



CONFRONTING AUSTERITY

Financial and Employment Models in Journalism

No part of this publication may be reproduced in any form without the written permission of the publisher and author.

The content of this publication is copyrighted and the rights to use the content rests with the author and the publisher.

Author: Dr Andreas K. Bittner
Editors: Renate Schroeder, Yuk Lan Wong
Design: Emily J Fischer
Printed by: Druk. Hoeilaart, Belgium
Publisher: European Federation of Journalists

© 2014 European Federation of Journalists
International Press Centre, Residence Palace
155 Rue de la Loi, B 1040 Brussels Belgium

This publication is produced with support from the European Commission grant under DG Employment, Social Affairs & Inclusion. The European Commission is not responsible for any use that may be made of the information contained therein.



Contents

Foreword	4
Methodology	6
Response rate	6
Findings & conclusions	12
Main challenges	16
The question of (innovative) financing	22
Acknowledgement	26
Annexes	27

Foreword

There is a lot of anxiety, frustration and pessimism in the journalism industry. But at the same time, there is a new spirit of “taking one’s destiny into one’s own hands” among journalists as evidenced by the emergence of new models of funding journalism. Although this spirit of “entrepreneurial journalism” is still a very niche area, it was debated during our conference on “Confronting Austerity: Financial and Employment Models for Journalism”, in which participants were eager to come up with new ideas to help journalists do more than just surviving the crisis.

The European Federation of Journalists (EFJ) and its national member organisations must be the driving force for the future of journalism. Whether this notion is realistic or not, it has been analysed by Dr. Andreas K. Bittner, an online journalist from Germany, who provides a sharp and forward-looking analysis in this report. With the help of 42 EFJ affiliates who have responded the survey, he has put together an analysis of the role journalists’ organisations and suggestions on how to be more pro-active, in particular in offering advice and training on new funding models for journalists. Some useful structural data about membership of EFJ affiliates shall help reflecting on recruitment and organising issues.

The survey also addresses how unions cope with the crisis. As in many countries – often due to austerity measures – the number of unemployed journalists is extremely high, in particular in Spain, Greece and Portugal.

This survey is a follow-up of an earlier study called “Managing Change” (2011) which examined the strategies and policies of EFJ affiliates with regard to the changes taking place in the journalism industry across Europe.

We shall congratulate some of our affiliates for having taken big steps within these three years in “managing the change in the journalism industry”.

We would like to thank all unions and associations who have taken their precious time to respond to the survey and in particular, Andreas K. Bittner, who did not stop asking until he has got the answer. Last but not least, thanks to the European Commission for the financial support, without which this important project would have been difficult to implement.

We hope this report will give some inspirations to our affiliates living through difficult times.

Renate Schroeder, EFJ Director
European Federation of Journalists
Brussels, July 2014

“THE MOST IMPORTANT FIGHT in journalism today isn’t between short vs. long-form publications, or fast vs. thorough newsrooms, or even incumbents vs. start-ups. The most important fight is between realists and nostalgists.”

BY CLAY SHIRKY

<http://www.shirky.com/weblog/2014/06/nostalgia-and-newspapering/>

Methodology

Within the scope of the EU-funded project “Confronting Austerity: Financial and Employment Models for Journalism”, the European Federation of Journalists (EFJ) conducted a Europe-wide survey. In the first quarter of 2014, a detailed questionnaire was sent to 62 European member organisations (including unions and professional associations).

The questionnaire, which was available in English and French contained a total of 14 questions with about 50 sub-items (see Annex I – Survey), including two open-ended questions, basic statistical data and a ranking system. The ranking of particular items in the questions formed a central aspect of the study, both in terms of the concept and results.

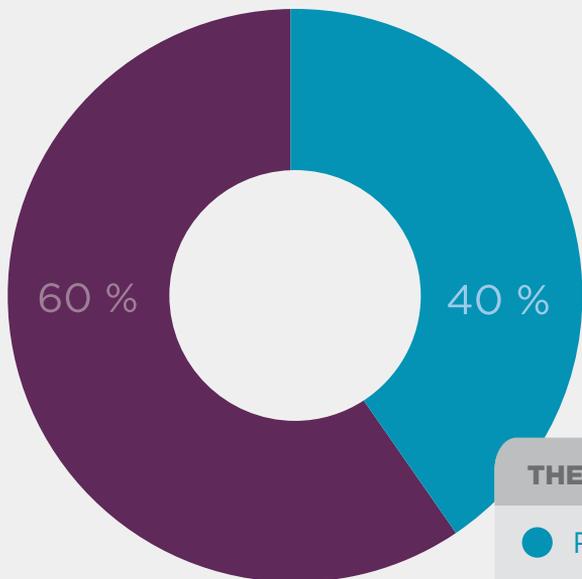
Response Rate

In two months (between January and March 2014), a total of 42 answers were received for evaluation from EFJ member organisations in 31 European countries. This equates to an outstanding response rate of about 70%. This response rate is significantly higher than previous response rates of the EFJ studies. The previous EFJ survey on “Managing Change” only received 25 responses and most of the responses are filled manually by hands. Around one in five responses (21%) was answered by a female.

The study has a balanced regional representation covering all the European sub-regions except for the three Baltic countries where responses were not received. Response was not received from Turkey due to the fact that the Journalists’ Union of Turkey (TGS)

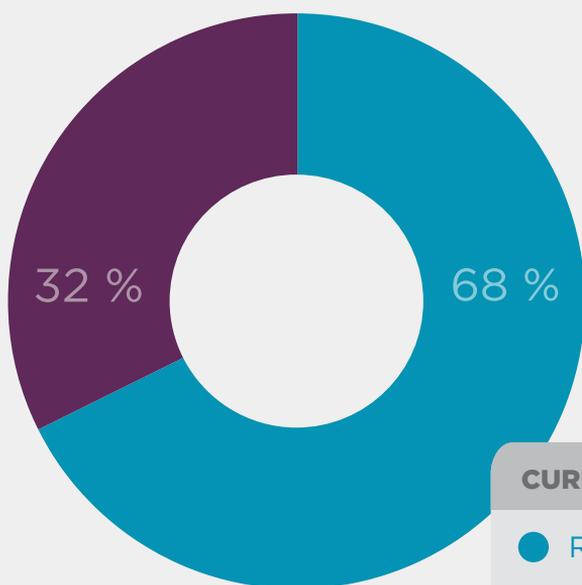
was undergoing a process of reorganisation at the time of the survey. Due to the crisis in Ukraine, it was understandable that no response was given from the Ukrainian affiliates. The lack of response from the remaining EFJ member organisations (30%), as in the case of the three Baltic countries, could indicate that there exists a big gap in terms of exchange of information and further cooperation.

