuine equality remains too weak.
5. Digital and online journalism is the fastest area of growth which also attracts many young practitioners who have the digital skills required. But TV, newspapers and local / community radio also report growth in the past decade in different regions. Much of the growth though, particularly in digital media, is poorly paid and based on highly precarious conditions.
6. While almost 80% of unions recruit freelancers, the freelance membership has not significantly expanded in the past decade (moving from 22-24% of membership). Unions are failing to keep pace with the rapid growth of freelance journalism. Latin America, for example, reported an actual drop in freelance members, despite the fact that the regional report testifies clearly that the new jobs are mostly freelance are in digital media that attracts young people.
7. Unions are adapting their policies to accept freelancers, but are they doing enough to attract them and are they able to offer freelancers proper services?
8. Half of our unions have a very open membership policy ready to recruit a wide range of media actors including bloggers, technicians, public relations, and small enterprise owners. Is this producing new sources of income and new organizing opportunities or is it a distraction that saps resources from servicing our core membership?
9. More research needs to be conducted to help answer this question and demonstrate successful innovative organizing strategies. Unions need to respond and find new organizing methods to attract and mobilise journalists into the unions
10. While the unions in Europe and Latin America appear to suffer from a serious ageing problem this is less so in Asia, Eastern Europe and Africa. 75% of board members are under 51 years.
11. More research must be conducted on the needs and aspirations of young journalists, (only 23% of members have conducted such research) if unions are to successfully adapt and attract future generations.

12. Journalists need to be convinced that unions
 - a. Are relevant
 - b. Can improve their rights and conditions
 - c. Do not damage their career prospects.
13. The 40% of unions that still do not have digital membership records will not be in a condition to respond to the challenge
14. Traditional pillars of the IFJ's working programme have been endorsed by the survey respondents and the IFJ should continue to prioritise projects and programmes in line with the results and demands of affiliates.

Recommendations:

The future of the movement depends on adapting our organising models to recruit young journalists working in different employment relations and conditions. The IFJ must assist its members in developing programmes to address the following:

1. Conduct research into
 - a. The needs of young journalists,
 - b. freelance journalists and
 - c. journalists in precarious and unorthodox employment conditions
 - d. other media workers involved in journalism whose rights and conditions also need to be improved.
2. Promote policies for unions and young members, develop best practice for recruitment, retention and services such as, youth committees, student categories, quotas in leadership, targeted training opportunities and mentoring.
3. Develop targeted services for freelancers and young journalists
4. Develop communication and campaign tools that improve the message of trade unions particularly among the young
5. Promote campaigns that focus on the issues affecting younger workers such as low pay, training and first job rights such as first employment laws, endless internships, etc
6. Develop programmes to engage young leaders in international and regional work to equip them with the leadership skills necessary to support the unions in the future
7. Help unions develop effective digitised membership databases and develop effective methods for efficient collection of fees and provision of services
8. Lobby for the right of unions to organise and represent freelance and contract labour.
9. Ensure national programmes have targets for recruitment of new members as well as participation of young and women journalists

ASIA PACIFIC

Introduction

The Asia-Pacific was chosen as a focus region in the first stage of the IFJ Global Youth Survey Project.

What we knew already is that press freedom and the safety situation for media workers has deteriorated substantially in our region. At the same time, the number of young media workers entering the industry is proliferating. But young workers tend to be under-represented in unions and they are more likely to experience unstable, under-paid and unsafe work. We've also recognised that new media workers, including freelancers and bloggers, are particularly vulnerable yet the latter in particular remain largely unrepresented.

The main aim of the project was to gather meaningful research to help us understand where unions are right now in the Asia-Pacific region and to promote debate on how we can adapt to not only survive, but grow into the future.

In the region, 29 affiliates from 23 countries completed a regional survey, representing 85% of all IFJ affiliates in the Asia-Pacific. These countries were Afghanistan, Australia, Bhutan, Cambodia, China, India, Indonesia, Japan, Malaysia, Maldives, Mongolia, Myanmar, Nepal, New Zealand, Nouvelle Calédonie, Pakistan, Philippines, the Republic of Korea, Sri Lanka, Thailand, Timor-Leste and Vanuatu. We would like to thank all the affiliates for their efforts in documenting our current situation so we can plan for a stronger tomorrow.

The key challenges for unions and media workers in the Asia-Pacific region were then discussed at a Regional Youth Meeting on 15-16 October 2015 in Bangkok, Thailand. Affiliates from 16 countries attended from Afghanistan to Vanuatu in the Pacific, along with experts from ILO, the Danish Union of Journalists, UNI MEI APRO and the South East Asia Journalists Union (SEAJU). Together, the group shared examples of successful strategies to engage youth and new media and agreed to a set of resolutions and recommendations on youth, digital media and union strengthening.

The headlines

Our Unions

- Full membership: 60%; Associate members: 40%
- Trade Unions: 57%; Professional Associations: 27%; Federation of Unions: 15%
- Digital Database: Yes - 30%, No - 70%
- Congresses: 41% have congresses at least every two years; 37% have a congress every year; 19% have congresses every three years
- The average number of members in the Asia-Pacific is 3,620.
- The average number of women members was 489. This represented just 13.5% of union/association membership across the board. Countries with high levels of female membership are Australia (50%), Mongolia (60%) and Korea (30%).
- The average executive board has 19 members of which four (19%) are women. New Caledonia has 100% women on its executive.

Equality

- The average percentage of membership of women according to the affiliates has risen in the past decade from below 25% to between 25% to 50%.

- Oceania has the highest number of women members (49%), followed by South East Asia (37%). North Asia has 23% and South Asia has 10%.
- 31% of unions have a gender committee, 27% have a gender quota.
- 50% have no gender policy.
- Examples of gender policies cited include NUJ Philippines where all activities have a minimum 30% participation standard. Several unions had no formal strategy but had a policy of equal treatment for all, MAV Vanuatu, MJA Maldives, and AJTL East Timor.

Media Industry:

- The numbers of journalists are increasing according to 74% of members.
- Journalists are employed in the following sectors: 37% newspaper, 29% TV, 15% Radio and 11% online digital.
- The fastest growth over past decade: 11% online digital; 15% TV.
- Radio and newspapers have seen a decline of 7% and 22% respectively.
- 50% of journalists are paid below 250 USD a month, 19% earn 2,500-5,000 USD per month.
- 60% of affiliates negotiate collective agreements. 15% said the numbers of collective agreements has risen in the past decade, 35% said the number was static.

Our Membership:

- 78% of unions in Asia-Pacific organise freelancers.
- The average percentage of freelance membership has risen in the last decade from below 25% to somewhere between 25-50%.

Union Priorities:

1. 89% - press freedom
2. 89% - journalism standards
3. 85% - safety
4. 74% - equality
5. 59% - legal assistance
6. 55% - collective bargaining
7. 44% - freelance
8. 37% - authors rights

Future Focus Areas:

1. Digital security
2. Equality
3. Collective bargaining
4. Rights monitoring
5. Campaigning
6. Recruitment
7. Skills training
8. Leadership training
9. Safety
10. Journalism standards
11. Press freedom advocacy

Youth in Unions

- 81% of union members in the Asia Pacific are aged less than 50 years old.
- 83% of executive board members are under 50 years old, 17% are over 50 years.
- 84% when asked about youth membership agreed that 'our future depends on it.'

- Only 8% of unions have conducted research into young journalists.
- Two unions have an official Youth quota: AIJA Afghanistan and NUJ Nepal.
- Two unions have a formal youth policy: Minprororen Japan, CAJP Cambodia.
- NUJ Philippines has a youth strategy which includes associate membership to students

Despite the challenges they face, the IFJ and its affiliates in the Asia Pacific found that young people and new media workers are often reluctant or unable to join a union. Several affiliates said young people often think unions are too serious or are unaware of the benefits of being a member. Young journalists also tend to work long hours or in freelance and disparate working arrangements, making it difficult for unions to recruit and organise them.

Organising new media presents new challenges for the Asia-Pacific region. Membership rules often exclude non-traditional journalists from joining. Even when new media workers are allowed to join, they tend to be spread out.

The IFJ youth survey showed that around 60 per cent of IFJ affiliates from the region who responded accept bloggers as members and 77 per cent organise freelancers.

A key objective of the meeting was to give participants an opportunity to share good practice examples of their responses and union strategies to engage young people and new media.

Responses to the survey were received from the following affiliates: AIJA (Afghanistan) MEAA (Australia) CAPJ (Cambodia) AJTL (East Timor) SJTL (East Timor) HKJA (Hong Kong), JAB (Bhutan) NUJI (India) AJI (Indonesia) NIPPORO (Japan) JFNWU (Japan) JAK (Korea) KJA (Kuwait) NUJ (Malaysia) MJA (Maldives) CMJ (Mongolia) MJA (Myanmar) FNJ (Nepal) NPU (Nepal) NUJ (Nepal) NZEPMU (New Zealand) FJC-NC (Nouvelle-Calédonie) PFUJ (Pakistan) NUJP (Philippines) SLWJA (Sri Lanka) FMM (Sri Lanka) NUJ (Thailand) MAV (Vanuatu)

Recommendations from the Asia-Pacific youth meeting

1. New media workers need to be part of the picture

Open up membership to new media workers and seek support for training for new media workers on journalism standards (ethics).

2. Adopt a youth policy

Media unions and organisations should adopt youth policies that make youth recruitment and retention a priority. Membership requirements can be eased for young journalists and journalist students to support their entry into the profession and create connections with unions from the outset of their careers. Young journalists should be supported and participate in the discussion and writing of such policies.

3. Strengthen organizing for freelancers.

The rapid growth in contractualisation and freelancing has changed the dynamic of organizing. Unions must prioritise lobbying for labour laws that allow for collective bargaining and organizing for freelancers.

4. Lobby for the ratification of international labour conventions.

In a changing media landscape, ratification and implementation of the relevant ILO conventions and the ICCPR – ICESCR covenants is critical for the future of organizing. This should be a focus for lobbying.

5. Make use of social media to engage young people.

Effective communication helps unions find common ground and issues to advocate on. Media unions and organisations should actively use existing social media platforms for regional communication, coordination and information sharing. They should create user-friendly social media apps to reach out to the tech-savvy young journalists and engage them in two-way communication. They should also promote union missions and visions in fun, innovative and engaging ways.

6. Create spaces and events for communication to happen.

Too often unions seem unapproachable and serious to young people, but going out into the field to the sites and places where young people are strongly conveys union messages and missions through personal encounters and direct interaction. Engaging the youth in fun ways like sport, social or leisure activities will also help improve their knowledge of young media workers issues and thoughts.

7. Improve education and training.

Training for young people should include news safety, ethics, welfare, and rights awareness, as well as specialised training for freelancers. It should also focus on local and international laws on new media and reporting in the new media landscape. Unions should look to partner with NGOs working on different issues on training and engagement.

8. Research and explore issues youth care about.

Research and explore issues relevant to young people to include them in the wider picture and make sure these studies are available locally, regionally and globally. Future research needs to gauge young journalists' attitudes, member satisfaction based on professional needs and circumstances and how unions can effectively respond to them.

