

SC candidate 2022



**Candidate as member of the Steering Committee
Andrea Roth, Deutscher Journalisten Verband (DJV), Germany**

CANDIDATE STATEMENT

I am convinced that as an internationally experienced TV journalist and union-Member, responsible for European tasks, I am in a position to bring new and creative ideas to the STCOM, which will build upon the valuable work done by the EFJ. My power with the support of my union is dedicated to strengthening the EFJ. My aims as a Member of the Steering Committee are to advance networking and negotiating with our European partners and organizations, to achieve stronger social rights for freelancers and digital media journalists, fair remuneration and profit sharing, especially for female journalists, and strengthening responsible media as guarantors of democracy. And to build up structures for the health and safety of journalists in times, where work-loads and threats are increasing. In the EFJ I would like to be part of an engaged team, which is open for reforms and new ideas on strengthening the work of the EFJ, and where useful in cooperation with the IFJ..

In Detail:

- PSM as a public good and 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. 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: 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 and developing concrete proposals for solutions within the legislative power of the EU.

- Defend the rights of freelancers:

I am a freelancer, living in a freelancers world, where the workload and digitization increases. We have to defend our rights and salaries, as well as a secure workplace. We have to engage in negotiating collective agreements for freelancers. And it is equally important to support the development of new professional and future-oriented business models.

- 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 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.

- Build up safety and health structures as well as measures for journalists:

As the monitoring of the EFJ shows, the violence against journalists, physically or online has increased enormously. I want to contribute to building up health and safety measures for journalists.

- 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. Losing members will seriously impact our EFJ as a whole. In the context of all the above I want to use my international and 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 Council of Europe.

CV

For the past 23 years, I have been working as a freelance journalist in the areas of science/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' Federation) 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 have been Deputy Head of the Bavarian Journalists' Association (BJV), which is the largest regional group within the German Journalists' Federation. Part of my duties is to lead the collective bargaining negotiations for public service media. Since 2021 I am the Chair of the Europe Commission in the German Journalist Federation DJV.

I have been the co- chair of the labour rights expert group LAREG for the last 3 years. I have enjoyed this task and believe that some useful outcomes have been achieved, such as on collective bargaining in countries, where collective agreements don't exist or are decreasing. I was involved in the 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" I was involved at regional and national level in supporting our colleagues both from Belarus and from the Ukraine by organizing demonstrations and other support work within the last three years.