

The Changing Nature of Work

A global survey and case study of
atypical work in the media industry

Research Report

April 2006
International Federation of Journalists

Supported by the
International Labour Office



International
Labour
Office



*The Changing Nature of Work:
A global survey and case study of
atypical work in the media industry*

Published by: The International
Federation of Journalists
Authors: Emma Walters,
Christopher Warren and Mike Dobbie
Thanks to: IFJ affiliates and staff,
John Myers, Luc Demaret, Lara Hook,
Abby Millerd, Elissa Goldstein and
Marie-France Bout

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Printed in Switzerland

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Foreword

The media industry has undergone dramatic growth and change over the last two decades due in part to globalization, democratization and technical and creative innovation. The rapid growth has meant significant changes in the structure of the labour market and in the organization of work both within and outside the framework of the employment relationship.

Journalists and media workers are increasingly being employed in atypical and contingent employment relationships – casual employment, use of contract work and the rise of the use of triangular, ambiguous and disguised employment.

In October 2004, the Tripartite Meeting on the Future of Work and Quality in the Information Society: The Media, Culture, Graphical Sector was held in Geneva, Switzerland. That meeting recommended that research should be conducted on the sectoral dimensions of the changing employment relationship in the media industry.

In June 2006, the International Labour Conference will hold its 95th session in Geneva. The conference will consider the nature of the employment relationship.

As a lead-up to the International Labour Conference, in 2005 the Sectoral Activities Department and the Bureau for Workers Activities of the International Labour Office commissioned the International Federation of Journalists (IFJ), the global union federation representing journalists' unions, to undertake research into the changing nature of work in the media industry.

This changing nature of employment in journalism is important because of the key role that media plays in democracy. An important question to be answered was what is the impact of the changing nature of work on press freedom, workers' rights and professional journalism.

The research took two forms: a global survey on atypical work relationships in the media industry; and a detailed case study on atypical work in the media industry in Australia.

The results are presented here in this research report and we believe that it will make a valuable contribution to the debate at the International Labour Conference.

Executive summary

The nature of work in the media is changing.

Employment in media has become more precarious, less secure and more intense. In the last five years, there has been a trend away from collective bargaining, and toward individual negotiations. In Asia and Latin America, journalists are being employed on individual contracts in increasing numbers. Around the world, the trend is toward the privatization of state media, and experienced senior journalists are being replaced by younger graduates who more often work in a non-permanent - or 'atypical' - employment relationship.

While these new fresh faces are taking up jobs in media, journalists' average rate of pay appears to be declining in real terms, or at best, standing still, over the past five years.

In some regions, media is becoming more concentrated, while in others (generally in the developing world), new media and new media owners are overseeing an expansion of employment for (mostly young) journalists.

These changes appear to be having a negative impact on the quality of editorial content and may be jeopardizing the media's role as a watchdog for society. There are indications that insecurity in employment may be contributing to a decline in critical and investigative reporting; changes in media concentration and pressure from external forces may be leading to a

creeping culture of self-censorship in the news media; those working in the news media are becoming increasingly aware of the costs of running a newspaper or broadcaster - and the importance of advertising - and this may be impacting on editorial decisions; and in some cases, poor wages are leading to a decline in ethical reporting due to corruption, or the 'envelope' tradition.

Atypical workers make up on average 30% of the membership of IFJ affiliates, yet the affiliates generally do not know a lot about these members. They have few statistics on where these journalists work.

Atypical workers are primarily paid on rates set by employers, usually by the story or item, and generally without the same working conditions of permanent employees. Freelance journalists are most commonly engaged by a verbal agreement, without a contract, and contribute material to between one and four employers.

IFJ affiliates recognize disadvantages in atypical employment relationships, especially in the poor pay and working conditions. However, some can see professional benefits for this type of working style. IFJ affiliates are attempting to engage with and campaign for their members in atypical work, but find this difficult due to the demands of their regular members and the extra workload in providing services to a disparate group.

Methodology

On 30 September 2005, the IFJ distributed by email a survey entitled “The Changing Nature of Work: A global survey of IFJ affiliates on atypical work in the media industry”. The survey was distributed in English, Spanish and French as a Word document. It was also available to be completed online in English. Respondents were given the option of returning the completed surveys via email, fax, or post. Most surveys (34) were emailed back to the IFJ as Word documents, with 7 responses completed in English online. The English version of the survey is attached as Appendix A. A list of definitions

was included with the survey. The list of organizations and countries represented in the survey is attached as Appendix B.