9. Encourage young people to be leaders in unions.

There is an urgent need to include young people to be part of unions and to play active leadership roles. Young people bring new insights and direction for the development of unions but some unions are yet to reflect this through good youth representation in their organizations. Cooperation between the older and younger generations can always lay solid foundation for new directions.

10. Foster creativity and innovative thoughts of young people.

Young people have their own thinking and valuable ideas and including them will not only engage them but enable more dynamic interaction and innovation.

11. Provide services relevant to young media practitioners.

To address the needs of young journalists and the youth who are potential members or news media practitioners, unions should look to expand and provide services relevant to their work. As well as training, other services could include: Networking, scholarships, exchanges and study trips (both local and abroad; Mentoring for young journalists to develop individual career paths and peer groups; Youth peer support and meetings, whereby senior members help facilitate the active participation of young members to the attainment of union goals. In this regard, young members should be given independence to fulfil union goals in the best way they can, based on their level of knowledge and experience; and press awards to encourage and support young media workers;

12. Strive to be innovative and self-sustaining, with strong systems for collecting fees.

Unions must have good systems for collecting membership fees and setting the ideal amounts of membership dues so that members develop a strong sense of ownership of the union. Unions must also be capable of creating other income opportunities in a manner that does not compromise media freedom and independence. Youth creativity must be harnessed for this.

13. Create a future focus for IFJ and media unions and develop youth capacity.

External support is needed to strengthen the IFJ and its affiliates globally. The following programs should be a focus: Develop the capacity of union leaders for youth mentoring and youth peer support coordination and facilitation; Establish, learn and share best practices from successful unions; Baseline regional studies on the income sources of journalists as a basis for welfare campaigns, collective bargaining negotiations and union contributions.

14. Grow through strong organizational systems and finances.

The growth and financial strength of unions lies in solid organization systems and databases. Future project funding and IFJ programs should focus on developing and supporting unions in this capacity.

Responding to the Challenges in the Asia Pacific Region

1. Putting it on paper – youth policies and actions plans

A handful of unions in the Asia-Pacific have adopted specific youth policies, but more are needed. Some unions also have a specific youth quota for membership on executive boards.

2. Recruiting students in universities

MEAA (Australia) targets journalism students at university for membership recruitment, through special awards, professional development activities and other events for students.

3. Engaging student activists in campaigns

While media students may be less interested in unions, they are often active in campaigns with the ATJ (Taiwan) against repressive laws, attempts to monopolise the media industry, regressive changes to curriculums and other issues.

4. Discounted membership fees for young people

Increasingly, many AP unions are introducing successful programs of discounted membership for students and young journalists.

5. Social spaces, events and awards for young journalists

The MJA (Myanmar) hosts free social events for young journalists. In Indonesia, AJI supports cafes and creative spaces for young journalists to hangout and network. In Vanuatu, MAV partners with popular local theatre groups to reach out to young media workers. In Australia, MEAA supports a 'Young Journalist of the Year Award' for journalists 30 and under as well as a 'Student Journalist of the Year Award'.

6. Empowering young people through youth networks and committees

A youth union network has been set up by E Tú in New Zealand to connect young members aged 35 and under. AIJA (Afghanistan) also has a youth committee.

7. Creative communication strategies

HKJA (Hong Kong) runs closed Facebook and WhatsApp groups to allow sharing of information in a non-public space. In Myanmar, journalists use MJA's Facebook much like Twitter.

8. Understanding the needs of young workers through dialogue and research

MAV (Vanuatu) recently conducted an online survey of local media workers, the majority were aged under 35.

9. Drop-in centre for young workers

E Tú (New Zealand) supports a Young Workers Resource Centre, a drop-in centre where young workers can get advice and support on work-related issues.

10. Organising freelancers

“Freelance Pro” is a specific group within MEAA (Australia) dedicated to organising and supporting freelancers. It is a specific ‘brand’ within the union, offering discounted professional indemnity insurance, media access cards, contract advice and training.

11. Opening up membership to new media workers

AJI (Indonesia) is working in some provinces to support citizen journalists to set up their own news websites and provide them with relevant journalism training.

12. Recruiting and empowering women in unions and the media

AJI (Indonesia) has a gender division dedicated to addressing issues for female journalists and has a target of increasing women’s membership to 38%. MEAA (Australia) has a women journalists mentoring program and also hosts the “Women in Media Network” where media workers and members can share ideas, experiences and professional opportunities.

CASE STUDIES

A New Suite of Services for Australia’s Freelancers

Like the rest of the world, journalism in Australia is going through unprecedented upheaval as the business models that have sustained the craft for a century are under financial pressure.

Since the turn of the decade, thousands of jobs have been shed at Australia’s major newspaper publishers, commercial television and radio stations, and two public broadcasters. Worse hit have been the two main newspaper publishers, Fairfax Media and News Corporation, which have axed hundreds of reporting, editing, production and photographers jobs at every publication they own.

A welcome counter trend has been the emergence of some small start-up digital outlets alongside the arrival in Australia of global operators like *Buzzfeed*, *The Huffington Post*, *The Guardian* and *The Daily Mail*. But these have replaced just a fraction of the jobs that have been lost.

For the journalists of Australia – whether they are leaving a permanent job after years of service, or just starting out in the industry – the future will increasingly be freelance. In terms of its numbers, MEAA has 6000 members, half of whom are women and 30% are under 35.

Anticipating future changes to the industry, the Media, Entertainment and Arts Alliance (MEAA) launched a new membership category specifically for freelance journalists in 2013.

A club for freelancers

FreelancePro provides a suite of professional services for freelancers, including professional indemnity and public liability insurance of up to \$20million at competitive rates; contract advice; a media access identity card; a FreelancePro endorsement; accredited training in media law and ethics and other areas of professional development; and networking events and opportunities, including those run by the Walkley Foundation for Journalistic Excellence.

The MEAA website has also been redesigned to provide more information and services for freelancers, including the ability to upload a profile and portfolio, opportunity and job boards, and a freelance rate

tracker. Essentially, it is about building a freelancer community to campaign for fairer conditions, better pay rates, and more access to training.

We know that the reality is that as publishers seek to squeeze costs, the cards are unfairly stacked against freelancers. Individually, they have little power to negotiate with publishers who can dictate terms, including rates of pay.

However, in 2010, MEAA was granted an exemption by the Australian Competition and Consumer Commission from anti-competition provisions to allow our union to collectively represent freelancers to negotiate terms such as rates of pay, moral rights and copyright with publishers. While this decision does not give freelancers any employee rights, it is a starting point for raising the standards in the industry. To date, publishers have been extremely resistant to the notion of collective bargaining of freelance rates, and MEAA intends to raise the volume on these issues through higher profile public campaigning.

So far, the take up of the FreelancePro membership has been gradual but encouraging and recently passed the 400 mark, which was the break-even point for MEAA. It is now about 6% of MEAA's overall media section membership. Interestingly, about 15% of FreelancePro membership is aged under 35.

A recent online survey of FreelancePro members found the most valued services are insurance, professional training and development and the trustmark endorsement. Two-thirds of respondents said it was good value for money and 80% said they would recommend it to others. Feedback from the survey also confirms that many freelancers are earning well below average weekly earnings from their journalism work, so MEAA is now examining a tiered membership offer with different fees.

Apart from representing freelancers, MEAA is also seeking to negotiate collective agreements for employees of digital start-ups. It is also looking at expanding the FreelancePro model to other media and communications professionals, including those working in public relations, content marketing, multimedia and online content etc.

Establishing rights for media interns

Another focus for MEAA is to establish rights for graduates and media interns; who we recognise are one of the most vulnerable and exploited groups of journalists.

With jobs being in such high demand, some employers take advantage of interns by not paying them, or employing them under exploitative conditions. MEAA insists that unless a placement is part of course accreditation, interns should be paid and have the same rights as other employees. They should not be used as a cheap alternative for paid employees.

In 2016, we collaborated with Interns Australia to create simple guidelines for media internships for both interns and employers. We are also contacting tertiary institutions teaching media or communications to have face time with students to discuss their rights as graduates and interns.

For several years now, MEAA Media has had on offer a student membership which costs just \$55 a year, or a little over \$1 a week. For that, students get a range of benefits, including legal advice/consultation on employment issues, weekly bulletins on campaigns and news in the media industry, networking events, discounts on the Walkley Foundation professional development program, and access to the MEAA Journey Cover Insurance.

FreelancePro in action

Brisbane author and journalist Andrew McMillen was an early adopter of FreelancePro. He was already a member of MEAA and as a full-time freelancer "joining the freelance faction made sense". He says the provision of professional indemnity and public liability insurance was a strong selling point.

Earning between \$50,000 and \$80,000 a year from his writing and journalism, McMillen sits in the higher end of freelancers. But, like all freelancers, being paid a fair rate and on time is a constant battle. He would welcome a campaign to establish standard rates, although sees the challenges.

“At the moment rates are set in-house and freelancers have to take it or leave it and have very little bargaining power because freelancers are so disparate and individual,” he says. “I can negotiate a higher rate sometimes but others, it’s what the editor or publisher suggests and if I don’t like it, that’s it. It’s very hard to bargain. Also, there are constant cash flow problems. I don’t get paid until my work gets published, so some months I can earn nothing and some months are okay.”

Unlike McMillen, Mahsa Fratantoni, a young Sydney-based freelance writer, editor and public relations consultant, was not a member of MEAA before joining FreelancePro about a year ago.

“Insurance was how I came across FreelancePro, and that was what separated it from other options,” she says. “I carry the card with me and have it on hand and I’m sure there will be a reason to use it soon, and the trustmark is incorporated into all my portfolio documents and invoices. It gives me confidence and that makes a difference in how I present myself as a professional.”

Fratantoni has also relied on the union for advice on contracts and to recover unpaid fees, but like others she feels she lacks power in negotiating word rates with publishers and would welcome more information.

Fratantoni said: “I wear several different hats from PR strategy, content creation to journalism and having an organisation that understands the different media and what the current space is like is fantastic.”

- **Paul Murphy, CEO, Media, Entertainment and Arts Alliance (Australia-New Zealand)**

Capacity Building Young Journalists in Afghanistan

Afghanistan is a nation ravaged by chronic poverty, war, high levels of illiteracy, severe foreign intervention, and it is also a hotbed for militant groups and terrorist organisations. In the past year, the death toll in the country’s capital, Kabul, has been particularly grim with targeted attacks on news network Tolo TV which cost the lives of seven media workers in a suicide bomb attack. So too, in Kunduz province, media outlets came under attack after the takeover by the Taliban in the region.

Despite the ongoing challenges, Afghanistan’s media has experienced significant growth. In the last 15 years, Afghan news outlets have increased by more than 600 %, from 15 outlets in 2000 to over 1,000 in 2015. Today the total estimated number of journalists in the country sits above 12,000, with women making up approximately 18 per cent (2,250) of the workforce. IFJ affiliate Afghan Independent Journalist Association (AIJA) represents 3000 workers, including 350 women journalists.