Drawing from the latest statistics of the EFJ membership, the 42 organisations that took part in the survey represent around 300,000 journalists Europe-wide. However, it should be noted that:



THE LAST EFJ STUDY IN 2011

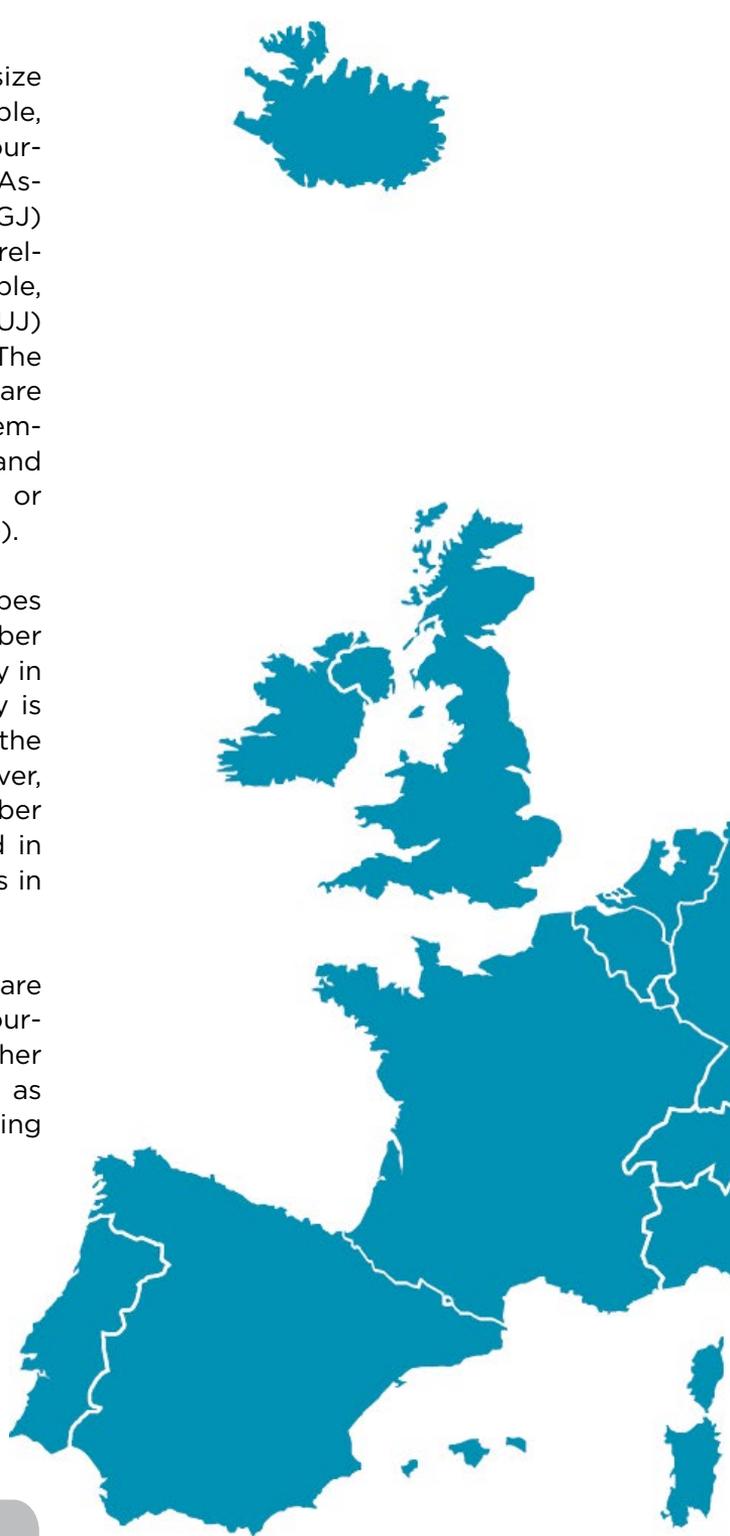
- Response
- No Response



CURRENT EFJ STUDY IN 2014

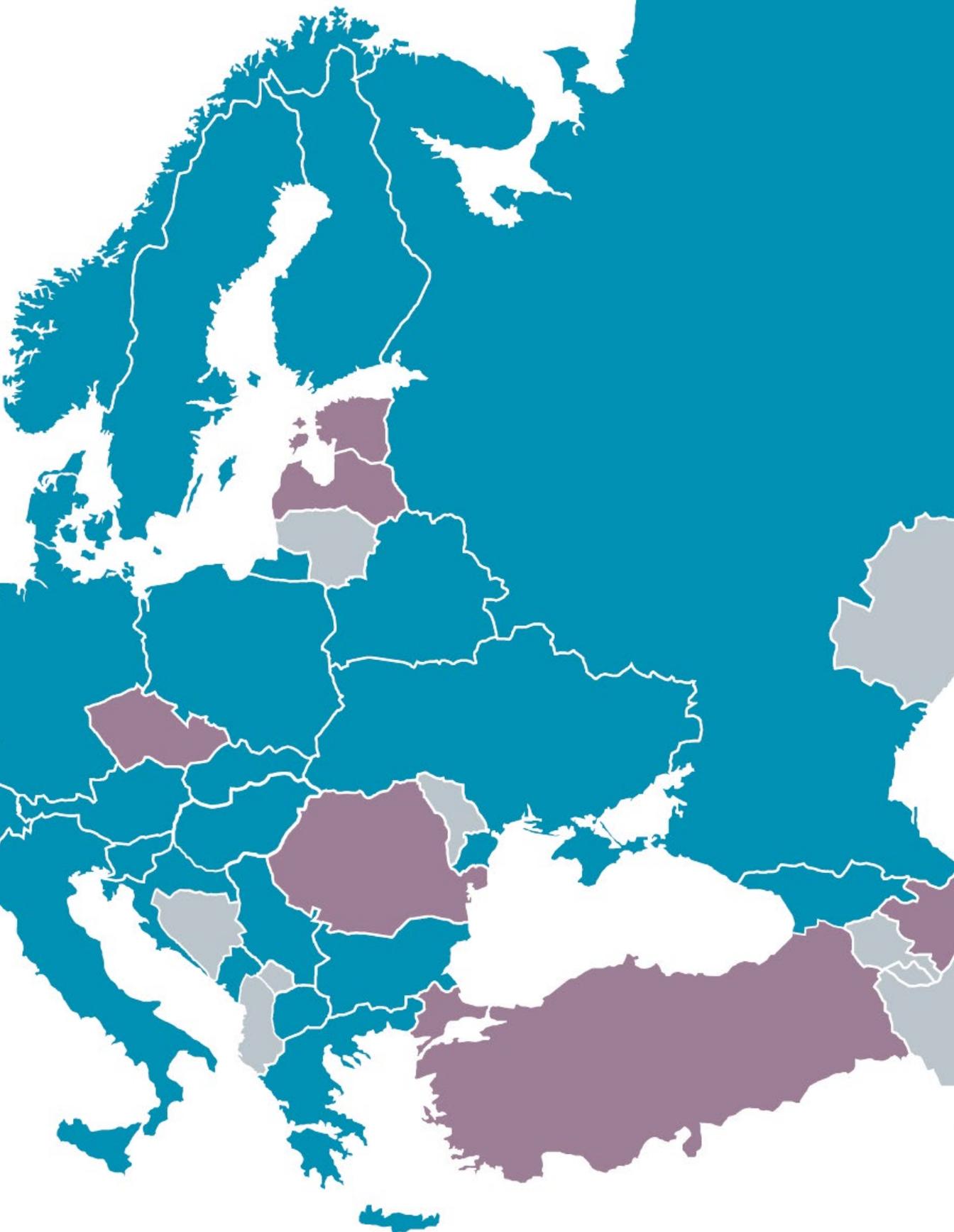
- Response
- No Response

- There are considerable differences in size among the EFJ members: For example, the Association of Luxembourg Journalists (ALJ) and the Independent Association of Georgian Journalists (IAGJ) each has only 150 members. They are relatively small compared to, for example, the Russian Union of Journalists (RUJ) which has around 58,000 members. The structural differences among unions are significant too. The difference in membership varies from age, gender and employment status (i.e. employed or freelance status). (See Q13 in Annex I).
- Relatively little has changed in the types of services offered by EFJ member organisations since the last EFJ survey in 2011. What stands out in this survey is the increasing use of digital media in the everyday work of journalists. However, the survey results suggest that member organisations are still lagging behind in providing services to equip journalists in digital media.
- Some EFJ member organisations are open-minded about entrepreneurial journalism, journalism start-ups and other ways of making journalism pay such as the use of marketing and self-marketing strategies.