In March 2006, the Australian affiliate of the IFJ, the Media, Entertainment and Arts Alliance, completed a case study on atypical employment in the media industry in Australia based on qualitative and quantitative research it conducted over 2003 and 2005.

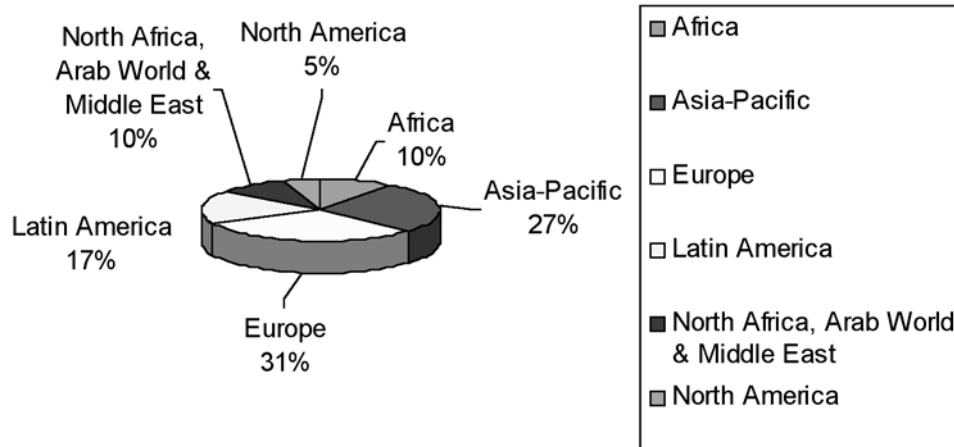
This research report is divided into two parts: Part I deals with the survey research results and Part II deals with the Australian case study to flesh out the results of the survey.

PART 1

Global survey of atypical work in the media industry

Section 1: Journalists, your union and collective bargaining

Graph 1: Survey Responses by Region



The responding organizations

In all, there were 41 responses received for the survey, from 38 countries, which gives a response rate of 25.31 per cent of the 162 IFJ affiliates.

The spread of responses was reasonably even across regional areas. Graph 1 illustrates the return rate by region.

The organizations ranged from the smallest with 33 members (Mauritius Union of Journalists) to the largest with 41,040 members (Germany's Deutscher Journalisten Verband). The mean (average) membership size of the organizations was 5,999 while the median membership size was 2,336.

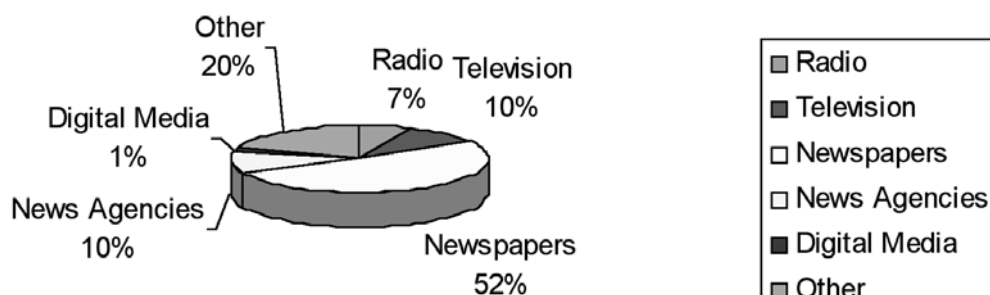
The total membership covered by the respondents was just over 245,000 members working in the media industry globally. This covers about 49 per cent of members covered by IFJ affiliates. It represents about 25 per cent of all journalists.

Overall, the survey responses provide a good representative sample of IFJ affiliates and their memberships in terms of organizational size,

country, number of responses and region. It is also representative of all journalists.

Organizational membership

While most organizations provided data on their total membership figures (82.9%, 34 respondents), many organizations did not have accurate breakdowns indicating in which mediums their members worked. The organizations were only able to allocate to specific mediums 156,345 people of the total combined memberships of 245,947, representing approximately 64% of the total number of workers reported. However, as neither of the two German unions replied, this accounted for a combined membership of 63,040, or a further 25.6% of the total workers reported. Of the figures supplied on breakdown by medium, the majority work in newspapers. Graph 2 represents the breakdown of membership by medium, where respondents replied to these questions.