Importantly, approximately 75 % of Afghanistan’s population is aged under 25. So too, the number of young journalists is on the rise. Around 60% of AIJA’s membership is aged under 35. It is working to bring young journalists into the fold and formed a Committee for Youth in 2015. Through the committee, AIJA developed a program with the help of its young executive members to involve and support reporters, students, freelancers with various association activities.

Its capacity-building program allows younger members to join AIJA on provincial trips for training workshops which are targeted at developing and strengthen their capacity as journalists through reporting, verification skills and media monitoring. AIJA has also helped its young members to gain diplomas and certificates.

Social media has become a vital communication tool for exchanging news, stories and information between the young members.

Through the implementation of these processes the Committee for Youth has had significant impact on the young members. The Committee has helped both AIJA, in bringing larger numbers of youth members and develop programs to specifically support young journalists, as well as assisting the growing young journalists of Afghanistan with new skills and supporting their work. The young members also bring new and innovative ideas to AIJA. It is a two-way partnership with each supporting the other to grow and develop, ultimately strengthening their respective roles.

- **With contributions from Samandar Khan, general secretary, Afghan Independent Journalists' Association (AIJA)**

Indonesia Opens Entry to Bloggers and Citizen Journalists

At the 2014 AJI Congress, some revolutionary changes were made to the AJI Constitution which enabled bloggers and citizen journalists to join the organisation for the first time. It also meant that, for the first time, they will now have access to journalism training on good standards and ethics. It's a move that AJI felt was needed if it was to stay relevant in the rapidly changing media environment of Indonesia.

Importantly, it makes AJI a bit of a trailblazer in its approach to the new media landscape in Asia-Pacific.

Bloggers and citizen journalists are on the rise in Indonesia, running parallel to an unprecedented growth of social media and mobile technologies. For traditional journalists, this creates competition and more broadly it creates opportunities for organising.

AJI estimates there are around 80,000 people working in the country's media and currently represents about 2000 members - 60% are under 35.

AJI sees the move in two ways. Firstly, by including bloggers and citizen journalists into the fold, it also allows new opportunities to train, strengthen and make a new section of the media more professional. Secondly, it is a new opportunity to strengthen and grow the sector, bringing them into the fight for better working conditions and wages.

AJI's own research from 2014 found that the majority of media companies employ journalists under the Provincial Minimum Wage (UMP). AJI said that low wages and the welfare of journalists make the profession increasingly vulnerable to the temptation of bribery which is rife in the country. For online journalists, the challenges are even greater. AJI says online journalists are the worst paid across the country and to include bloggers means it has a larger proportion of the online media to represent and fight for.

- **With contributions from Aloysius B Kurniawan 'Wawan', Manpower Department, Alliance of Independent Journalists Indonesia (AJI)**

Stepping up Against Young Worker Exploitation in New Zealand

The exploitation of young workers is a systemic issue in New Zealand. There are several reasons behind this widespread exploitation, but prominent among them is the absence of meaningful education about employment rights in secondary schools.

The majority of young people enter the workforce with a very poor understanding of their rights and entitlements and are immediately vulnerable to employers in an increasingly neoliberal labour market. School leavers certainly have little knowledge about unionism and are unlikely to learn unless they enter a workplace with an active union presence.

The Young Workers Resource Centre (YWRC), based in Hamilton on New Zealand's North island, seeks to address this challenge. Founded in 1993, it delivers employment rights education to secondary schools, tertiary institutes, private training organisations and community groups. While geographically (and financially) restricted, YWRC delivers services primarily in the Waikato and Bay of Plenty regions, but is leading an initiative to engage volunteers to deliver similar education across the country in partnership with national youth movement Stand Up.

"I was a young journalist once and I had no idea what unions were or what my basic working rights were," said YWRC coordinator Tony Stevens. "Nobody explained them to me, not my teachers, and certainly not my employer! I would have jumped at the chance to join a union had I known. I should have learned about this stuff at high school and then I might have been able to negotiate a better pay rate than what I had, which was barely above minimum wage."

The YWRC is a not-for-profit organisation and delivers 1-2 hour presentations that cover minimum working entitlements and legal issues such as: employment agreements, employment rights and responsibilities, trial periods, minimum wages, sexual harassment, health and safety and union membership.

It reaches approximately 3,500-4,000 young people per year directly, and potentially more through media generation including a radio show called *Young Workers' Toolbox*. The YWRC also runs a drop-in centre and advocacy service to support young workers facing legal issues or adversity in their work.

That all said, it is difficult to gauge exactly what the impact of the YWRC is. It is a small organisation and could achieve a lot more with a secure funding base, greater capacity, more staff, and extended reach. But young people who participate in the workshops indicate that they get a greater understanding of workplace rights and feel more "empowered" as a result. It is also common for previous participants to contact the YWRC later in life seeking assistance with their employment, or just something as simple as getting a professional opinion of their employment agreement before they sign. We also see this as another positive sign.

In addition to increasing youth understanding of work rights, YWRC also identifies specific acts of exploitation and is able to either assist in resolving them or explaining a means to do so. As a result, it is able to identify exploitative trends in the labour market and give public commentary and raise awareness through the media, press statements, policy submissions or public events. YWRC also actively encourages young workers to join unions and where possible provide membership or referral information.

We know that YWRC is the only organisation in New Zealand that delivers youth-focused and youth-driven employment rights education in secondary schools. There are a handful of others that work in this space occasionally, but never on the scale of the YWRC and not with the youth-centric approach.

- **Tony Stevens, Co-ordinator of the Young Workers Resource Centre, and active member of E Tū New Zealand**

Executive Decisions on Youth Strategy in Vanuatu

The Media Association Blong Vanuatu (MAV) is one of the Asia Pacific's smallest IFJ affiliates, with only 100 members. However, it remains a strong member in the fight for better working conditions, gender equity and press freedom in the region.

Young journalists have been identified by MAV's executive as a key target group – and with good reason. 70% of MAV's membership is aged below 35, while 60 % of the MAV executive is aged under 35.

By identifying its growth potential through youth membership and involvement, MAV has been able to develop strong strategies to support young and developing journalists.

To encourage the involvement of young journalists, the association has developed a number of sub-committees on key issues including awards, fundraising, policy and legal issues. It is also working on developing youth campaigners within the association to lead on key campaigns such as its 2016 Freedom of Information legislation campaign.

“MAV strongly encourages the involvement and participation of youth members, recognising their skills are often different to those of non-youth members,” said MAV’s president, Evelyne Toa.

“It’s because we believe in them. We believe that they are dynamic, energetic, with new ideas and specific skills for modern technologies, social media and they can bring change and difference.”

MAV is also supporting young, female journalists in Vanuatu through fellowships and mentoring.

Fern Napwatt completed the Women, Media and Economic Literacy in the Pacific program in May 2014 and returned to Vanuatu inspired, informed and ready to put what she learned into practice especially with other young journalists in the country. She and MAV are working together giving her energy and enthusiasm an outlet benefiting her own work and the association’s.

In her workplace, the *Independent*, the feedback has been equally positive. Napwatt’s editor and deputy editor have been working with her to establish a dedicated space in the national weekly newspaper to write about women in general, and women’s involvement in business and economic life in particular.

Editor Tony Wilson believes the newspaper, as well as the broader media sector, will benefit from Napwatt’s passion and enthusiasm, which can only lead to better reporting of key issues in business relating to women. There are many untold stories out there and the quest for them will bring a new edge and depth to national reporting in these areas, he says.

MAV President Evelyne Toa said: “The media in Vanuatu need people with leadership skills, especially women and younger media practitioners. Fern has returned to us with a strong commitment to become a leader in media. By actively participating in MAV’s activities as a member, she will help promote the core values and ethical principles that distinguish professional journalists.”

- **With contributions from Evelyn Toa, president, Media Association Blong Vanuatu (MAV)**

Practical Skills for Pakistan’s Graduates

The Pakistan Federal Union of Journalists (PFUJ) has developed a number of strategies for young journalists and journalism students. These strategies are aimed at providing them with training, experience and important knowledge to better equip themselves for a future in Pakistan’s media.

Working with media departments in local colleges and universities, PFUJ holds lectures, short workshops and seminars for journalism students on topics ranging from what to expect in the field, how to tackle challenges and showcasing different jobs. Through this process, students can talk with journalists, ask questions and, importantly, create dialogue and mentoring opportunities.

But it is not just in talks that change is being implemented. PFUJ is also working with universities and media departments to overhaul current media and journalism curriculums. This is to provide more practical experience for journalism students; work experience, fellowships and exchange programs to be included in curriculums. This gives students opportunities to learn, develop and strengthen their skills through a variety of avenues.

While the PFUJ continues to work with university and college students to better improve their skills and training, there are a number of challenges. Financial instability makes it difficult to extend the programs across the country, and while solutions such as skype have been attempted, they are yet to be successful.

The PFUJ holds workshops throughout the year primarily for working journalists. Yet each workshop has an allotted number of participants studying journalism. This gives them an opportunity to train and develop stronger skills, while mixing with working journalists across Pakistan. The experience often creates mentoring relationships between students and working journalists.

- **Amin Yousef, General Secretary, Pakistan Federal Union of Journalists (PFUJ)**

Asia Pacific report Edited by: Jane Worthington, Deputy Director IFJ Asia Pacific

LATIN AMERICA and the CARIBBEAN

The Regional Context

In Latin America, the free exercise of journalism is weakened by two interrelated elements, an alarming concentration of media and highly precarious labour conditions of low salaries few or non-existing social benefits and informal labour relations. As observed in the IFJ Report on “threats to press freedom in Latin America and the Caribbean” (2015).

One of the major conflicts facing the sector of media workers across the continent, is the strong concentration of media; concurring in many cases with the existence of a strong monopoly or oligopoly with close ties to the ruling elites, generating a dangerous relationship between media owners and owners of political power.

Within big media, unregistered workers weaken the union structure, since precarious employment also implies a lack of union representation. So labour rights are doubly affected, with the worker lacking fundamental employment guarantees (social security, job security and protection from arbitrary dismissal) and lacking union representation to protect them or fight for such guarantees. A vicious circle is created by unions with fewer members leading to weaker union structures able to protect and recruit new members.

At the same time, a concentration of media implies a concentration of job offers controlled by a monopoly or oligopoly of employers. This creates a situation where the rigid editorial line demanded by economic and political power compromises press freedom by forcing journalists to embrace self-censorship to secure their jobs.

It is also important to consider the continued impact of the global financial crisis on employment and working conditions. The rising unemployment rate and general deterioration of working conditions adversely affects the scope and achievements of collective bargaining agreements, to the detriment of labour rights of all workers.

According to a 2014 ILO report: *at least 27 million young people, of the 56 million that are part of the labour force in Latin American Countries (LAC), are working in the informal sector. Among these young people the unemployment rate reached 13.3%, three times that of adults. It is estimated that more than 7 million of them fail to get jobs, equivalent to 40% of the total unemployed in the region.*¹

Moreover, among young people who find employment, 6 out of 10 are forced to take jobs in the informal economy with no protection and rights and low wages.

¹ *Trabajo decente y Juventud*, Biblioteca Regional de la OIT para América Latina y el Caribe. Serie: Bibliografías Temáticas Digitales OIT, N° 11, p. 24.