EFJ AFFILIATES

- Participating affiliates in the survey
- Affiliates with no response
- Non-EFJ member countries



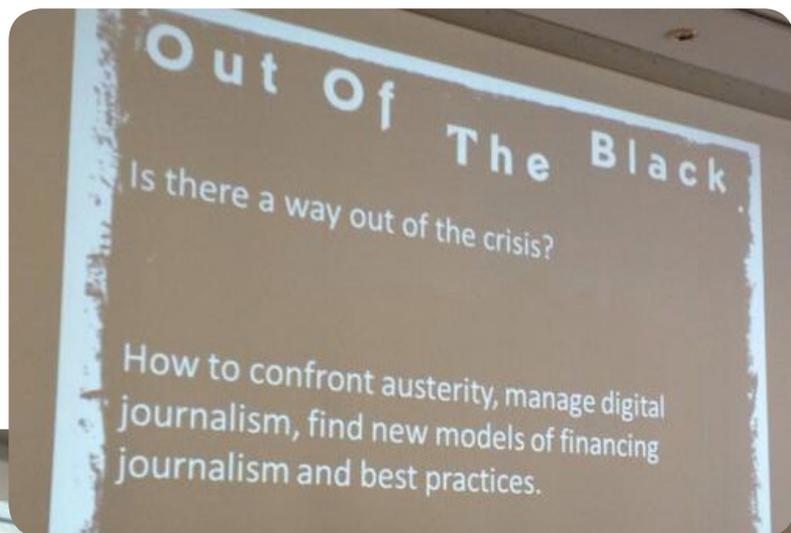


Photo Caption: *Around 40 representatives from the EFJ affiliates participated in the seminar held on 20 - 21 March in Vienna, Austria and discussed about the financing and employment models in journalism.*

© Yuk Lan Wong / EFJ

Limitations and Scope of the Survey

Considering the limited number and depth of the answers collected, this study cannot claim to represent all EFJ member organisations. It should also be noted that these answers were provided by individual union officers who represent their organisations.

The survey has taken into account the plurality of opinions and the diversity within member organisations. The survey results show that there are various opinions on topics such as entrepreneurship journalism, gender equality, adopting a service-oriented approach, and the use of social media and self-marketing tools. The survey results also show a wide range of services covering everything from the “traditional trade union camp” to member organisations with an “innovative, entrepreneurial service orientation”. There are also significant differences in the level of knowledge on contemporary issues and developments, such as crowd-funding and marketing portals. In addition, differences exist in the financial and staffing capacity of member organisations. This means that member organisations which have more financial resources are able to offer more services to meet the needs of their members. However, the survey has not investigated further on the financial capacity of member organisations due to its limited scope. It will certainly be of interest to assess how the financial and staffing capacity of member organisations affect their services and identify areas for improvement in the future.



Photo Caption: Wolfgang Katzian, President of the journalists' union (GPA-dgp) in Austria welcomed participants as the host in the seminar held in Vienna on 20 - 21 March.

© Yuk Lan Wong / EFJ

Besides the traditionally known regional differences and perceptions – even about as fundamental a topic as the definition and role of a journalist – there is a significant difference between unions that carry out or could carry out collective negotiations, and professional associations that do not carry such work. Despite this difference, both types of organisations have a firm place within the EFJ in safeguarding the interests of journalists.

Findings & Conclusions

One of the main objectives of this project is to raise awareness among EFJ member organisations on the need to respond to the rapidly changing media landscape. To a great extent, this objective has been achieved. The results in the previous EFJ study on “Managing Change”, the digital (media) changes were perceived almost exclusively as a threat and with scepticism and hesitation. Two years on, the scepticism and hesitation have dissipated. Although the financial crisis has slowed down, the media crisis continues with huge job cuts. But what now prevails in the midst of media crisis is curiosity, a readiness to experiment and openness to innovate. There is less pessimism and more willingness to take actions. The change has arrived in the minds of journalists and in most EFJ member organisations. We have refreshed the debate about the role of journalists and journalism in the digital age.

“It must be the ambition of journalists and their organisations to be the driving force of the future of journalism.”

Blogs, forums, communities, newsletters, social media have become part of the daily work of journalists and, to a lesser extent, are used by journalists’ unions and associations as well. The latter was evident from the electronic responses collected for the sur-

vey. However, the use of these tools is still very limited among journalists’ unions and associations. Briefly looking at the internet presence of many member organisations, it is evident that many of them are still lagging behind in digital media. To further investigate this area, a short survey is proposed to follow up this issue in the future. This could help improve the communications and information sharing between the EFJ and its member organisations.

The question as to the ways member organisations respond to change is often influenced by the institutional self-perception (such as their organisational mission, vision, capacity). The response to the dramatic changes in the digital media world must be motivated by one’s willingness to change. Trade unions and professional associations need to commit more actively to their roles as “service providers” and “agents of change”. Currently, they are still too vigorously defending the existing roles and structures in their organisations. Too often they are protecting their vested rights but they rarely innovate and lack the courage for new projects and to fail.

It is essential that journalists’ unions and associations, adapt their *modus operandi* and organisational culture, and interacts with like-minded organisations, in order to keep up with the everyday need of their “clientele” and potential members - journalists. In short, the future of journalists’ unions and associations in a rapidly changing environment will vastly depend on how they perceive their roles as agents of change and how they interpret it to meet the needs of journalists.

It must be the ambition of journalists and their organisations to be the driving force

of the future of journalism. Fresh ideas are desperately needed to sustain funding for journalism and to adapt to the changes taking place. It is in the interest of journalists and their organisations to do so but not for the publishers or owners. Organisations that wish to continue representing these interests of journalists not only need to improve their capacity, they also need to reinvent themselves and become more diverse and open-minded. They shall be open to journalists from all backgrounds, whether they are women, minorities, freelance, young or old. In particular, they shall involve young members – after all, young journalists hold the future of journalists’ organisations.

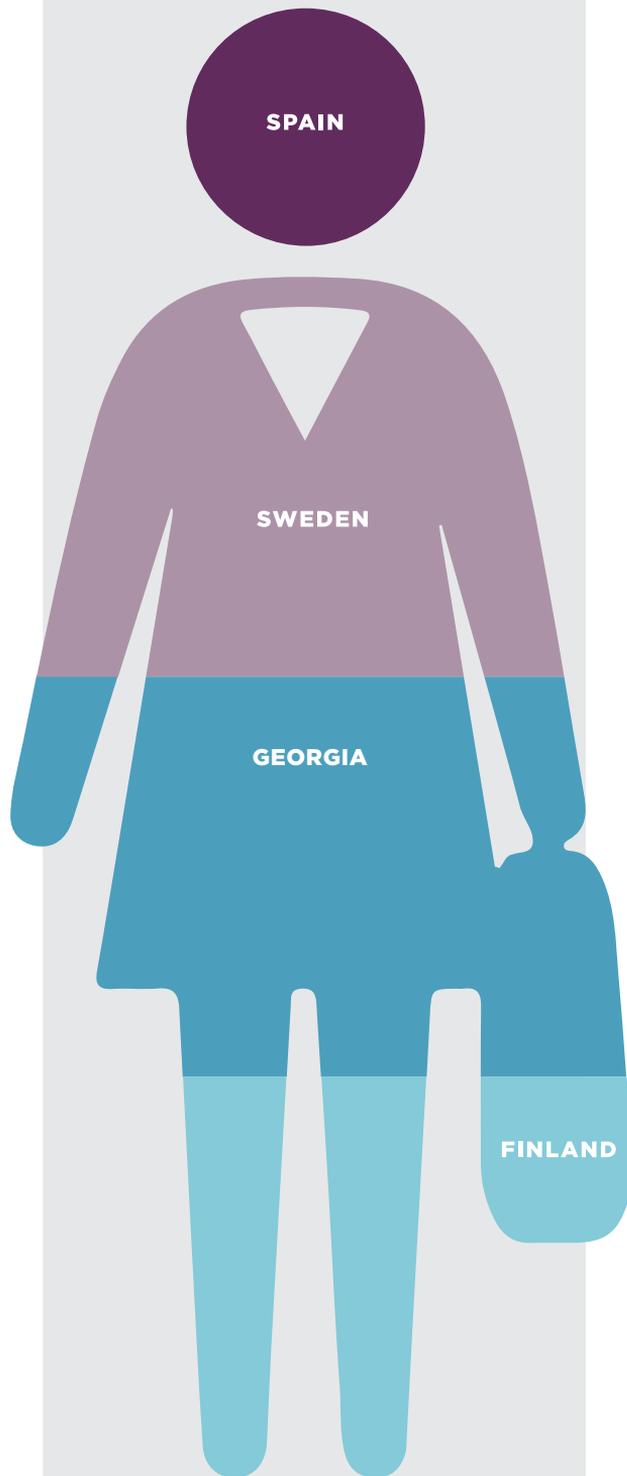
Last but not least, journalists’ organisations need to offer services to meet the needs of their freelance and entrepreneurial journalists. They should not only help them grow and thrive but also help journalists better prepared for failures. Freelancers are the driving force behind the new business models that could create new jobs and greater flexibilities. However, this is a point to be further debated to achieve stability for the future of journalism.

