

DJV INFO

JOURNALISM – MORE THAN A PROFESSION

DJV – MORE THAN A TRADE UNION



German Federation of Journalists (DJV)

Who are we?

Your competent partner for
all kind of questions about
journalism

Where do we stand?

At the side of about
36.000 members who
trust us

What do we want?

- quality in journalism
- fair wage agreements
- secure jobs
- fair payments for
freelance journalists
- prospects for journalists



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GEWERKSCHAFT
DER JOURNALISTINNEN
UND JOURNALISTEN

DEUTSCHER
JOURNALISTEN-
VERBAND



MANY QUESTIONS – ONE ANSWER:

- The Deutscher Journalisten Verband (German Federation of Journalists) is the professional association, trade union and service centre for journalists.
- Right here you easily can find contacts for your daily professional practice. This also is the place where specialists represent your professional rights and interests vis-à-vis political and administrative decision-makers. Here, experts monitor developments on the media market and their implications for journalists.
- If you are looking for professional service and journalism is close to your heart, you have come to the right place at the DJV!



DJV – THE PROFESSIONAL ASSOCIATION FOR JOURNALISTS

A journalist's profession is a unique profession. For many, it is still a mission rather than a job. The demands on journalists are high, and tend to be increasing in the information society of the 21st century.

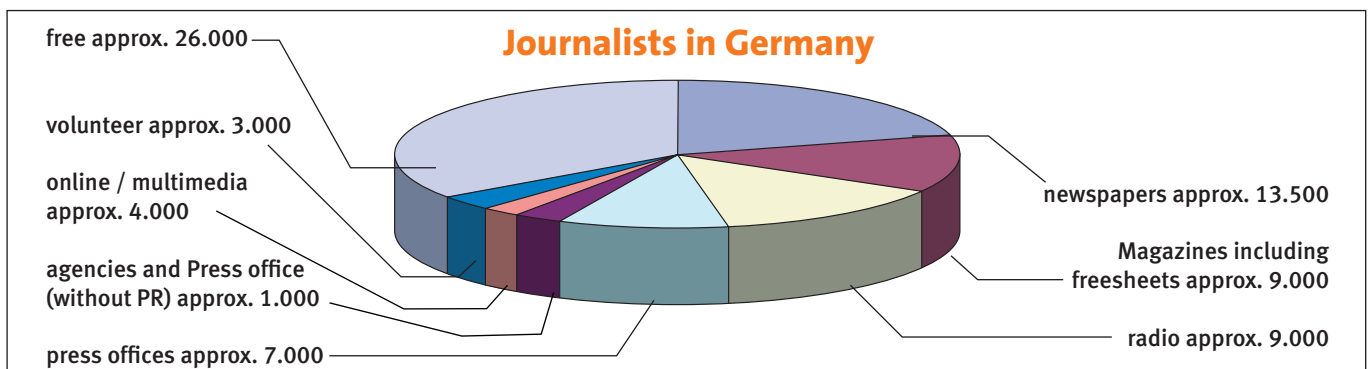
The significance of journalism has not suffered as a consequence, on the contrary: The more information is available, the more important are specialists who can select, check, comment upon and enrich this information with background details. The credibility of an information source becomes a decisive criterion. The quality of information determines the confidence of the reader, listener or viewer. And journalists stand for this quality.

Therefore, independent journalism is vital to a democratic society. It is the only way to guarantee freedom of information and that every citizen can form his or her own opinion, irrespective of individual groups exerting their influence. The majority of the 72,500 journalists in Germany are aware of their responsibility in our society, and therefore contribute significant time and effort.

FOCUS ON JOURNALISTS

Journalism requires a high degree of self-reflection and constant self-monitoring. Journalists thus need locations and opportunities to monitor their perception and to sharpen their vision – which can be achieved most effectively in exchanges with colleagues within a lively professional association. The German Federation of Journalists is the professional association which enables journalists to focus on their profession and become a topic themselves.

Through meetings and congressional events the DJV creates opportunities for exchange with experienced journalists as well as to meet colleagues from other sectors and fields to discuss new developments on the media market within journalists' circles. In particular, this is where young journalists socialise with elder professional colleagues and get ideas for their work.



DJV – THE TRADE UNION FOR JOURNALISTS

Even journalists do not just live on air and the love for their profession. They work within a certain framework that should enable them to work financially independent, with a solid training, if possible as a permanently employed editorial or freelance journalist. The German Federation of Journalists, the trade union for journalists, has been committed to these basic conditions for almost 70 years. In collective bargaining and media policy, the DJV amongst other things is committed to systematic training and constant further education, as well as to copyright protection – which nowadays in particular concerns also the digital implementation.

The DJV also calls upon its members to go on strike should this be necessary for implementing social and legal standards. Through the strike fund, it is guaranteed that freelancers can also participate in industrial actions, as potential remuneration losses are compensated.

NEW DEMANDS ON JOURNALISTS

Today, editorial and freelance journalists assume more and more technical responsibilities. Regional editorial journalists provide newspaper pages ready for print, radio journalists produce their programmes entirely themselves at digital workstations. At some publishing houses, entire operating units such as local editorials are outsourced and defined as profit centres. This means for editorial journalists that the industrial agreements are no longer valid, and that marketing duties are also part of daily editorial responsibilities.