Furthermore there is an enormous variance in the rights and working conditions granted by employers to young workers. Given this, it is important to analyse the type of collective bargaining processes that Latin American trade unions have and what is its structure.

Collective Bargain and Union Structures on the Region

The state of Collective bargaining can be largely divided into three broad categories.

- *Advanced Collective Bargaining*, found in Argentina, Brazil and Uruguay;
- *Intermediate: Trying to expand the scope of bargaining*, found in Chile, Paraguay and Peru;
- *Basic level* still without collective bargaining, found in Dominican Republic, Panama, Costa Rica, Colombia, Venezuela, Haiti and Jamaica.

The results of the global survey revealed that 25% of unions do not sign collective agreements. Of those that do sign 33% report that less than 25% (ANP Peru and SNP Costa Rica) of members are covered by CAs, 17% report that between 26 and 50% (SNRP Mexico) of members are covered by CAs, 33% report that 51-75% (SPP Paraguay and FENAJ Brazil) of members are covered by CAs and 13% that over 75% (FETRACOSE) of members are covered by CAs. The findings show that strengthening collective bargaining is of vital importance to improve precarious labour conditions.

Young press workers in Latin America

While Latin America is a region with great contrasts and internal differences resulting from different economic and labour policies, there are some aspects that are common to press workers in most countries:

- Even where collective bargaining exists, there are multiple abuses where wages are paid outside the collective agreement: work is under-cover or under contract or young journalists are hired as 'false' freelancers working without social or health insurance. This creates great employee insecurity since companies can lay off freelancers at minimal costs.
- There is a multiplicity of tasks for the same pay, especially on digital platforms where journalists have to perform tasks of writing, content editing (including text, photographs and video in many cases) and content management.
- Journalists are forced to work beyond the official working hours exceeding the eight-hour legal rate, often on rest days, and often without the right to claim compensation.
- For young journalists, wages often don't match the tasks performed or responsibilities given. Increasingly they earn their fees according to the advertising revenue.
- For employers it is cheaper to pay a minimum wage to a junior practitioner than a proper salary to a career journalist. This discourages young professionals to grow and develop.

This situation varies across the region and we try to review the issues country by country in the following section.

Situation per Country

In **Argentina** there is the problem of low numbers in youth on the labour market as a result of precarious labour conditions and internship status. The rise of multi-tasking jobs that receive only one salary is becoming more frequent. The Argentine union underlines the need for a generational change,

expressed by younger people who are participating in the union field, and who can contribute at ground level as well as in the Federation.

In **Chile**, labour relations are even more precarious, engendered in the neoliberal era, which resulted in weak union capacity. Young people are strongly affected by flexible employment strategies such as outsourcing, a practice that allows certain jobs to be done outside a company instead of having an in-house department or employee handle them. By this mechanism media companies outsource employment responsibilities to a human resources company. These companies then seek a team of journalists for a specific period of time enabling media companies to by-pass any collective bargaining commitments because legally they are not the employers. Journalists are also affected by another nonstandard employment relation when they are forced to work as “independent contractors” where journalists are contracted for specific jobs. One of the many consequences is that standard employment benefits are not available, since they do not qualify as “employees”. They are also not protected by standard labour legislation and are paid for their services as consultants, even though they work a regular shift. These so called “collaborators”, a term used for workers engaged under this irregular employment practice, are outside the social security system with no possibility to join the unions.

Paraguay presents a different scenario where in addition to the ground conditions imposed by a deregulated media market, there is also the controversial “First Employment” law. This law extends the trial period, facilitates dismissal without compensation and permits pay below the minimum wage for trainees. We repeatedly notice young journalists being forced to do multiple tasks for the same pay. However, participation of young people in the union is high, with 50% of the union board under the age of 35. This young presence gives the union strength on the ground.

In **Brazil** youth unemployment is 2.5 % above the average. At the same time, the labour conditions are worse as a result of outsourcing, billing work and excessive working hours. To be able to pursue a career in journalism you are required to have a professional degree. The National Union FENAJ has also been developing two additional policies that aim to increase the affiliation rate: by allowing young people’s pre-affiliation and the participation of student delegates in the different union meetings.

In the Andean region, **Peru** and **Ecuador** are two countries where unemployment affects the young hardest, and most of those who have jobs operate in the informal sector. For journalists starting in the labour market - often without obtaining their degrees – they can expect low wages and temporary contracts.

In **Colombia**, despite a “First Employment” law which promotes employment formalization, young journalists receive very low pay and are exploited by their bosses who demand too many tasks while imposing a strict editorial line. It is shown once again that even though First Employment legislation appears to improve youth employment, in reality they only tend to make employment conditions more flexible, while facilitating young people’s inclusion in the labour market under the most precarious conditions. Out of the 29 organizations that compose FECOLPER, ten of them are led by young leaders. Including Adriana Hurtado, FECOLPER’s current president, who assumed her first term when only 30 years old.

In **Venezuela**, the Press Union reports that news rooms are dominated by people between 25 and 30, especially since the increased demand to use new technologies. The multi-platform communication has enabled youth to gain access to media due to their proficient use of digital tools. However, this encourages overloaded workers and low wages, which the youth often have no choice but to accept. Once more there is a huge gap between entering the labour market and dignity in the workplace. New technologies certainly widen the opportunities to the younger but they also lower the standards of working conditions through practices like multitasking.

Finally, in the **Dominican Republic** 40% of press workers are between 19 and 34 years old. Often, they face problems such as low wages, dangerous situations, massive layoffs caused by mergers and media monopolization, a lack of access to social security, multi-tasking, a lack of childcare and high costs for higher education. The union provides, through agreements with professional institutes, training courses aimed at young members to equip journalists with the tools for a more fluid access to the labour market.

Recommendations of the Latin American Youth Seminar

LARO, the ANP and FES hosted the regional seminar 29-30 September in Peru with training sessions and discussions focused on the regional situation of young workers, and their precarious working conditions in new and traditional media.

The main topics discussed were:

- Inclusion of youth in decision-making positions in union structures.
- Recruitment policies.
- Decent Work Dimensions
- Covert contracting, freelance and its impact on the national decent work.
- Working conditions of youth in collective bargaining.
- First employment issues and youth employment

There was consensus on the challenges that the region faces on the inclusion of young people in decent working conditions, as well as on the difficulties to generate effective changes in youth recruitment strategies inside unions.

Most representatives agreed that one of the main obstacles for increasing young members is the poor image unions have among young people and their lack of interest. This is partly a result of the lack of concrete union strategies to attracting this sector of workers. The survey also shows that journalists fear union membership can damage their job prospects.

At the same time, most precarious and freelance positions are held by young workers, which makes it more difficult for union reps to approach them in newsrooms. It was agreed that for this, it is essential to develop new channels of communication to be able to reach out to young workers.

Among the recommendations made by participants, the following should be noted:

- Unions must demonstrate autonomy and understanding of the current political scene, including a comprehensive view of youth, gender and social problems. This implies a radical transformation in approach to dealing with youth and gender issues.
- It's a priority for union leaderships to be able to articulate an open communication strategy for young workers.
- Unions must not limit their actions to institutional issues and should reach out to other social organizations working in all fields relevant to young workers.
- Since youth initiation at work is difficult under decent working conditions, it is recommended to increase trade union training in educational institutions (such as universities) and workplaces.
- Workers organisations must improve communication and recruitment strategies to encourage young professionals and / or media workers to unionize. Unions must incorporate new

technologies to help growth and promote their actions and campaigns at national, regional and global levels.

CASE STUDIES: Interviews in Brazil, Paraguay and Peru

The following section is a series of interviews conducted by the regional office with unions in Brazil, Paraguay and Peru to explore further the challenges facing unions in addressing young workers.

Interview with Rafael Freire of FENAJ (Brazil)

Regional Office (RO): What policies do you have on incorporating youth into the decision-making process of the union?

Rafael Freire (RF): Here in Brazil we have mainly two policies. The first one aims to recruit young journalists: the *pre-affiliation*. Some unions conduct this policy, but we do not have objective results to present, in the way that young journalists would actually have been starting the union fight from our bases. We have some members, men and women, who act as role models in their bases, but in most cases they are the result of political affiliation rather than specific union recruitment policies. The other policy stands for youth involvement – targeting journalism students – in meetings organized by the Federation and at congresses.

RO: Why do you think many results have not been achieved?

RF: We feel that the involvement of the youth in union activities, whether through pre-affiliation or participating in different meetings, generates a lot of attention to the event itself, the knowledge it provides, or to the possibilities of a discount. But it rarely results in a commitment to political work or union activism. FENAJ should promote a political construction based on texts, responding to specific proposals, which will build a political background. One encounter, or an occasional activity, is not enough.

RO: What youth recruitment policies do you implement?

RF: They are the same policies that we use to promote participation. Some unions recruit journalists in general, without any specific focus on gender or age. But this differentiation is necessary, considering that the numbers of youth affiliation in unions are so low. In contrast, the amount of young journalists in universities is really high. There is a “juvenilization” of journalism. This favours paying low wages. Therefore it is important to focus on younger journalists when recruiting.

RO: How much impact does informal and freelance employment have on decent working conditions and how does this affect youth?

RF: FENAJ and Santa Catarina University conducted research to identify the Brazilian journalist type. Most colleagues start their careers as freelancers or interns, under precarious work conditions. With an overcrowded labour market, companies through position rotating can maintain precarious conditions, mostly of young people, because they lack the experience and are more willing to tolerate these conditions.

RO: Are there any clauses for Young people in collective agreements?

RF: There are not any clauses of this kind.

RO: What difficulties are faced in first work experiences?

RF: Bosses tend to treat young journalists as “slaves” in their first jobs. They are prepared to put up with it because their goal is to be a part of the labour market. Unhappily we are partly responsible for not developing the appropriate work, raising awareness at the base and at colleges. Young journalists leave these institutions very immature, without the tools to face up to these moral issues.

FENAJ

Total number of members: 10.000

Total number of Young members (under the age of 35): 1500 (15%)

Interview with César Cabrera of SPP (Paraguay)

Regional Office (RO): What policies do you have on incorporating youth into the decision-making process of the union?

César Cabrera (CC): We are trying to develop open spaces, since previously there was not any room for youth. One or two years ago, before I was a member of the Board of Directors (BD), we began to find ways of extending youth participation. Now the youth have a majority in the BD, and so we are experiencing high levels of participation in the decision-making process.

RO: What youth recruitment policies do you implement?

CC: It is first of all about the opening process. We organise lectures and meetings aimed at recruiting students who are able to affiliate before receiving their professional degree.

RO: How much impact does informal and freelance employment have on decent working conditions and how does this affect youth?

CC: The impact is significant and wide. The SPP in the 1980's secured the collective agreement for press workers. Nevertheless, the corporation of employers – specifically of big media firms – recognise only written press journalists, and omitting for instance, photographers and TV journalists. We are trying to resolve this by incorporating TV workers and graphic reporters.

In this context, the problem regarding informal employment is low pay. In addition, young people are vulnerable, are afraid to talk, ask questions, or even to claim their rights. Freelancers are not paid generally. They invest time and money, give their best, and yet are not paid. Unions are standing up for everyone suffering from this whether or not they are members.