The high numbers of participation in this survey and the participation in the seminar held in Vienna gave a very important message that the EFJ is reaching its member organisations. The meeting in Vienna served as a constructive platform for discussions and provides an overview of the challenges facing EFJ members across Europe. In the face of transnational digitisation a strategic reflection by journalists about the future of journalism can only be done together and by thinking outside the national barriers in the face of digitalisation. To a certain extent, the digital revolution in media has paved ways for the growth of realistic thinking and optimism for the future of journalism.

What has also become apparent is that the exchange of information needs to go

“Freelancers are the driving force behind the new business models that could create new jobs and greater flexibilities.”

**EFJ AFFILIATES WITH
OVER 50% FEMALE MEMBERS**



Spain (FAPE), Sweden, Georgia, Finland

beyond finding the cause of the problem. It needs to offer solutions to address the problem. However, the survey results point to the lack of problem-solving approach. This is reflected by the few responses in the question about best practice examples.

The low response to this question perhaps require member organisations to reflect first on their strengths in order to pin point specific “good practices examples”. It is undoubted that these best practice examples exist as they were mentioned indirectly in the survey and during discussions in the seminar. The next step is to better communicate these examples among member organisations so that they can also be better adapted and improved.

Journalists’ unions and associations need to identify their strengths, best practice examples and successful stories that can be shared among EFJ member organisations. This can be done by better presenting our activities, communicating complex topics with simple language, using case studies examples and toolboxes, organising webinars and workshops that are relevant for member organisations.

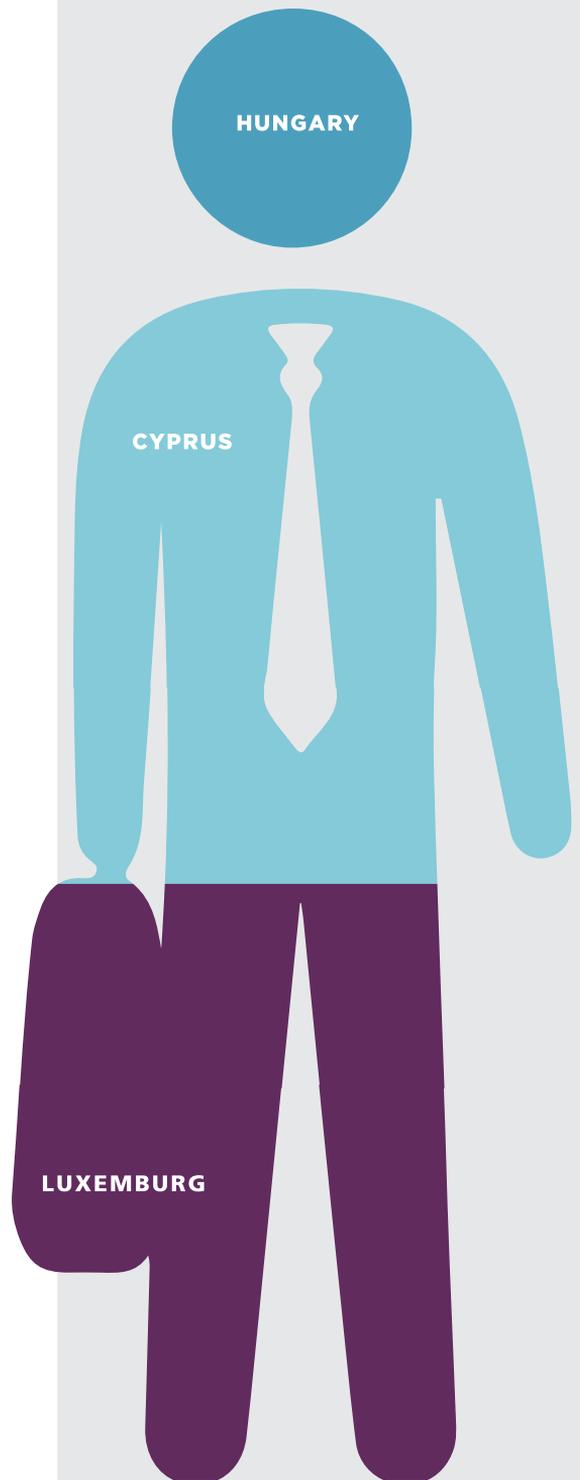
It is important for member organisations to manage and shared this knowledge effectively. It is not enough to just carry out studies, workshops and seminars. We should make the huge wealth of experience and knowledge that could be shared Europe wide more easily accessible. The EFJ should improve its existing platforms for member organisations to achieve these exchanges.

The familiar thinking that problems and solutions differ from one country to another depending on the national journalistic practices, social and legislative backgrounds is still evident in the survey result but in a lesser extent compared to the past. The willingness to learn and engage in dialogues among member organisations has grown. It is hoped that future projects like this can provide the opportunity to bring common grounds, unity, diversity and solidarity, closer among member organisations. A positive approach can be seen in the current regional developments and exchanges within the EFJ. It shows that mentoring programmes within regional levels should be further introduced to continue the success.

EFJ member organisations can pull their strengths from the diversity of their membership. They must think beyond individual and national levels. The change in media has brought new possibilities and tools that are accessible for both journalists and their organisations. But it may also challenge the self-perception of traditional unions and associations, in particular, the controversial questions about freelance and entrepreneurial journalists, marketing and self-marketing approaches, individuality and service-orientated organisations. We need to rethink all these issues and the present hierarchy within the organisations. We must bear in mind that our strengths lie in the increasingly diverse membership in the organisation – they are women, youth and freelance journalists, as well as those from various backgrounds.

The future of journalism can benefit from a new generation of journalists who embrace the new technologies, develop new ways of thinking and undertake journalism. Journalists' organisations must seize these new opportunities and use them to their own advantage in order to master the "threats", the challenges that lie ahead.

EFJ AFFILIATES WITH OVER 50% MALE MEMBERS



Hungary (HPU), Cyprus (Basin-Sen & ESK),
Luxembourg

What are the main challenges?

The survey has asked EFJ member organisations the main challenges they face (see Question 9 in Annex I). Respondents were asked to place nine typical challenges in the order of their importance. The greatest challenge was to be ranked as number 1 and the challenge that currently has the lowest significance as number 9. The result is based on a total of 38 (out of 42) responses. It provides a snapshot of the situation:

RANK CHALLENGE

1	Job cuts, loss of jobs
2	Collective negotiations
3	Financial difficulties (<i>of the organisation</i>)
4	Increasingly problematic employment relationships for freelance journalists (precarious jobs)
5	National legislation (<i>e.g. in employment law</i>)
6	Shrinking number of members (<i>of the organisation</i>)
7	Status of journalists (<i>competition with non-professional, citizen journalists, etc.</i>)
8	Intellectual property in the digital age
9	Ageing membership

It is not surprising that job cuts is considered the number one challenge among the responded members as we have witnessed major media closures and downsizing in recent years. However, responded members in Belarus, Northern Cyprus, Hungary and Russia do not consider job cuts as the biggest challenge.

