

## **SC candidate 2019: Urs Thalmann**

### ***Candidate as member of the Steering Committee***

Urs Thalmann, Switzerland  
impressum



#### **CV**

- Born 1970, married, father of two
- Lawyer with a master's degree
- Understands and speaks German, French, English, Spanish (all fluent) and Italian (basic knowledge)
- Member of the EFJ Steering Committee since 2013
- Participating to the DEG (Digital Expert Group) as contact person for the SC, from 2004 to 2013 member of FREG and AREG and Swiss delegate at the EFJ and IFJ meetings and congresses
- General Secretary of impressum, the largest Swiss Professional Association of Journalists, where he works since 2004, and working by giving support to journalists and other journalist's organizations, e. g. with legal support, by issuing press cards for qualified journalists, by organizing actions and strikes, doing political work to support Press Freedom or by facilitating financial support for members in need
- Member of the Steering Committee of the foundation of the Swiss Press Council
- Representing journalists in multiple different organizations, such as the Coalition suisse pour la diversité culturelle and diverse organizations dealing with the support of journalism and the information society
- Member of the COFEM, an advisory body for media policy elected "ad personam" by the Swiss government
- Author of diverse publications defending rights of journalists and research papers in the context of the Liberty of Information, Human Rights and Good Governance

#### **CANDIDATE STATEMENT**

**As a Steering Committee member, these are my top priorities:**

- **strengthening Press Freedom**
- **supporting trust in journalism**

- **promoting fair remuneration and working conditions for all professional journalists, freelance journalists, employed journalists in all media and entrepreneurial journalists**
- **strengthening the EFJ**
- **promoting an effective, efficient and solidary cooperation with the IFJ, aiming at the efficient use of the financial means that EFJ affiliates pay for international solidarity among journalists**

Journalism is a mission. And as the EFJ, we have to do whatever we can to give journalists the tools they need to accomplish this important mission: Real press freedom, an income that makes for a decent living and that is accurate to the big social responsibility of journalists, for employed as well as for freelance journalists, fair author's rights and the defense against all kind of attacks, that go from physical or verbal attacks to misuse of state power, and from discrimination down to the spreading of fake journalism that threatens the trust in real journalists.

My personal priorities for my work at the Steering Committee are **strengthening Press Freedom** in Europe with measures individually adapted to the situation in each different country, and **enhancing the trust in professional journalism**, for instance by strengthening the recognition of national and international press cards issued by our affiliates. Concretely, I develop a project for an online-label that will in the future help journalists to be recognized as a trustworthy source of information, and this label is aimed to be available to all EFJ affiliates in the future.

I am convinced that the EFJ has done a great job during the last years in defending journalism in these particularly hard times. **For the strong defense of journalism in Europe, we need a strong EFJ.** I have supported a strong, independent and solidary EFJ in the past and I will continue to do so. This includes a strong status and a strong recognition as an important European NGO by the EU authorities and by other European organizations as well as by national governments and by media companies.

As a member of the Steering Committee since 2013, I am in particular thankful for the enormous work that has been accomplished by our great staff. This work has fundamentally supported journalists in all European countries. In my ideal, the Steering Committee acts best when it supports the staff, and does this by giving advice, taking responsibility, guiding by setting priorities and taking important decisions, however, leaving the staff enough room to develop its creativity. I would love to continue to do so.

Thank you for your trust!

Urs