RO: Are there any clauses for Young people in collective agreements?

CC: Yes, those clauses which are related to studying, extra training or exams, tend to benefit particularly the younger. These are usually respected.

RO: What difficulties are being faced in first working experiences?

CC: In Paraguay only a few media are covered by a collective agreement, three newspapers and an AM radio. In this context, although they have access to labour opportunities – in detriment of workers with more experience [OM1]– they do so in highly precarious conditions.

Sindicato de Periodistas de Paraguay (SPP) / Union of Journalists of Paraguay

Total number of members: 400.

Total number of young members (under the age of 35): 160 (40%).

Interview Sonia Salazar of ANP (Peru)

Regional Office (RO): What policies do you have on incorporating youth into the decision-making process of the union?

Sonia Salazar (SS): We are trying to motivate youth into decision-making spaces. Special youth projects are being developed. Historically, youth has been interpreted as a stage in life that requires attention from adults to keep them going the “right way”. Now their involvement is being sought to position them as protagonists and change exponents.

RO: What youth recruitment policies do you implement?

SS: Currently we are not implementing any specific recruitment policy.

RO: How much impact does informal and freelance employment have on decent working conditions and how does this affect youth?

SS: Unregistered or “independent” jobs directly affect Young people, as it represents a fundamental element of social integration and inclusion. It needs to develop under equitable, and decent conditions. When this does not happen, and the youth is left out of the social security system, and with no possibility to affiliate, their opportunities to grow and flourish in a working environment are affected.

RO: Are there any clauses for Young people in collective agreements?

SS: Our collective agreements do not include specific clauses regarding the youth.

RO: What difficulties are being faced in first work experiences?

SS: Entering the labour market is highly problematic, especially because the labour market has been going backwards over the past decades, in relation to the conditions mentioned above.

Asociación de Nacional de Periodistas (ANP) / National Association of Journalists

Total number of members: 10.041

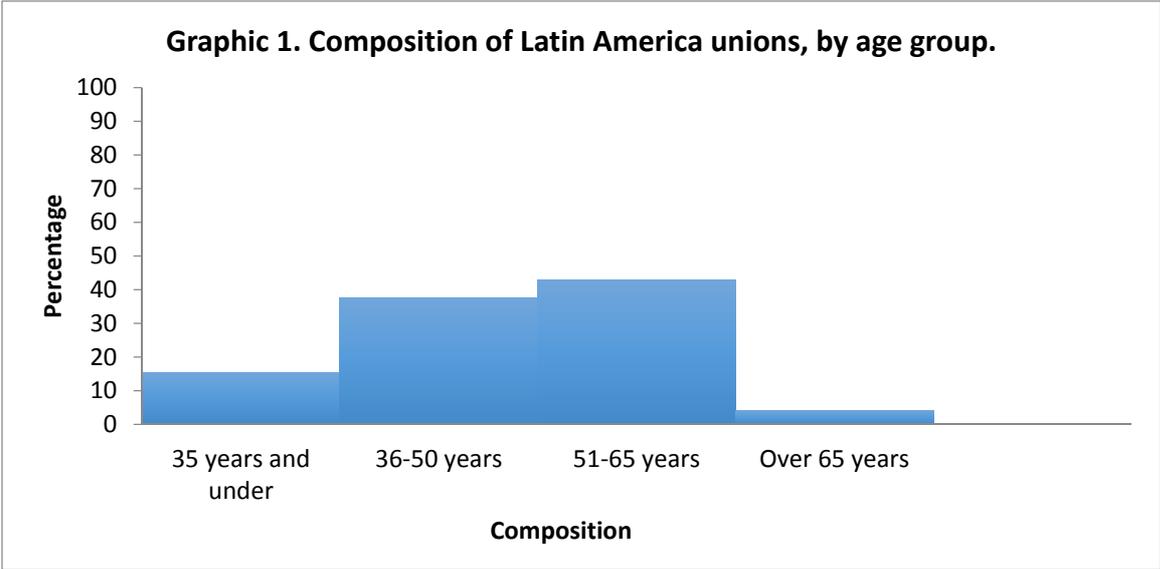
Total number of young members (under the age of 35): 1505 (15%)

IFJ Youth Survey 2015 in Latin America and the Caribbean

In this section we analyse the most relevant aspects of the survey conducted in 2015.

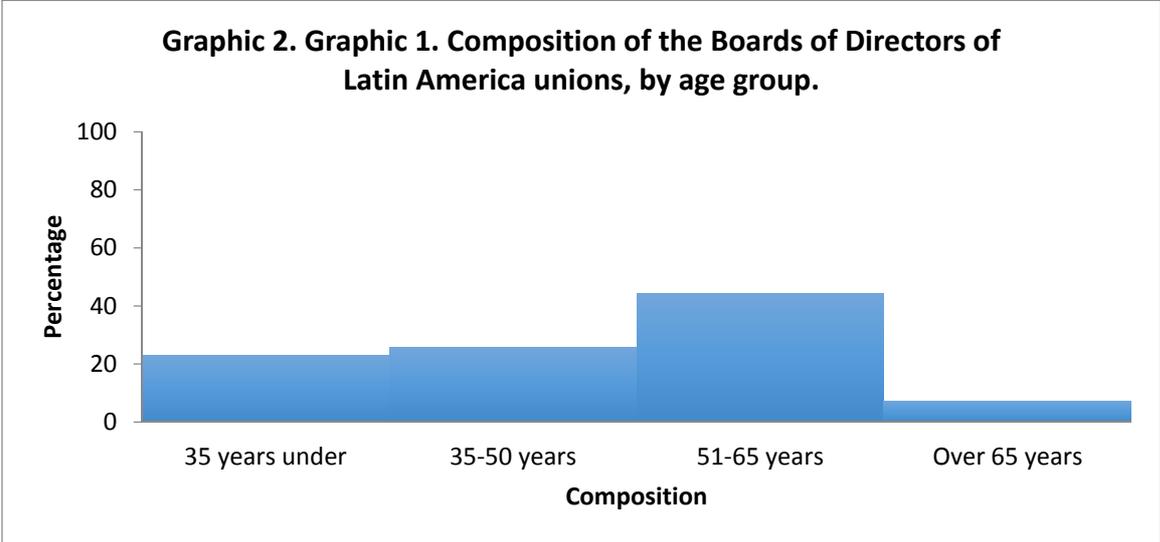
First, it is necessary to point out that Latin America emerged as the region with the highest average age, with unions reporting 51% of their members over the age of 51. The data arising from the research gives us an understanding of this category that takes part in the union world of press workers, revealing the weaknesses and challenges that the organisations have ahead of them.

According to the results obtained, the age composition of the unions that took part in the survey is the following: 35 years and under (15,4%); 36-50 years (37,6%); 51-65 years (42,9%); over 65 years (4,1%).



SOURCE: IFJ (LARO)

The survey also provides us an insight into the composition of each Board of Directors: 35 years and under (22,86%); 36-50 years (25,71%); 51-65 years (44,14%); over 65 years (7,29%). The median age of Latin-American directors, is the second oldest compared to other regions, with a total of 53% that are 50 years old or less. Additionally 36% of the members of the Board of Directors are women, in a region where 44% of all members are female.



SOURCE: IFJ (LARO)

When organisations were consulted on membership categories, two issues emerged: 57% of the unions polled do not include students, and 39% do not affiliate freelancers². Both categories are dominated by the young. To involve them in union life, it will be important for organisations to widen their affiliation groups to include those in non-traditional labour conditions or less formal employment, and even establish contacts with those who are still studying.

It is hard to collect fees from non-dependent workers so alternative mechanisms need to be created to meet that end. It is of great strategic importance to represent all press workers, regardless of their employment circumstances, to fully strengthen the organisations.

85,7% of the unions polled answered that they do not have a planned strategy towards young people (same percentage also answered that they do not conduct research into the needs of young journalists). Categories also commonly excluded from unions include editors, copy editors, technicians, bloggers, public relations workers and small entrepreneurs.

85,7% of organisations also do not have young people in their Board of Directors. Nonetheless, some unions such as in Paraguay, have a very high presence of young leaders in their management boards, which makes quotas unnecessary.

According to the unions polled, the main difficulties on recruiting young people are: “Fear that union membership may damage their job prospects” (50%); “Not interested in unions” (25%); “Do not think the unions will or can help them” (12,5%); and “Other” (12,5%).

The most repeated arguments for prioritising youth recruitment were: “Our future depends on it” (87,5%); “Young people are essential to driving campaigns”, “They are changing the way unions work

² According to the percentages obtained in the Survey regarding Freelancers, results show a drop in the last ten years, from 27% of affiliates to a 21%

and function”, “Our union is aging” (25%); and “They bring new forms of communication and strategy” (12,5%)³.

Finally, unions reported the following activities as the most effective methods of recruitment: trainings (50%); leafleting (25%); workplace information events (25%); digital campaigns (25%); youth leaderships programmes (25%); student/school visits (25%); networking events (12,5%); and competitions or young journalism award (12,5%).

Final Words

What has been exposed so far poses a series of challenges for the regional organisations, especially the need to develop strategies that would allow the unions to recruit young people, while offering them courses of action and possibilities to participate in decision making. This requires new tactics of communication to reach a public that is beyond the traditional employment conditions.

While the main concern of the union struggle is still the labour conditions in a context of global exploitation, the ways to approach workers have to be adapted according to the group targeted. For example, all organisations that took part in the survey own a Facebook page while 62.5% of unions have Twitter accounts. The dynamism and the characteristics of each one of the pages may be fundamental to access the young workers that are on social media.

This and many other mechanisms, including traditional workshops, trainings and informative talks, must be coordinated to create a general strategy that aims to make the young visible, included and, eventually, the next generation of activists in the unions’ struggle to achieve decent working conditions and building a more socially equal society.

*Report by Belen Wildner and Carlos Javier Avondoglio
Oficina Regional Para América Latina y el Caribe,
Federación Internacional de Periodistas*

³ Both in this question, as in the one described in the next paragraph, more than one reason could be mentioned, hence the percentages represent how many people- out of the total polled - chose in each option given.

Survey Highlights Latin America

Comparative Highlights.

- Gender: LA unions have the third highest representation of women in membership with 44% women in membership, below Oceania (49%) and Europe (45%).
- LA unions, Brazil and Colombia both came in the IFJ top four with 56% of board members women. While only ANP Peru reported a specific gender policy with a gender council others cited equal treatment for all as fundamental policies.
- LA also came out as the leading region in terms of growth, with 100% of unions reporting an increase in the numbers of journalists in the industry over the last decade.
- Unexpectedly it is the only region that recorded a reduction in the number of freelances organised by FEPALC unions over the last decade with a fall from 27 to 21% of membership.
- FEPALC members are also the oldest region in the IFJ with over 51% of their members over 50. The closest rival is Europe with 47%. The average age of executive boards FEPALC drops to second place with 53% of board members 50 or under.