Those challenges currently classed as being “minor” are the status of journalists (i.e. who is a journalist?), intellectual property rights and, the ageing membership. The structural data though suggests that there are some “ageing” member organisations.

With the exception of Finland and Slovakia, the “aging membership” consistently appears at the lower end of the ranking. Shrinking membership is considered the main challenge in countries such as, Germany (DJV), Hungary, the Netherlands and Switzerland according to the survey results. It was not clear whether other members face the same problem of shrinking membership or they have successfully implemented recruitment strategies and membership promotions to maintain membership. When looking at the age distribution (see Annex I - Question 13), a number of member organisations are showing signs of ageing. The EFJ should carry out a critical review of the current situation and strategies to address the aging memberships. This should also apply to the question concerning “the status of journalists”, which is only of high significance for members in France, Russia, Serbia and Germany (dju in ver.di). One shall also question why the issue on intellectual property rights was considered very important only in Denmark, while it was at the bottom of the priorities list in almost all other countries.

Recommendations

Based on the survey results and analysis, the author has made the recommendations for future actions:

1. **Countering of job losses in journalism:** multinational media corporations and the increasingly digital media landscape, more joint activities, programmes and exchange of ideas among member organisations should be organised. This challenge links closely to the capacity of members in collective bargaining which was considered as a priority by EFJ member organisations.
2. It is certainly more difficult to deal with national problems at a transnational level. This applies to financial problems, national legislation and questions related to membership structure. A viable approach would be to first **identify the problem and make a case-by-case analysis as to what support is needed.**
3. The labour market in journalism will continue to be affected by the economic situation. While job cuts will continue, our priorities concerning the status of journalists and intellectual property rights may not be considered as the top priorities among member organisations and the EFJ, although they are important for journalists.
4. **Besides job cuts, we should focus on tackling the precarious situation of freelancers.** We need to organise them better and negotiate collective agreements to make their work paid. In many member organisations, particularly those with sufficient capacity, freelance journalists receive various forms of training ranging from professional to finances, technical skills to mentoring. For other member organisations which may not have the resources to do so, the EFJ should offer collective trainings for them in this area and offer train-the-trainer courses and other collaborative workshops, webinars and exchanges.

Collective bargaining for whom?

Collective bargaining and agreements

There are significant differences between the individual types of media and sectors. Over 70% of the collective agreements exist in the print and radio broadcasting sectors. Newspapers represents 31%, magazine and radio represent 28% and online media represents 16%. Only 15 collective agreements were concluded for freelance journalists.

In the online media, the agreements were concluded referring to their traditional media (“parent companies”) or individual types of media (e.g. magazines). The practice of transferring online journalists to technical or marketing divisions or independent companies (outsourcing) is common. Such practices are often criticised. Online journalists are often seen as “second-class journalists” and receive considerably lower payment. However, there is no universal definition for online journalists. In some countries, the notion of online journalists is being challenged while others have developed different categories for online journalists depending on the types of online media they work for.

In twelve responses, no collective bargaining or agreement was conducted; six of the responses were from professional associations (Luxembourg, Spain – FAPE, Croatia, Poland, Slovenia and Hungary) who cannot carry out collective bargaining. The other six responses from Belarus, Bulgaria, Georgia, the Republic of Macedonia, Montenegro and Slovakia present a challenge because of the political situation and the lack of willingness on the part of the unions and management to engage in negotiations. The quotes below have highlighted this problem:

“The current political situation in Belarus prevents BAJ from acting as a fully-fledged trade union organisation. The majority of social and political media in Belarus are owned, funded, and controlled by the state. Independent media work in unequal economic conditions. Freelance journalists and online reporters/media are not recognised and regulated by the Belarusian law.”

BAJ, BELARUS

“The current political situation in Belarus prevents BAJ from acting as a fully-fledged trade union organisation. The majority of social and political media in Belarus are owned, funded, and controlled by the state. Independent media work in unequal economic conditions. Freelance journalists and online reporters/media are not recognised and regulated by the Belarusian law.” (BAJ, Belarus)

“There is little understanding of trade unions in Georgia since the country has no such culture. Trade unions in Soviet period were more governmentally controlled. Now our organisation is promoting ethics and free speech. Many employers try to distance their workers from trade unions and movements like this. Our aim is to negotiate with employers in order to assist journalists to join IAGJ.” (IAGJ, Georgia)

STATISTICS

Union with most employed journalists:
Serbia (Sinos) 100 %



Unions with most freelance journalists:
Poland (SDP) 70 %
Germany (dju) 60 %

Services

Services for unemployed journalists

31 organisations offer services for journalists who have either been made redundant or forced to become freelance journalists. 27 member organisations offer services for their retired members. There is a broad spectrum of specific services offered by EFJ member organisations. They range from provision of general advice, networking opportunities, and publications such as monthly newsletters and handbooks for freelance journalists. Specific training courses on: setting up a business, legal and tax know-how are also offered. Some member organisations organise seminars, part-time consultancy and courses on social compensation plans and calculating pension entitlements. Some members have also set up solidarity funds in case of hardship; some offer interest-free loans and Christmas allowances and food vouchers.

Targeted services

Young, female and old journalists as well as those with an ethnic minority background seem to receive limited support. Perhaps this also shows that they are less visible. Only 18 surveyed member organisations have services provided for young journalists (under 30 years old). 15 member organisations said they have special services for female journalists while 11 said they have services for old journalists. For women (15 respondents provide such services) and older journalists (11 respondents provide such services). There are less than 20% of the respondents saying they have services for minority's journalists (but these services were not defined). Although the survey did not ask how these groups of journalists are represented in the committees and boards of each member organisation, discussions in the Vienna seminar has given some input of the situation. In general, these groups are often under-represented in the unions

and associations. In the French-speaking union, AJP, in Belgium, the union has recently introduced the need to represent all categories of journalists (includes freelance journalists and those working in print, online, etc.) within their board. However, this is rarely the case in many member organisations. Diversity, internal pluralism and inclusion should become the norm in journalists' unions and associations. Although numerous seminars and workshops have been organised to tackle this issue (e.g. MEDIANE project and work-life balance project, gender), there is still considerable room for improvement in this area.

New services

Three quarters of the surveyed organisations (32 responses) have a more or less differentiated range of services on offer for their members. In general, organisations with more resources offer a broader range of services. However, the question remains: how organisations (with less resource) can benefit from other organisations' experience and expertise in developing their services for their members. This requires more exchanges of best practices among EFJ member organisations and solidarity.

Organisations that have a narrow range of services offer only training programmes. These programmes focus mainly on journalism skills and other digital media skills including social media, internet, and multimedia and general software skills. Practical business skills and personal development skills are also offered; self-marketing and marketing skills are less prominent in the training courses at disposal to members. However, around 10 surveyed organisations said they do not offer any kind of these training courses. As the next step, the reasons for this should be examined in more depth.

These services are most often provided by EFJ member organisations. 30 respondents said they offered these services themselves

while 14 said the services are offered by subsidiary institutions. 13 respondents said that they cooperate with educational institutions to offer these services while 7 respondents said they cooperate with employers in providing these services.

