

SC candidate 2019: Andrea Roth

Candidate as member of the Steering Committee

Andrea Roth, Germany
Deutscher Journalisten Verband (DJV)

CV



For the past 21 years, I have been working as a freelance journalist in the areas of education and foreign affairs for the public service television station **ARD / Bayerisches Fernsehen (Bavarian Television)**. This includes a variety of EU-related topics as well as European projects such as with TV channel **ARTE** in collaboration with French and Polish colleagues. My educational background is political science, which led me to a 6 months internship with the **UNO** in New York, and this helped me to acquire my intercultural and diplomatic skills. Further, it had a strong impact on my life as a journalist and member of the steering committee in the **BJV** (part of **DJV** (German Journalists' Association)) because of the firsthand experience of how important and valuable it is to build up and maintain an international collaborative network with colleagues around the world. And my multilingualism helps! (German, English, French and basic skills in Italian).

Since 2017, I am **Deputy Head** of the **Bavarian Journalists' Association (BJV)**, which is the largest regional group within the **German Journalists' Association**. Part of my duties is to lead the tariff negotiations for public service media.

Representing the interests of journalists on an European level is part of my journalistic DNA! Some examples are my substantial contribution in setting up the **EFJ** seminar in Nürnberg on the topic of "Changing media", and my deep involvement in the content development of the upcoming series of "**changing media**"-workshops of the **EFJ**, i.e. "Capacity Building of Trade Unions", "Working Conditions" and "Security of Free and Employed Journalists" and "The Future of Public Service Media Channels in Europe".

CANDIDATE STATEMENT

I am convinced that as an internationally experienced TV journalist and Union-Member I am in a position to bring new and creative ideas to the **STCOM**, which will build upon the valuable work, that the **STCOM** members have achieved already. My power and that of the German Journalist Federation is dedicated to strengthen the **EFJ**.

My aims as a Member of the Steering committee are to advance networking and negotiating with our European partners and organisations, stronger social rights for freelance and digital media journalists, fair remuneration and profit sharing, especially for female journalists, and strengthening responsible media as guarantors of democracy.

In Detail:

- **Defend the rights and security of freelancers:** Numbers of freelancing journalists are growing in traditional as well as in thriving digital media. We have to defend our rights and salaries, as well as a secure work place! At the same time it is critical to play an active role in shaping our profession within changing market conditions. And it is equally important to support the development of new professional and future-oriented business models. Further more, we have to provide more security structures for journalists, especially freelancers without safeguarding-structures from their enterprises. It is a sadening scandal that journalists who just do their jobs are being tortured, persecuted or killed!
- **PSM as a public good und facilitator of democracy.** Status and development are uneven in Europe. In some European countries, PSM lose their acceptance, face financial difficulties, have to defend their right for existence and are attacked by right-wing parties. In other European countries, especially in Eastern Europe and Turkey, PSMs are controlled by the state, deprived of financial means to exist, and misused for political purposes. I shall dedicate a significant part of my time and efforts to support the PSM. Only if PSMs are strong they can offer programs that will foster democracy without being influenced by governments or political parties.
- **The future of our profession in the digital age: social rights for journalists in the digitized world:** Digitization leads to massive and unprecedented changes. We must not let digitization take control of the working conditions in our profession and tackle the new challenges by making sure that our work will be fairly remunerated. Social rights must be extended to digital journalists!. And that means: Building up monitoring systems developing concrete proposals for solutions within the legislative power of the EU.
- **Strong gender policies in the media in every European country:**
I want to work for the inequality between female and male journalists to change: No shorter careers or harder work than those of man and no more cyper mobbing! More efforts by hiring a diverse workforce and install gender equality policies, including equal payment. Gender equality in our profession will also lead to a more balanced coverage in the media!
- **Strengthen the Unions and build additional capacities.** The stronger the union, the stronger it's impact, so let us strive for strengthening work councils and trade unions and build new and additional capacities! This is most critical and urgent. Loosing members will serious impact our EFJ as a whole.

In the context of all the above I want to use my international an diplomatic experience and put a special focus on expanding and strengthening relations between the EFJ and other organizations, NGOs, the EBU as well as the European Council. Networking, supporting information and collaborating with these organizations will become increasingly important for the success of EFJ!