Responses were received from the following eight affiliates: FENAJ (Brazil) FETRACOSE (Chile) FECOLPER (Colombia) SNP (Costa Rica) SNTP (Dominican Republic) SNRP (Mexico) SPP (Paraguay) ANP-FNTCS (Peru)

Our Unions

- Full membership – 87.5% : Associate members – 12.5%
- Trade Unions 87.5%: Professional Associations 12.5%
- 75% have congresses at least every two years:
- The average number of members per union is 2938 of which 1669 are women, representing 44% of membership
- The average executive board has 13 members of which 4.6 (36%) are women.
- Digital Database: Yes 87.5% : No 12.5%

Equality

- Average membership of women has risen from 29% to 36% globally in the past decade
- Gender: LA unions have the third highest representation of women in membership with 44% women in membership, below Oceania (49%) and Europe (45%).
- LA unions, Brazil and Colombia both came in the IFJ top four with 56% of board members women.
- While only ANP Peru reported a specific gender policy with a gender council others cited equal treatment for all as fundamental policies.
- 62.5% of FEPALC unions have a gender committee and 37.5% have a gender quota, 12.5% have no gender policy.

Media Industry:

- The numbers of journalists in LA are **increasing** according to **100%** of members:
- Currently most journalists are employed in the following sectors: **29% newspaper**, 29% TV; 29% Radio; 14% online digital
- Fastest **growth** over past decade: **25% online digital**; 0% TV, 12.5% newspapers; 37.5% Radio
- 50% of journalists are paid less than 250 USD a month, **100%** less than **1000 USD. Average 500 USD**
- 75% of affiliates negotiate **collective agreements**. FEPALC members report that the number of agreements has remained roughly the same over the past decade.

Our Membership:

- 71% of unions organise freelancers
- The average percentage of membership that are **freelance** has fallen with 6% fewer freelancers organised today than ten years ago (27% / 21%).
- Over half of unions have a very open membership policy to different jobs in the media sector. The survey question listed 13 different types of possible membership and asked unions to say if they accepted or rejected these categories and, if they were rejected, if it was because of their own policy or because of the labour law. The following table lists the results in descending order ranking the most popular membership categories first.

Category	Yes	Forbidden by law	Ineligible or against union rules
Permanent full-time journalists	7	0	0
Online / digital journalists	7	0	0
Photojournalists	6	0	1
Graphic designers	6	0	1
Camera operators	6	0	1
Freelance journalists	5	2	0
Small media entrepreneurs eg: bloggers, small web enterprises etc.	5	2	0
Fixers	5	1	1
Editors-in-chief	4	2	1
Technicians	4	1	1
Bloggers	4	2	1
Communications / public relations	4	2	0
Journalism students/ trainees	3	1	3

The categories least accepted by FEPALC affiliates are students (3) Communications / Public relations (4) Bloggers (4) technicians (4); editors in chief (4)

Union Priorities:

When the unions were asked to report their main areas of work from the pre-prepared list the results were as follows

9. 87.5% Press freedom
10. 75% safety
11. 62.5% journalism standards
12. 62.5% collective bargaining
13. 62.5% legal assistance
14. 25% equality
15. 25% freelance

16. 12.5% authors rights

When asked what areas unions would like to focus more on the results were as follows:

1. Press freedom advocacy
2. Recruitment / union building
3. Collective bargaining
4. Safety
5. Leadership strengthening
6. Campaigning
7. Journalism standards
8. Equality
9. Rights monitoring
10. Freelance organising

Youth in Unions

The final section of the survey was dedicated to policies and strategies around youth and recruitment.

- Latin America has the oldest average membership age with 51% of members aged over 51
- Meanwhile in the leadership, 53% of executive board members are 50 or under,
- When asked why youth membership in unions was a priority, **50%** unions agreed with the statement that '**our future depends on it.**' Others selected, '**Young people are essential to drive campaigns**', they're '**changing the way unions work**', and '**our union is aging**'.
- Despite this only one union (14%) reported conducting research into young journalists.
- This **biggest obstacles** to recruitment cited were:
 1. 50% : journalists fear that union membership may damage job prospects journalists
 2. 25% : journalists are not interested
 3. 12.5% : do not think union cannot help them

Unions are responding to the challenges of youth recruitment in the following ways.

- one union reported that they have an official Youth quota (Dominican Republic). No other union reported any youth strategy.
- The most popular methods of Reaching out to young journalists were the following:
 1. 25% Trainings
 2. 12.5% student / school visits
 3. 12.5% youth leadership programmes networking events
 4. 12.5% digital campaigns
 5. 12.5% workplace information events
 6. 6% competitions and awards
 7. 6% networking events

EUROPE

Introduction

Twenty three unions across Europe responded to the global survey by the January deadline. In some of the analysis we have split the results between unions from member states of the European Union plus Switzerland and Norway; EU+ (14) and unions outside the European Union in Central and Eastern Europe CEE (9) in order to get a better analysis of the different priorities of members and how the media development trends differ.

Summary Results

Our Unions

	EU+	CEE
Full membership (compared to Associate membership)	100%	56%
Trade Unions	73%	56%
Digital Database	93%	56%
Congresses at least every two years	80%	33%
Average membership	9.710	2.966
Average numbers of women	4.412 (45%)	1.365 (46%)

Equality

- Women membership of unions is 45 % (EU +) and 46% (CEE) compared to a global average of 36%
- Unions with the highest percentage of women in the executive boards are Finland (69%), Estonia (67%), Croatia (55%) Belarus (53%) and Turkey (50%)
- In EU+ 15 % of unions have a gender committee, 62 % an equality policy and 8% a gender quota, compared to CEE where 13% have gender committee and 50% an equality policy. Examples of gender policies cited include;
 - Gender mainstreaming at all levels and equal pay (NJ Norway),
 - Equality principles established in rule books and delegates policy (NUJ UK & Ireland):
 - Rule book provides for Gender committee (TUCJ Croatia).
 - Several unions had no formal strategy but cited a policy of equal treatment for all, (NVJ Netherlands and FESP Spain).

Media Industry:

- While **85%** of unions in **EU+** report a **fall** in numbers, the situation is less dramatic in **CEE** where **44%** of unions report an **increase** in numbers of journalists over the past decade.
- Currently most journalists are employed in CEE in the following sectors: **56% television** and **33% newspaper** and **10% digital**, compared to EU+ Europe of **17% television**, **58% newspaper**, **8% online digital** and 17% other
- Fastest **growth** over past decade: **89% online digital in CEE** and **62% in EU+ Europe** ;

- In CEE journalists average salary is around **320 USD** a month, while average salaries in EU Europe are about **2500 USD**
- All affiliates in EU+ negotiate **collective agreements** compared to 22% in CEE.
- According to 17% of unions the numbers of collective agreements have **risen** in the past decade, while 33% report they have **fallen**.

Our Membership:

- 85% of unions organise freelancers in EU+ and 78% in CEE
- The average percentage of membership that are **freelance** has risen from 23.5% to 25% in EU+ in the last decade and from 16 to 20% in CEE.
- Over half of unions have a very open membership policy to different jobs in the media sector. The survey question listed 13 different types of possible membership and asked unions to say if they accepted or rejected these categories and, if they were rejected, if it was because of their own policy or because of the labour law. The following table lists the results ranking the most popular membership categories first.

Category	Yes	Forbidden by law	Ineligible or against union rules	Yes	Forbidden by law	Ineligible or against union rules
	CEE			EU+		
Permanent full-time journalists	9	0	0	12	0	0
Photojournalists	9	0	0	12	0	0
Online / digital journalists	8	1	0	12	0	0
Camera operators	8	0	1	10	0	2
Freelance journalists	7	1	1	10	0	2
Editors-in-chief	7	1	1	10	0	1
Journalism students/ trainees	4	1	3	9	0	3
Small media entrepreneurs eg: bloggers, small web enterprises etc.	6	1	2	8	0	4
Graphic designers	6	1	1	8	0	4
Fixers	5	1	2	8	0	2
Bloggers	4	3	1	8	0	4
Communications / public relations	3	1	4	7	0	5

Technicians	6	0	3	5	0	6
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The categories most rejected by IFJ affiliates are technicians (9); communications/public relations (10) Bloggers (8), fixers (5) and graphic designers (6).

Many unions are relatively open to journalist entrepreneurs (14) and to encouraging students into early membership (15).

IFJ affiliates often have strong views on categories of membership, but as the industry changes the traditional distinctions between journalists and other media workers, as well as different forms of employment means more and more unions are having to review their criteria.

Union Priorities:

When the unions were asked to report their main areas of work from the pre-prepared list the results were as follows

	CEE	EU+
1	Press Freedom 89%	Collective Agreements 83%
2	Safety 89%	Journalism standards / ethics 83%
3	Journalism standards / ethics 78%	Legal assistance 83%
4	Legal assistance 78%	Press freedom 75%
5	Collective agreements 56%	Freelance membership 67%
6	Equality 56%	Authors' rights 58%
7	Freelance membership 44%	Equality 50%
8	Authors' rights 44%	Safety 33%

There were dramatic differences in ranking for issues like safety and collective agreements between the two sub-regions.

When asked what areas unions would like to focus more on the results were as follows:

	CEE	EU+
1	Skills training	Freelance organizing
2	Campaigning	Recruitment union building
3	Digital security	Collective bargaining
4	Press freedom advocacy	Skills training
5	Freelance organizing	Journalism standards / ethics
6	safety	Press freedom advocacy
7	Leadership strengthening	Rights monitoring
8	Rights monitoring	Campaigning

9	equality	Equality
10	Journalism standards / ethics	Digital security
11	Collective bargaining	safety
12	Recruitment union building	Leadership strengthening

Again, the priorities for future work differ markedly between the two sub-regions that will be important for informing future IFJ/EFJ campaigns and projects.

Youth in Unions

The final section of the survey was dedicated to policies and strategies around youth and recruitment.

- In EU+ 47% of members are over 51 years old compared with 30 % in CEE,
- In EU+ 52% of board members are over 51 years old compared with 34% in CEE.
- When asked why youth membership in unions was a priority, **83%** unions agreed with the statement that '*our future depends on it.*' while 67% in CEE agreed with – *they bring new forms of communication and strategy* and *are changing the way unions work.*
- Despite this only 25% of unions in EU+ have conducted research into young journalists while in CEE 56% reported doing so.
- This **biggest obstacles** to recruitment cited were:

	CEE	EU+
Not interested in Unions	22%	36%
Fear that union membership may damage job prospects	44%	9%
Do not think unions can help	11%	36%

Clearly the fear of employer reprisals for membership of a union in Eastern Europe is felt very strongly among journalists and needs to be urgently addressed if the unions are to be able to effectively grow. It is something that is being directly addressed by the current FES programme for Eastern Europe.

Unions are responding to the challenges of youth recruitment in the following ways.