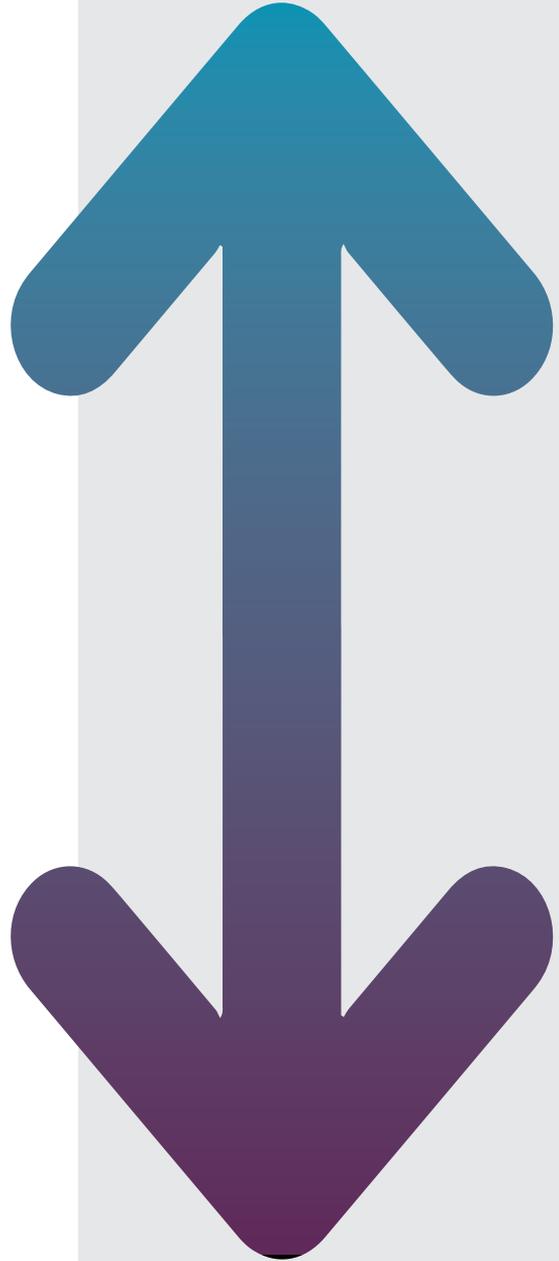
Due to the limited responses on best practices examples, analyses cannot be made on what training or service is successful. To tackle the issues of job cuts, it is necessary that the EFJ offers member organisations training and practical workshops that allow individual member organisations to share their specific approaches and success stories in countering or dealing with job cuts. It is necessary to find innovative ways to create synergies and exchange information. However, most member organisations still prefer face-to-face courses (32 responses) to webinars (6 responses). Another popular training is through passive or lecture-style courses (13 responses) that are offered by third parties, such as on the topic of “law and taxes”.

Journalists’ unions and associations are lagging behind in offering training courses in the digital media. The professional use of blogs, social media and self-publishing suggests that journalists think and act more “digitally” than the organisations that represent them.

MEMBERSHIP DEMOGRAPHICS

Organisations with most young members (below 30 years old):

Belarus (BAJ) 60 %
Spain (FAPE) 45 %



Organisations with least young members (over 30 years old):

Slovenia (assoc)
Greece (JUADN)
Hungary (HPU)

Innovative financing

Traditional ways of financing journalism through advertisement revenues and subscriptions can hardly keep journalism flourishing in the digital age.

The survey has asked member organisations about different financing models existing in their countries to find out alternative ways of financing journalism. The model that stands out (70% responses) is the classic yet controversial form of financing state subsidies. This financing model varies from country to country. In some countries, governments subsidise use tax reduction (i.e. value added tax) as a form of subsidy while others provide direct subsidies. 20 respondents said that the press received 0% value added tax. 17 respondents said the press receive direct subsidies from the government. These subsidies also apply to certain online media in some countries. Government subsidy has always been a concern for journalists as it may hinder the independence of media. Respondents in the survey have expressed such concerns. At the European level, a proposal made by the EU High Level Group on Taxation (in June 2014) has suggested that the current practice of tax exemption or reduction for the press shall be abolished.

Other forms of financing models are less prominent according to the survey. 17 respondents mentioned paywalls (or paid content). Other financial models include crowdfunding, endowment, sponsorship and donations. The most common and easy option would be to raise funds for specific projects (said 18 respondents).

With the exception of a few, many considered that the paywall system would be a

sustainable model. The debate on this has been going on for years. Various models have been tested, such as *freemium*, *metered payment*, *pay-per-view*, *paying per article* and *cross-media subscription packages*. However, many of these payment models have been stopped. So far it has not been possible to identify how sustainable industry-wide solutions can be achieved. Experiments with the other paywall model such as *LaterPay* also proved to be unsuccessful.

Nevertheless, it is worth to look at the interesting Dutch start-up *Blendle* (<http://blendle.nl/>). *Blendle* sells individual articles with high-quality media content with additional feature supported by social media such as a personal recommendation function, comments and social reading. It is still too early to judge how sustainable the initial success will be. In Denmark, similar start-ups also emerge. *Singler* is an online platform that allows journalists and writers to sell individual articles or reports online (<http://www.zetland.dk/>).

Crowdfunding platforms, journalism funded by endowments and sponsorship models all raise the old questions as to journalistic independence. Particularly in the case of sponsorship which is similar to advertisement. At times, the fine line between journalism and public relations becomes blurred. Endowments as a funding model had been discussed with positive responses now become difficult to sustain. This is evident from the failure of *Pro Publica*, (<http://www.propublica.org/>), which is supported by the Sandler Foundation and other philanthropic organisations. While endowment as a funding model continues, it plays a less significant role in Europe.

What remains are the internationally successful examples of crowdfunding, such as *Kickstarter* (<http://www.kickstarter.com/>), *Startnext* (<http://www.startnext.de/>) and



Blendle | blendle.nl

Singler | zetland.dk

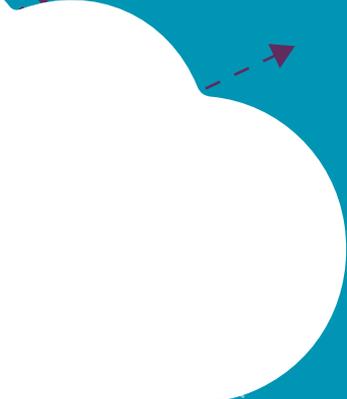
Pro Publica | propublica.org

Kickstarter | kickstarter.com

Indiegogo | krautreporter.de/das-magazin
decorrespondent.nl

Fond Pascal Decroos | fondspascaldecroos.org
fondspourlejournalisme.be

Hostwriter | hostwriter.org



Indiegogo (<https://www.indiegogo.com/>), which have localised versions. In the fields of music, technology, software, design, art, and culture, a remarkable sum of money has been raised to fund various projects. For media and journalism projects, the amount of funding is considerably lower than in the other cultural industry. In Germany, for example, these projects received at the most a four-figure sum of money. If a media project can receive around 15,000 euros funding, it is considered as very successful. However, it should be noted that these are individual projects, often launched by relatively high-profile individuals who have established online presence. The funds may be able to pay for a single project but it is far from being sustainable. Journalists will not be able to rely on crowdfunding to sustain in a long-term basis.

The example of the German platform *Krautreporter* (<https://krautreporter.de/das-magazin>), which had already previously helped to successfully finance small-scale media projects, has been received with great interest. In mid-June 2014, the operators succeeded in raising almost a million euros in six weeks for 28 journalists who want to produce an advertisement-free online magazine. The supporters pay 60 euros per year as a subscription fee to read the content that are also accessible to everyone. But subscribers are given the privilege to speak to the journalists and propose directly on the topics they research or write about. *Krautreporter* is probably the largest German crowdfunding project to date. However, such model raises the same question on sustainability.

