

SC candidate 2019: Yannis Kotsifos

Candidate as member of the Steering Committee

Yannis Kotsifos, Greece

Journalists' Union of Macedonia and Thrace Daily Newspapers
(ESIEMTH)

CV

Born in Thessaloniki, Greece, in 1969, I've studied Greek Literature. Having worked as a journalist, since 1989, in both newspapers and radio, I have also edited numerous books and collaborated with various magazines, either as a contributing editor or as an editor-at-large, or as both. Since 2003 I am the director general of the Journalists' Union of Macedonia and Thrace Daily Newspapers. As a unionist, I have worked a lot on Labor Rights issues (member of EFJ Labor Rights Expert Group since 2007-2016), on Ethics, on journalists training and on Media Literacy. Since 2013, I am a member of the EFJ Steering Committee.



CANDIDATE STATEMENT

Three reasons to ask for your support

1. What started in Bergamo, in 2012, goes on in a way that proves that EFJ was and still is able to strengthen its identity to meet the needs of more European journalists in innovative and efficient ways. EFJ managed to upgrade its position in the dialogues with European institutions, to approach more organizations, to broaden its network of partners and to improve its responsiveness to the member-unions, along with its mutual communication and involvement. We managed to be highly trusted and to have the journalists' voice very clearly heard throughout Europe. I feel privileged to be, thanks to your trust so far, one of the contributors to this process and I hope that I will be given once more the opportunity to work hard to further establish the position of EFJ in this new era.
2. Coming from a regional Union myself, I had the opportunity to see how important it is for both journalism and unionism to make sure that when it comes to strategy and decision making equal access is provided to all. As numerous recent surveys suggest, regional news become highly important for delivering quality journalism overall and can be a response to disinformation and media concentration. Having every voice heard is very much in line with our core principles as journalists. Your support would ensure that these principles will be further strengthened and that regional voices will still be clearly heard within the EFJ.
3. Throughout my terms as SC member I followed very closely all the projects that EFJ developed related to changes in journalism and unionism and I contributed in different ways to the facilitation of relevant workshops and seminars. It may sometimes feel like it is taking very long time to adapt the way we work in the newsrooms or in Unions to meet the ever-evolving new challenges, but by taking some distance one can be surprised by observing how many things have indeed changed for many EFJ affiliates: updated rules, new strategies, new tools and services, new funding models -- things are indeed changing, and it

is the spirit of collaboration, the persistence and patience of people involved in unionism that makes it possible. In that sense, I think it is important to have EFJ affiliates encouraged and supported to develop initiatives within the framework of journalists' training and media literacy, as a way to reestablish trust in journalism. Rebuilding journalists' connection to society is the key objective we need to pursue in the next three years, in particular in countries where the rate of trust in media is very worryingly low.

I believe the outgoing Steering Committee, and I as well as a member thereof, duly served this very purpose and I hope to be given again the opportunity to contribute to the EFJ's efforts to meet this major challenge.