- Two unions reported having a formal youth policy (DJV Germany, JUS Serbia);
- Further examples given of youth strategies included:
 - Targeting and recruiting students (DJV Germany, NJ Norway),
 - Offering special rates and special status to students (NVJ, Netherlands),
 - Youth board (NVJ, Netherlands),
 - Special section for students, quotas at congress, and regional representation (NJ Norway)
 - Mentoring of younger students by older members (AJP, Belgium)
- The most popular methods of reaching out to young journalists were the following:

	CEE	EU+
Student / school visits	44%	73%
Student or youth special membership rates	33%	64%
Trainings	67%	54%
Networking events	44%	46%
Digital campaigns	22%	46%
Youth committees or youth arms	11%	36%
Competitions or young journalism awards	33%	9%
Workplace information events	22%	27%
Mentoring	11%	27%
Youth organisers	0	36%
Leafleting	11%	18%
Career development initiatives	0	27%
Youth leadership programs	11%	0
Quotas	0	9%

Thanks to the following unions who participated in the survey.

CEE: UJA Armenia, BAJ Belarus, IAGJ Georgia, SSNM Macedonia, TUMM Montenegro, JAS Serbia and JUS Serbia, TGS Turkey, NUJU Ukraine.

EU+: AJP Belgium, CJA Croatia and TUCJ Croatia, UCJ Cyprus, EUJ Estonia, SJ Finland, CFDT France, DJV Germany, JUMDN, Greece, NVJ Netherlands, NJ Norway, FESP Spain, IMPRESSUM Switzerland, NUJ UK/Ireland.

CASE STUDIES: EUROPE

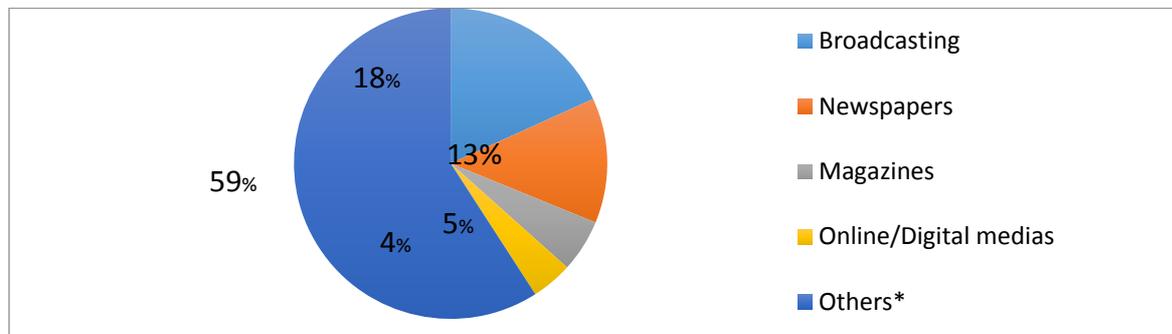
The European Federation of Journalists organised a meeting on targeting youth in April 2015 in Copenhagen as part of a separate union building programme supported by the European Commission. As part of that programme they compiled three case studies on Denmark, Macedonia and Turkey to showcase different initiatives taken by unions who have prioritised recruitment.

Danish Union of Journalists (DJ)

The Danish Union of Journalists (DJ) represents 17,200 journalists and media workers. The organization gathers a wide variety of members: permanent or freelance journalists, photojournalists, graphic designers, media technicians, camera men/woman, communication/public relations' officers, trainees, journalism students and pensioners.

One-fifth (18%) of DJ members work in the broadcasting sector while the same number practice in the print media (13% for newspapers, 5% for magazines). Only 4% work on digital media.

The membership diversity explains why 59% of the DJ members are indicated as "others" in the right chart. This category also includes journalists working in several media or in cross media.



The majority of DJ members (61%) are employees, 21% work as freelancers and 18% are still trainees and journalism students. This last proportion is reflected on the high rate of young members in the organisation: 6,000 (35%) are aged or under 35 years when 4,000 (23%) are above 50.



Voting rights

The DJ conducts an open policy: all their members, including students, trainees, asylum seekers, honorary and pensioner members, have equal rights. They can stand for elections and vote in all union ballots. They have full access to services and can be part of collective agreements.

Leadership

The DJ executive board has fifteen members. Among them, four are aged 35 years or under and one is responsible of membership recruitment. A specific Committee for Youth and six local organizations at schools and universities have recently been established.

Recruitment activities & Communication tools

The DJ organised networking events, competitions/prizes, school visits and educational events/trainings to reach out to new members. The recruitment officer also focuses on this task with

hiring students. Various tools as the union website, social media, newsletters, organisational leaflets, face-to-face events and email are used to communicate with members and potential members.

	Reasons why members join the union:	Reasons why members leave the union
1	Recommended by existing union members	Too expensive
2	Get a press card	Leaving for another union
3	Get professional development services	Change job/sector
4	Need legal advice	
5	Networking opportunities	

DJ Recruitment Strategy

Even if your organisation has built a strong core of loyal members, new and younger members ensure your sustainability. **How to find new entrants in an economical and time-efficient way?** In September 2014, the Danish Union of Journalists (DJ) decided to redirect its own recruitment strategy. After only one year, this decision had paid off: the average age had significantly declined and their total number of members increased.

Their **9 steps strategy** is described by **Louise Theil**, DJ Project manager and team leader:

1) Define your challenge - First at all, we reviewed why we wanted more affiliates, why they were important and useful to the union. We identified our members and our target groups.

2) Implement your recruitment strategy at political and management levels - We estimated the necessary resources in **people, time, money** and **focus**. We decided to employ a full-time recruitment officer.

3) Go where potential members are – We divided the year between the first semester dedicated to students’ recruitment and the second to professional recruitment. **We created anchors in our target environments by engaging stewards at workplaces and hiring students.** We prepared adapted promotional gifts, for instance, laptop bags for students. If you engage recruitment officers, make sure to give them skills and merchandise. Members need to know officials and officials need to know members.

4) Research the market and your competitors - We asked: what do we have, that they don’t? And what do they have that we don’t?

5) Ask members – We researched the needs of young members in our database to attract others. We offer cheap home insurance for students; organise forty free events (only with professional input) and our annual Media Festival. Our union gives **democratic rights (the vote)** to journalism students. Among our fifteen elected leaders, four are under 35 years. We also created a Youth Committee and 6 local student organisations. Having young members in the board is the best way to reach out young journalists.

6) Co-ordinate touch-points & Review your communication – We “walked over the crime scene”: we analysed the flow into and out of the organisation to localise our touch-points with members and co-ordinate them. Make it simple to join the union, avoid long administrative procedures and use the recruitment pack!

7) Collect feedback - We systematically collected information on why people join or drop out the Union (see above). This helped us to adapt the next strategy session.

8) Make recruitment public property- Everyone in the union can contribute. We got all levels of the organisation to think and act on recruitment. We invited ideas and delegated tasks. Don't forget: existing members are existing resources.

9) Self- evaluation: Where did we succeed or fail? Analyse your results and **return to step 1...**

Association of Journalists of Macedonia (AJM)

The Association of Journalists of Macedonia (AJM) represents 360 journalists and media workers.

The AJM organises permanent and freelance journalists, online and social media journalists, camera men/women, chief editors, trainees, journalism students and pensioners.

Currently, the organisation's database does not contain specific statistics on its membership. Nevertheless, Dragan Sekulovski, the AJM's Executive Director, notes that nearly a third of members, mainly from regional and local press, work for several media at the same time. This lack of information makes it difficult to identify the proportion of permanent workers and freelancers in the association.

Voting rights

Staff workers, freelancers, pensioners, honorary and temporary members can stand for elections and vote in all union ballots. Trainees and journalism students don't yet have these rights but they benefit fully from services. None of them can take part in collective agreements.

Leadership

The AJM executive board has 35 members. Among them, 10 are under 35 years. Two volunteers, one recruitment officer and one marketing officer, are in charge of the organisation's membership recruitment strategy.

Recruitment activities & Communication tools

The AJM organised networking events, competitions/prizes, school visits, educational events/trainings to reach out new members. They also use students/young recruiters at schools. Their main communication tools are their union website, social media, newsletters, organizational leaflets, face-to-face events and emails.

	Reasons why members join the union:	Reasons why members leave the union
1	Free legal litigation	Unsatisfied with union services
2	Legal advice	Leaving for another union
3	Recommended by existing union members	Change job/sector,
4	Get a press card	Travel abroad,
5	Get professional development services	Political reason

AJM Recruitment Strategy

Improving services not only keeps members involved, it can also attract news one. In 2014, the AJM

negotiated free parking during working hours in the capital, Skopje, for their members. Only three months later, they achieved a membership's growth of 20%. Dragan Sekulovski, describes below the deal was struck.

Membership's growth of 20% in 3 months
How? Better services = Better recruitment

Why such keen interest? D.S.: The bottom-up approach. **This idea came from our members.** In Skopje, many citizens use their cars due to poor public transport. Parking is a challenge, even more so for those who have a mobile job. Our affiliates complained about difficulties they had in finding and paying for parking. For instance, TV crews cover dozens of press conferences each day and often have to pay parking costs from their own money.

How did you negotiate this big deal? D.S.: We submitted a written request to the Public company "Parking Lots of Centar Municipality". We presented our arguments to its director and the Municipal Council of Centar, the main town of Skopje. **One month later, the Municipal Council approved our request.** We reached this agreement after local elections where the opposition won. That gives us the impression that it was also a political strategy.

What exactly was the deal? D.S.: The decision allows our members to park free for up to two hours in all parking areas and publicly run car parks.

How much does it cost? D.S.: **It doesn't cost anything.** Members only have to pay 5 € to the public company for their plastic ID cards.

Have your membership fees increased? D.S.: No. In our action plan, we still have to obtain 20 new advantages for our members, like private health care or free parking in other municipalities, before going forward. Then, we will conduct a survey to determine how much we can increase fees.

What other services appeal most to new members? D.S.: Free legal advice and litigation assistance is the second most popular service. We also offer different discounts in various firms that attract new members.

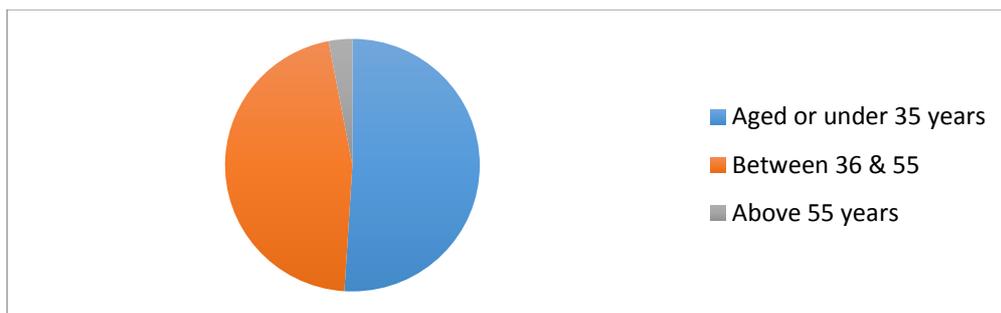
Journalists Union of Turkey (TGS)

The Journalists Union of Turkey (TGS) represents 1,050 journalists and media workers.

The TGS organises journalists, photojournalists, digital workers, graphic designers, camera men/women, media technicians and chief editors who are staff members. In Turkey, the public labour authorities require that any worker who wants to join a journalist's trade union must be an employee. Thus, the membership of the union automatically terminated if an employee is fired or if he changes his status.