Graph 2: Total Membership by Medium

The organizations provided limited information on the total number of workers in each medium (as opposed to the total number of their members in each medium). Only approximately 48.8% (20 respondents) of respondents were able to answer these questions. Of those that did respond, they estimated the total number of people working in the industry by the various mediums listed was approximately 520,000. The percentage of organizations that were able to provide information about the total number of people working in the industry and each medium was 39% (16). Of these, they estimated that the total number of workers working in the media industry five years ago was approximately 457,000. However, due to the low level of response to this question, it cannot be inferred from these figures that total employment in the industry is growing. There is some evidence to suggest that the numbers of journalist jobs are growing marginally in developing countries and declining marginally in developed countries.

Collective bargaining

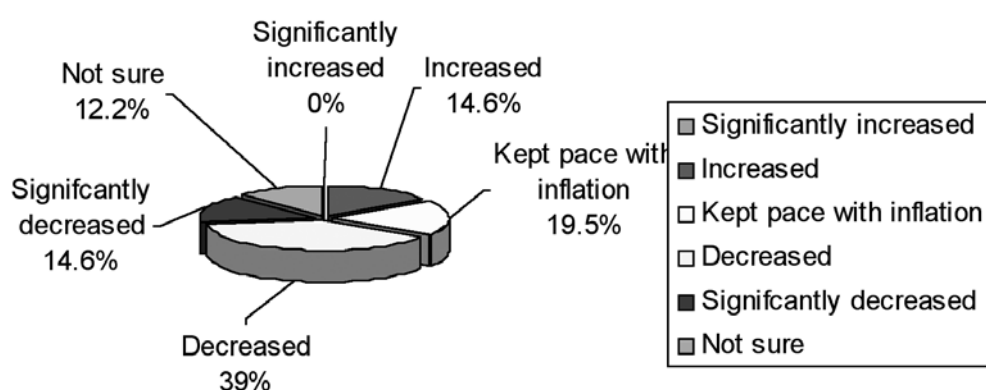
Of the respondents, 63.4% (26) nominated themselves as organizations that collectively bargain or represent organizations that collectively bargain, while 31.7% (13) did not, and 4.9% (2) did not answer.

Changes in journalists' average rate of pay over the last five years

Overwhelmingly, the organizations reported that the average rate of pay for journalists had either decreased in real terms (39%, 16 respondents) or significantly decreased in real terms (14.6%, 6) over the past five years. Only 14.6% (6) of respondents reported a real terms increase in wages, while no respondents reported a significant real term increase. Graph 3 illustrates the responses.

14 respondents (34.1%) reported having conducted a salary survey of their membership.

Graph 3: Journalists' Average Rate of Pay Compared to 5 Years Ago, in Real Terms



Nature of employment relationship

The majority of respondents (56.1%, 23) reported that the major form of the employment relationships had changed in their country in the last five years. 36.6% (15) reported that it had not changed, while 7.3% (3) were not sure or did not answer.

Of those who thought that the employment relationship had changed, the main trend in the change was away from collective bargaining and towards deregulation and individual negotiations/individual contracts. There was also a trend reported involving the increasing privatization of state-owned media, and employer preferences for younger, less qualified (and cheaper) journalists.

Individual contracts: a major problem in Asia-Pacific and Latin America

In **Australia**, new laws currently before Federal Parliament actively encourage the use of individual contracts over collective agreements. In **India**, this process is already underway, with journalists now being employed for two to three

years under individual contracts, so that employers do not have to provide journalists with social security. In **Argentina**, more journalists are being signed to individual contracts. In **Pakistan**, newspaper owners actively discourage trade unions in the newspaper industry and have introduced contractual employment and daily pay to undermine the unions. In **Peru**, deregulation of labour laws has led to an increase in Professional Service Contracts, which employ journalists in the short-term and do not provide employees with standard benefits. In **Nicaragua**, the trend is to employ journalists for 'professional services' and not permanent employment, in order to subdue aspirations for workers' rights. **Greece** also reported a shift towards short-term rolling contracts.

Precarious employment

Mexico has seen a reduction in employment conditions and an increase in the number of unfair dismissals. In **Brazil**, some journalists work without any employment contract at all.