When it comes to the question of the future relevance of publishers and authorship, the Netherlands seems to be taken a step ahead. The project www.decorrespondent.nl has been the inspiration for *Krautreporter*. One problem that many innovative financing models share is the payment system. There is no industry-wide, trustworthy payment

system that comes as close to the convenient and secure payment model adopted in the music world like iTunes.

Six other funding models were provided in the survey responses. These included the (French-speaking) Belgian initiative <http://www.fondspourlejournalisme.be/> and the (Flemish) *Fond Pascal Decroos* <http://www.fondspascaldecroos.org/>. Finally, it is worth highlighting an interesting international initiative that is based less on monetary financing but rather on various kinds of support (research, accommodation, local networking, etc.). At <https://hostwriter.org/>, the focus is on the collaborative, solidarity-based approach.

It is believed that due to the issues that need to be tackled, austerity and innovative financing models, the responses on innovative financial models are limited. The discussion about funding high-quality journalism is still premature in Europe. The EFJ should address the topic of financial model separately in the future and organise a practical conference for its member organisations.

“WE’RE OPTIMISTS. Journalists and publishers are very pessimistic about their industry most of the time. They see declining readership, declining ad income and mostly: lack of innovation. But, as a founder of a journalistic start-up, I can say I’m incredibly optimistic about the future of journalism. Never before it was so easy for two 27-year olds to start a company—and because of that we’re seeing more and more journalistic start-ups that are extending the reach of the world’s best journalists.”

BY ALEXANDER KLÖPPING, CO-FOUNDER OF BLENDLE.NL
<https://medium.com/@AlexanderNL/our-dutch-paydike-for-journalism-gets-the-economist-to-try-something-new-c26db16ac1ac>

Acknowledgement

It would have not been possible to complete this study without the overwhelming responses from the EFJ member organisations, the lively debates with colleagues during the seminar in Vienna (20-21 March 2014) and the ground-breaking discussions with the steering committee of the project. The support of Marc Gruber, who has left the EFJ was very valuable, as was the assistance from Ellen de Blende, Renate Schroeeder and Yuk Lan Wong who implement this project.

Annex I - Survey

Financial and Employment models in Journalism in Times of Finance and Media crisis

The survey intends to examine the financing and employment situations in European journalism as a result of change. The aim of the survey is to create an awareness of the changes taking place in the (digital) media and its implications and challenges for both journalists' unions and their journalists.

Results of the survey will be compiled to create an inventory of ideas, measures and possible solutions to help journalists' unions and associations to counter the new challenges.

BARGAINING FOR WHOM?

1 Does your organisation negotiate and implement collective bargaining?

- YES** (If yes, please select in which sector collective bargaining/agreement exists)
- Newspapers
 - Magazines
 - Broadcasting
 - Online
 - Freelances journalists - *please specify*

Please provide examples of specific clauses in the contracts relating to the online sector, as this is a focus of the project.

- NO** (What are your strategies?)

2 What are the challenges for conducting (*new forms of*) social dialogue, particularly in a converging media landscape? Please provide a list:

- 1)
-
-
- 2)
-
-
- 3)
-
-

CONTINUED»

WHAT SERVICES ARE AVAILABLE FOR CRISIS MANAGEMENT?

3 In times of crisis, does your organisation develop contingent services for the following groups of journalists? If so, please specify the type of services or actions.

- previous staff journalists forced to become freelancers - *please specify*
- journalists becoming redundant due to restructuring - *please specify*
- old age/early retirement- *please specify*

4 Do you develop specific services targeted at the following groups? Please select (*it can be more than one*):

- young (*age until 30*)
- women
- retired journalists (*including early retirement*)
- journalists of minority ethnic or cultural backgrounds

5 What NEW services does your organisation provide in times of changes and austerity? Please select (*the selection can be more than one*):

- marketing portal
- networking opportunities (*e.g. online communities, social events*)
- mentoring/coaching
- freelancers' agency
- training - *please specify in question 6*
- other

Please provide more details or hyperlinks to the specific services you provide.

TRAINING & FURTHER EDUCATION

6 Does your organisation provide training programmes for members?

- YES** (*please select the types of training*)
 - practical business/entrepreneurial skills for freelancers (*accounting, taxation, etc.*)
 - technical skills (*Internet, multimedia, software etc.*)
 - professional training (*on journalistic skills, etc.*)
 - marketing / self-marketing (*e.g. branding*)
 - social media
 - personal development (*e.g. coping with stress, harassment, etc.*)
 - other
- NO**

CONTINUED»

7 Who provide (s) the training (if your answer is yes in question 6)

- journalists' union/association
- own subsidiary firm
- journalism schools
- government institution, e.g. Skill Councils
- employers' organisations
- Other

8 How does this training take place? (if your answer is yes in question 6)

- workshop
- webinar
- other - please specify

WHAT CHALLENGES?

9 What are the biggest challenges your organisation is facing now? Please rank the following items from 1 - (biggest) to 9 (least).

- shrinking membership
- aging membership
- financial difficulty
- collective agreements
- national legislation, e.g. labour rights
- job cuts
- journalists' status (competition with non professionals)
- intellectual property rights in the digital environment
- increasing precarity of freelancers

INNOVATIVE MODELS AND ALTERNATIVE FINANCING

10 According to your national context, which of the following new financial model is preferable/successful?

- crowdfunding
- concrete projects / web-site
- (non-profit) foundations
- sponsorship / patronage
- state grants for media / press subsidies
 - indirect, for ex. reduced VAT, tax reductions
 - direct - financial support for individual media and/or journalists
 - donations (voluntary payments, flattr etc.)
- self-publishing, paid content online
- other

Please provide specific details and hyperlink (if any).

CONTINUED»

Annex II

CONFRONTING AUSTERITY:

Financial and employment models for journalism Conclusions

(20 -21 March, 2014 Vienna) Over 50 leaders of journalists' unions, journalists and media experts gathered in Vienna in a two-day seminar debating about finding new ways to fund journalism while maintaining quality content through innovation and strong trade unionism. Embracing the challenge with enthusiasm was the spirit of the seminar.

The seminar highlighted the following key points based on the discussion and the EFJ survey results:

- Taking up the challenges and turning them into opportunities to reach out to new groups of journalists engaging in diverse ways of doing journalism such as entrepreneurial journalists who are on the increase.
- Solidarity in the unions requires the participation of all members, including freelancers, youth and women, who are still marginalised in some unions. They should be treated equally and the rights of these groups must be defended equally.
- Journalists and their unions should not lose sight of the fundamental values and key battles to defend authors' rights, ethics, media independence and pluralism while confronting job cuts.
- Entrepreneurial journalism that requires journalists to create content, manage finance and marketing, as well as building relationships with audiences. Journalists should be aware of ethical standards and be transparent.
- Good quality content is not free. Journalists and their unions should seek new ways of funding journalism such as creating journalism funds, crowd-sourcing and on-demand content.
- Media employers should be responsible for respecting the authors' rights of journalists. They should promote and invest more in quality in journalism through negotiations and training schemes.
- In respond to the crisis, unions should provide a wider range of services for their members, such as practical trainings for journalists, students, freelancers and other members to equip them to adapt to the rapidly changing job market in journalism.
- Recruitment is key to build strong trade unions. Unions should reach out to young journalists and students.