Recently, the TGS established a new membership's category that offers the opportunity for freelance journalists to join the organization and enjoy the same benefits (although they are not included on the official list).

Over half (51%) of the organization's members are aged or under 35 years which provides the recruitment strategy proper functioning and ensures the organization's longevity.



Voting rights

Only staff members can stand for elections, vote in all union ballots and take part in collective agreements. Freelance journalists have full access to services. Trainees, journalism students and pensioners can't integrate into the union.

Leadership

The TGS executive board has six members. Among them, five are under 35 years.

Although all workers are responsible for recruitment, the organisation develops a lot of activities to reach out new members.

Recruitment activities & communication tools

The main activities used by the TGS to get known by a larger audience are networking events, school visits, educational events/trainings, advertising online and in print media. The organisation communicates with members and potential members via its website, social media, newsletters, organisational leaflets, face-to-face events and emails

	Reasons why members join the union:	Reasons why members leave the union
1	Defend press freedom	Retired
2	Recommended by existing union members	Change job/sector
3	Get a press card	Lost job/dismissed
4	Benefit from collective agreements	
5	Solidarity	

TGS Recruitment Strategy

In Turkey, only 1.5% of the 95,000 media workers are union members. This density level, lower when compared with overall membership (10%), can be explained by many sociological and economic reasons such as the high rate of unemployment (31% of journalists) and low salaries. However, the TGS decided to challenge itself. In one year, the organisation enjoyed a 25% growth in membership, secured four new collective agreements and set up a new freelancer section.

Mustafa Kuleli, TGS General Secretary, and Gokhan Durmus, head of Istanbul branch, describe this one-year recruitment strategy.

Make trade unionism a cool and modern!

« When we talk with our members and with young journalists, they tell us that they see trade unions

as something from the 70's, they consider unions as old-fashioned, not appealing, an occupational organisation for retired people and totally living under nostalgic ideas », relates Mustafa Kuleli, TGS General Secretary.

This observation impelled them to analyse and change their visibility both at the level of their communication and also their activities. A responsive and SEO friendly website with social media tools embedded, new features, sections and contents was launched. Leaflets and brochures were given. The Media monitor barometer was set up. "Press" shirts' were offered. And a global and positive bimonthly magazine distributed to all affiliates by post, *Journo*, was created. These activities seem efficient: the majority of their new members are under 30.

Take stock of your situation and change it!

The TGS was previously mainly present in the public sector. Their members came from state-controlled media such as the "Anadolu Agency" or big private newspapers. The union was able to develop actions based on stable membership fees. *"But TGS lost all of them due to political and economic circumstances", explains Gokhan Durmus. "Our strategic shift concerns also the nature of our organisation. Today, we are more and more active in the private media industry."* But they are not the only ones: five other trade unions also compete to recruit journalists. Based on the analysis of participation sharing, the TGS decided to focus on print media workers.

One year ago, the TGS managed to pass the minimum 1% threshold to sign collective agreements, they have already signed four of these. Recruitment positively impacted their social policy. *"TGS is changing but change is always a difficult process that takes time. We still have some difficulties to get enough means, to employ professional staff, to get recruitment officers, to train the trade union leaders about the importance and tactics of recruitment. If we do the necessary in the coming months, we will be able to recruit and organise journalists working for big private media outlets".*

Report prepared by Yuklan Wong: EFJ Project Officer H  l  ne Bredart EFJ consultant

AFRICA

Challenges for Organising Young Journalists in Africa

The Federation of African Journalists (FAJ) Congress of 2013 in Casablanca passed *Motion 3: Young Journalists, United Stand against the Infringement of Journalists Rights* which committed the federation to build “solidarity with young journalists and to work to eliminate discrimination against young journalists and remove any obstacles in communicating with them.” It further called on affiliates to “ensure a greater involvement of young journalists in their activities and leadership structures and to promote the recruitment, participation and development of young journalists in activists' groups and in their leadership.”

The IFJ Africa Office which also serves as the FAJ Secretariat has consistently made this issue a priority along-side gender mainstreaming. Though there has not been any specific project designed for young journalists so far, the trade union development programmes supported by Union To Union (UTU) and the Friedrich Ebert Stiftung (FES) have often been used to encourage union leaderships to target young journalists in the recruitment sessions and to ensure that young journalists are able to participate in training workshops and seminars. Most of them come fresh out of universities and colleges into the profession. For example the Freedom of Association and Labour Rights Seminar in Swaziland (2014) recommended sensitization campaigns on the advantages of trade unionism as well as a periodic recruitment drive targeting young and female journalists coming into the profession.

There have been some positive developments in certain countries, particularly in East Africa where most young journalists are freelance compared to other regions in the continent. In June 2014, the IFJ held a two - day seminar on Freedom of Association and labour Rights, partly aimed at rebuilding the union of journalists in Tanzania. The seminar noted that 80% of Tanzanian journalists were freelance correspondents while only 20% of journalists enjoy permanent employment with media houses including the state media. Similar sentiments were echoed in October 2015 at a similar seminar organised by the Kenya Union of Journalists (KUJ). That meeting recommended the KUJ should continue to open its doors to freelance journalists, to target them in recruitment campaigns, and to defend their rights even when they are not registered union members.

Though only very few unions have been able to report development in this area, what is evident is that there are huge challenges in bringing young journalists into the unions. One of the most crucial obstacles is the lack of awareness among young journalists of unions and the importance of the union to them as workers. Young journalists are reluctant to join because they do not think the union can help them, they lack interest and they fear union membership may undermine their job prospects.

One cause of this lack of awareness is that the majority of unions have not been able to organise sensitization programmes for young journalists, neither were they able to organise specific recruitment strategies that target young journalists. Young journalists who enter the profession are often very vulnerable to exploitation since their first point of contact is usually with the editors or the management who often warn them against unionism.

In addition, most of the journalists' unions in the continent lack strategies for recruiting young journalists. Recruitment often targets journalists already established in the profession, rather than journalists new to the profession. A significant number of unions need to undertake all forms of recruitment drives reflected in their calendar of activities, and make recruitment an ongoing process. The Africa Office is committed to help unions develop their campaigns and recruitment capacities as their future depends on the recruitment of more members.

By Gabriel Baglo, IFJ Africa Director

Survey Highlights Africa

The IFJ received six responses to the global survey from Africa from the following countries: SNPP (DR Congo) KUJ (Kenya) KCA (Kenya) AJM (Mauritania) NUSOJ (Somalia) SJU (Sudan).

The results of these surveys recorded below is a snapshot into the state of our unions in Africa, but nevertheless provides some useful indicators of the nature and specific challenges facing the unions in Africa.

Headlines

- Gender: Africa unions have the fourth highest representation of women in membership with 35% women in membership, below Oceania (49%), Europe (45%) and Latin America (44%) but ahead of North Asia (23%) and South Asia (10%).
- Africa reported the second highest growth with 80% of unions reporting an increase in the numbers of journalists in the industry over the last decade.
- Africa also records the highest percentage of freelance members at 37.5% significantly ahead of second placed Europe at 25%
- Africa also records the youngest average membership age with only 10% of members over 51 years compared to Asia (17%) or the oldest, Latin America at 51% of members over 51.

Our Unions

- Full membership – 83% : Associate members – 17%
- Trade Unions 83%: Professional Associations 17%
- 50% have congresses over every four years:
- The average number of members per union is 649 of which 225 are women, representing 35% of membership
- The average executive board has 13 members of which 3.6 (29%) are women.
- Digital Database: Yes 83% : No 17%

Equality

- Average membership of women has risen from 20% to 35% in Africa in the past decade
- The average percentage of board members who are women is 29%.
- 50% of unions have a gender committee and 35% have a gender quota and or gender policy.
- Examples of gender policies cited include: at least 33% women in board (KUJ and KCA Kenya) and at least one woman among top three union officials (KCA Kenya): Several unions had no

formal strategy but had a policy of equal treatment for all, SNPP RDC Congo which noted many obstacles for women joining unions, especially for married women.

Media Industry:

- The numbers of journalists are **increasing** according to **80%** of members:
- Currently most journalists are employed in the following sectors: **33% newspaper**, 50% Radio; 17% TV
- Fastest **growth** over past decade: 50% TV, 25% Radio
- 50% of journalists are paid less than 250 USD a month, **100%** less than **1000 USD**.
- 67% of affiliates negotiate **collective agreements**. And most unions reported an increase in collective agreements over the past decade.

Our Membership:

- 100% of unions organise freelancers
- The average percentage of membership that are **freelance** has risen by 5% with 37.5% organised today compared to 32.5% ten years ago.
- Over half of unions have a very open membership policy to different jobs in the media sector. The survey question listed 13 different types of possible membership and asked unions to say if they accepted or rejected these categories and, if they were rejected, if it was because of their own policy or because of the labour law. The following table lists the results in descending order ranking the most popular membership categories first.

Category	Yes	Forbidden by law	Ineligible or against union rules
Permanent full-time journalists	6	0	0
Online / digital journalists	6	0	0
Freelance journalists	6	0	0
Photojournalists	5	0	1
Editors-in-chief	4	1	1
Graphic designers	3	0	3
Journalism students/ trainees	3	1	2
Fixers	3	1	2
Camera operators	3	0	2
Small media entrepreneurs eg: bloggers, small web enterprises etc.	3	0	3
Technicians	2	1	3
Communications / public relations	2	0	4
Bloggers	0	2	4

The categories least accepted by FAJ affiliates are Bloggers (0) Communications / Public relations (2) technicians (2);

Union Priorities:

When the unions were asked to report their main areas of work from the pre-prepared list the results were as follows

1. 100% Press freedom
2. 100% safety
3. 100% journalism standards
4. 83.3% collective bargaining
5. 66.7% freelance
6. 66.7% equality
7. 50% legal assistance
8. 50% authors rights

When asked what areas unions would like to focus more on the results were as follows:

1. Recruitment / union building
2. Press freedom advocacy
3. Collective bargaining
4. Safety
5. journalism standards /ethics
6. rights monitoring
7. skills training
8. leadership training
9. campaigning
10. Freelance organising

Youth in Unions

The final section of the survey was dedicated to policies and strategies around youth and recruitment.

- Africa has the youngest average membership age with only 10% of members aged over 51
- Meanwhile in the leadership, 90% of executive board members are 50 or under,
- When asked why youth membership in unions was a priority, **100%** unions agreed with the statement that '**our future depends on it.**' Others selected, '**Young people are essential to drive campaigns**', they're '**changing the way unions work**', and '**They are changing the demographic of our union, ie more women**'.
- Despite this only 33% reported conducting research into young journalists DRC and SJU
- This **biggest obstacles** to recruitment cited were:
 1. 50% : do not think union cannot help them
 2. 33% : journalists fear that union membership may damage job prospects journalists
 3. 17% : journalists are not interested

Unions are responding to the challenges of youth recruitment in the following ways.

- Youth committees, quotas, digital campaigns student membership rates, mentoring, networking, career development were all cited as how to attract young members
- The most popular methods of Reaching out to young journalists were the following:
 1. 66% Trainings
 2. 33% youth committees
 3. 33% Digital campaigns