As a highly specialised trade union exclusively for journalists, the DJV can work and observe developments on-site in the editorial departments, studios and freelancers' offices precisely. The changes in the



DJV – THE TRADE UNION FOR JOURNALISTS

occupational description of being a journalist are attentively being monitored. The number of freelance journalists continues to grow.

Also, if there is no longer a clear division between advertising and editorial section in a newspaper or magazine, the role of the journalist would have to be newly defined. This means: Proven journalism, which is vital for informing a society, would no longer exist.

MAINTAINING THE DIVERSITY AND QUALITY OF MEDIA

The DJV watches out for retaining journalistic standards, such as independence, accuracy, fairness, and respect for the basic journalistic principles defined in the press code.

The DJV is particularly critical of the processes of concentration on the media market, monitoring it closely. Only a pluralistic media landscape can guarantee the diversity of opinions. Therefore, the DJV insists upon effective monitoring and a limitation of monopolising in press and broadcasting.

The DJV strives for responsible, credible and independent journalism. Through press releases and statements its opinion is often to be found in the media – it is the voice of journalism in Germany! The DJV is committed to independently representing the professional and social requirements of its members.



DJV – THE JOURNALISM SERVICE CENTRE

Being a member of the DJV implies advocating independent media, being committed to journalistic quality and promoting the interests of journalists in Germany. Each new member makes a contribution.

Furthermore, membership of the DJV is of practical benefit. For example, the national press card is also included in the membership fee. A comprehensive range of services is available to assist journalists in their day-to-day work.

JOURNALISTS AS READERS

All DJV members receive the periodical “Journalist” free of charge. In addition the website www.djv.de, a newsletter called DJV-News and periodicals and newsletters from the autonomous State Associations also inform the members. As do constant news for employee representatives or freelance journalists.

JOURNALISTS ARE ON A CONSTANT LEARNING CURVE

Professional and competent journalism must keep pace with social developments. In order to achieve this, lifelong learning is a necessity. Consequently, the DJV’s educational office offers tailor-made education if required and informs about the existing variety of seminars. Priority here is being set on seminars for employee representatives and staff councils, freelance journalists and committee members.

ADVICE AND LEGAL SUPPORT

Should you have queries regarding training opportunities, copyright or contractual problems or are in

conflict with your employer: The DJV’s experts provide quick, non-bureaucratic advice for every member. If a problem cannot be solved despite consult-



ing and is ending up before court, DJV members enjoy professional legal protection and do not have to fear juridical disputes.

OTHER BENEFITS FROM BEING A MEMBER AT THE DJV

Via the DJV’s subsidiary, the DJV-Verlags- und Service GmbH (V&S), DJV members can access economical professionally-oriented services. For example, they benefit from insurance and car hire discounts. The DJV’s numerous publications are also available through V&S. The constantly updated guidebooks for novice journalists and freelancers, with their useful information and tips for the most diverse situations are particularly popular.

COMPREHENSIVE AND COMPETENT REPRESENTATION: THE DJV STRUCTURE

More and more journalists consider the DJV as their advocacy – at the moment roughly 35.500. Globally, this makes the DJV one of the largest national journalists' trade unions. It is one of the oldest and most important members of the International Federation of Journalists (IFJ), which represents almost 500,000 journalists in over 140 countries. Daily business is determined by the seven members Federal Executive Council which cooperates closely with the DJV Federal Branch Office.

Journalistic diversity is not just a theoretical requirement of the DJV, but is also reflected in its structure. The governing body comprises 17 autonomous State Associations, guaranteeing a regionally tailored range of services in the Federal States. The DJV's particular strength lies in this broadness of coverage.

A JOURNALIST IS NOT JUST A JOURNALIST

A trade union exclusively for journalists comprises different spheres of activity for the various journalistic occupational groups. The DJV equally represents the interests of freelance and permanently employed journalists, text and image editors, and of journalists in press offices in industry, administration and politics. The specific requirements and political tasks are being discussed in special committees, commissions and work groups which advise the Federal Executive Council on its assignments. Commissions usually work project-related and for a limited period

of time. Specialist committees and commissions are currently working on the topics "Young journalists", "radio", "Europe", "Photojournalism", "Press and public relations" and "Copyright", amongst others.

Members are of great importance for an active professional association and an assertive trade union. Without their commitment, it would not be possible for the DJV to achieve political success or provide practical support. Therefore, members are active in all DJV boards and thus organise the associations' activities. The full-time DJV employees strive to keep up with current journalistic issues and spread the necessary information and subsumption to its members. This is the strength of a trade union specific to a profession. It can competently react on a quick, well-informed and goal-oriented basis, as well as representing the specific interests of less significant journalistic occupational sectors.

The DJV also is part of the Deutscher Presserat (German Press Council) and represents the journalistic interests in numerous training and educational bodies as well as in media supervision. Membership of the European Federation of Journalists (EFJ) and the International Federation of Journalists (IFJ) even enables the DJV to campaign for independent and unrestricted reporting beyond national borders. In the course of European integration and an increasing global market this international commitment is becoming more and more important.

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