Annex III

LIST OF EFJ AFFILIATES



AUSTRIA
GEWERKSCHAFT DER
PRIVATANGESTELLTEN, DRUCK,
JOURNALISMUS, PAPIER
www.gpa-djp.at



GEWERKSCHAFT DER
GEMEINDEBEDIENTETEN KUNST,
MEDIEN, SPORTS, FREIE BERUFE
<http://www.gdg-kmsfb.at>



AZERBAIJAN
JUHI - JOURNALISTS' TRADE UNION
(JURNALISTLƏRİN HƏMKARLAR
İTTİFAQI OR JUHI)
<http://www.juhi.az>



BELARUS
BELARUS ASSOCIATION OF
JOURNALISTS
www.baj.by



BELGIUM
ASSOCIATION GÉNÉRALE DES
JOURNALISTES PROFESSIONNELS
DE BELGIQUE (AGJPB)/
ALGEMENE VERENIGING VAN
BEROEPS-JOURNALISTEN IN
BELGIË (AVBB)
www.agjpb.be
www.journalist.be



ASSOCIATION DES JOURNALISTES
PROFESSIONNELS
<http://www.ajp.be/>



BULGARIA
BULGARIAN JOURNALISTS' UNION
www.sbj-bg.eu



UNION OF JOURNALISTS IN
BULGARIA - PODKREPA



CROATIA
CROATIA JOURNALISTS'
ASSOCIATION



SINDIKAT NOVINARA HRVATSKE
TRADE UNION OF CROATIAN
JOURNALISTS
<http://www.snh.hr/>



CYPRUS
UNION OF PRESS WORKERS -
BASIN-SEN



UNION OF CYPRUS JOURNALISTS
www.esk.org.cy



CZECH REPUBLIC
SYNDIKAT NOVINARU CESKE
REPUBLIKY
<http://www.syndikat-novinaru.cz/>



DENMARK
DANISH UNION OF JOURNALISTS
(DANSK JOURNALISTFORBUND)
www.journalistforbundet.dk



ESTONIA
ESTONIAN UNION OF
JOURNALISTS
<http://eal.ee/>



FAROE ISLANDS
UNION OF FAROESE JOURNALISTS
(FØROYSK MIOLAFOLK)



FINLAND
UNION OF JOURNALISTS
IN FINLAND (SUOMEN
JOURNALISTILIITTO)
www.journalistiliitto.fi/en



FRANCE
SYNDICAT NATIONAL DES
JOURNALISTES - SNJ
www.snj.fr



UNION SYNDICALE DES
JOURNALISTES - CFDT
www.journalistes-cfdt.fr



SYNDICAT NATIONAL DES
JOURNALISTES - CGT
www.snj.cgt.fr/index1.html



GEORGIA
INDEPENDENT ASSOCIATION
OF GEORGIAN JOURNALISTS
www.iagj.org.ge



GERMANY
DEUTSCHE JOURNALISTINNEN
UND JOURNALISTEN UNION
(DJU) IN VER.DI
www.dju-bund.de



DEUTSCHER
JOURNALISTEN-VERBAND
www.djv.de



GREAT BRITAIN
NATIONAL UNION OF
JOURNALISTS - NUJ
(UK AND IRELAND)
<http://www.nuj.org.uk/home/>



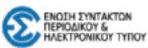
GREECE
JOURNALISTS' UNION OF
ATHENS DAILY NEWSPAPERS -
JUADN
www.esiea.gr



JOURNALISTS' UNION OF
MACEDONIA AND THRACE
DAILY NEWSPAPERS
<http://www.esiemth.gr/>



PANHELLENIC FEDERATION OF
JOURNALISTS' UNION - PFJU
<http://www.poesy.gr/>



UNION OF MAGAZINE AND ELEC-
TRONIC PRESS JOURNALISTS
(ESPIT)
www.espit.gr



HUNGARY
ASSOCIATION OF HUNGARIAN
JOURNALISTS (MAGYAR UJSA-
GIROK ORSZAGOS SZOVETSEGE
MUOSZ)
www.muosz.hu



HUNGARIAN PRESS UNION
<http://www.sajtoszakszervezet.hu/>



ICELAND
UNION OF ICELANDIC
JOURNALISTS
www.press.is



IRELAND & UK
NATIONAL UNION OF
JOURNALISTS (IRELAND)
<http://www.nuj.org.uk/where/ireland/>



ITALY
FEDERAZIONE NAZIONALE
DELLA STAMPA ITALIANA (FNSI)
www.fnsi.it



LATVIA
LATVIA UNION OF JOURNALISTS
<http://www.latvijaszurnalisti.lv/>



LUXEMBOURG
ASSOCIATION
LUXEMBOURGEOISE DES
JOURNALISTES
www.journalist.lu



REPUBLIC OF MACEDONIA
ASSOCIATION OF JOURNALISTS
OF MACEDONIA
<http://www.znm.org.mk>



TRADE UNION OF MACEDONIAN
JOURNALISTS AND MEDIA
WORKERS (SSNM)
<http://journalistunion.wordpress.com/>



MONTENEGRO
INDEPENDENT TRADE UNION
OF JOURNALISTS
OF MONTENEGRO
sindikatomedijacrnegore.com



NETHERLANDS
NEDERLANDSE VERENIGING
VAN JOURNALISTEN (NVJ)
<http://www.nvj.nl/home>



NORWAY
NORWEGIAN UNION OF
JOURNALISTS
www.nj.no



POLAND
ASSOCIATION OF POLISH
JOURNALISTS - SDP
sdp@sdp.pl



POLISH JOURNALISTS' ASSOCIATION
<http://dziennikarzerp.org.pl/kontakt/>



PORTUGAL
SINDICATO DOS JORNALISTAS (SDJ)
<http://www.jornalistas.eu/>



ROMANIA
ROMANIAN FEDERATION OF JOURNALISTS (FRJ MEDIASIND)
www.mediasind.ro



RUSSIA
RUSSIAN FEDERATION OF JOURNALISTS
www.inter.ruj.ru
 (doesn't exist anymore)



SERBIA
INDEPENDENT JOURNALISTS' ASSOCIATION (IJAS) - NUNS
www.nuns.rs



JOURNALISTS' ASSOCIATION OF SERBIA (JAS) - UNS
www.uns.org.rs



JOURNALISTS' UNION OF SERBIA (SINOS)
<http://www.sinos.rs/>



SLOVAKIA
SLOVENSKY SYNDIKAT NOVINAROV
<http://www.ssn.sk/>



SLOVENIA
UNION OF SLOVENIAN JOURNALISTS
<http://sindikar.novinar.com/?m=10>



SLOVENE ASSOCIATION OF JOURNALISTS / DRUSTVO NOVINARJEV SLOVENIJE
www.novinar.com



SPAIN
FEDERACION DE ASOCIACIONES DE LA PRENSA ESPAÑOLA (FAPE)
www.fape.es



FEDERATIONS OF UNIONS OF JOURNALISTS (FESP)
www.fesp.org



FEDERACION DE SERVICIOS A LA CIUDADANIA DE CC.OO (FSC-CC.OO)
www.fsc.ccoo.es



ELA-GIZALAN
<http://www.ela-sindikatua.org>



SWEDEN
JVENKA JOURNALISTFORBUNDET
<https://www.sjf.se/>



SWITZERLAND
SWISS UNION OF MASS MEDIA (SSM)
<http://www.ssm-site.ch/news/>



IMPRESSUM LES JOURNALISTES SUISSES
www.journalisten.ch



TURKEY
TURKIYE GAZETECILER SENDIKASI (TGS)
<http://www.tgs.org.tr>



UKRAINE
NATIONAL UNION OF JOURNALISTS OF UKRAINE - NUJU
<http://nsju.org/>



INDEPENDENT MEDIA TRADE UNION OF UKRAINE - IMTUU



About the European Federation of Journalists (EFJ)

The EFJ is the largest journalists organisation in Europe representing over 320,000 journalists in 60 journalists' organisations in 40 countries.

We fight for the social and professional rights of journalists working in all sectors of the media across Europe through strong trade unions and associations.

We are recognised by the European Union, the Council of Europe, and the European Trade Union Confederation as the representative voice of journalists in Europe.

www.europeanjournalists.org



**European
Federation of
Journalists**



European Federation of Journalists
Residence Palace, Block
C 155 Rue de la Loi
B-1040 Brussels, Belgium