A nexus between young people and atypical work?

Belgium, India and Hong Kong all report that young people wanting to enter the media industry are more likely to be employed in atypical work – either on rolling contracts or as freelancers. Belgium notes that less experienced journalists are forced into freelance work.

Changes in media ownership has led to less stable employment for some...

In **Serbia and Montenegro, Croatia and Hong Kong**, changes in media ownership (increased privatization) have led to changes in employment relationships. Serbia and Montenegro and Hong Kong responded that experienced journalists are being laid off in favour of young journalists who are not properly qualified, because their labour is cheaper. **Taiwan and Iran** responded that a downturn in profits has led to job cuts.

In the **US**, consolidations of media companies and changes in media and labour laws have also changed the nature of employment relationships.

... But more employment for others...

In **Cameroon**, deregulation of the media led to the creation of new media, and consequently more jobs. In **Germany**, the percentage of freelance journalists has decreased from 30% to 25% since 1993, because more media companies and publications have been founded, leading to an increase in demand for permanent staff.

Does the nature of the employment relationship impact on editorial content?

In general, respondents indicated that the nature of the employment relationship had had a

deleterious effect on the quality of editorial content. Of those who responded that editorial content is affected by the nature of the employment relationship, 75.6% (31) thought it was affected a lot or somewhat.

The main issues raised by the respondents were:

- Insecurity of employment leads to timid reporting;
- Employment changes dictate a decline in critical and investigative reporting;
- Media concentration and government pressure leads to bland news;
- Media has been tamed by advertisers and governments;
- Low wages lead to a decline in ethical reporting.

Insecurity of employment leads to timid reporting

In countries where many journalists were employed on short-term rolling contracts, respondents commented that journalists felt pressured to stick to softer, more commercial stories because they did not want to jeopardise their chances of contract renewal. In **Croatia**, many journalists on short-term employment contracts stick to lighter topics because of the insecurity of their employment. In **Hong Kong**, many journalists find it difficult to report objectively about mainland Chinese politics because the media shareholders/owners have business interests in mainland China. In **Hong Kong and India**, younger, less experienced journalists who want their contracts renewed feel compelled to toe the management's editorial line. In **Sweden**, journalists sometimes put ethics aside if they are afraid of questioning management orders or being critical.

Employment changes dictate a decline in critical and investigative reporting

Several organizations reported a decline in investigative and critical journalism because journalists are not adequately remunerated for intense research and/or because of the time pressures on those in insecure employment. In **Denmark** and **Germany**, full-time employed journalists are required to take on a combination of jobs (e.g. photography and editing), so there is less time for investigative journalism. However, the Danish union notes there are positive side-effects of multi-functioning. In **Germany**, freelancers are not paid adequately for investigative journalism (commensurate with the intense research required), so they produce articles/stories of inferior quality. In the **US**, fewer full-time staff has led to fewer investigative stories. Coverage of state and local government has greatly diminished, and feature stories have replaced hard news stories. In **Belgium**, it is noted that freelance work requires more output in less time, which often leads to shallower content. In **Mexico**, there is an increased demand for “declarative” journalism, as opposed to investigative journalism. In addition, journalists’ workloads have increased – many of them work for digital media as well as traditional media, but are not paid for the additional labour. In **Iran**, editorial content is affected when journalists must work for many companies at the same time.

Media concentration and government pressure leads to bland news

Some countries report that changes in media

ownership or government have affected editorial content. As the media in the **US** becomes more consolidated, the content of news, information and entertainment programming is subordinate to the demands of shareholders and the corporation. In **Sri Lanka**, the union notes that whenever there is a change of government, there is always a change of editor. In **Serbia** and **Montenegro**, some party leaders own television stations, and their personal political interests impact on the independence of journalists and editors.

Media tamed by advertisers and governments

There is a trend toward taming media content to satisfy publishers and advertisers.

In **Nicaragua** and **Peru**, journalists are pressured to avoid reporting anything controversial (or that goes against the “publisher’s line”) – they risk losing their jobs otherwise. **Australia** reported that there is pressure to accept ‘advertorial’ material. **Taiwan** reports that media has become more like advertising, and that editors are now more like advertisers. A similar story is reported in **Pakistan**, where the director of marketing is more powerful in a newspaper than the professional journalists. In **Serbian** media there is a dependence on advertising revenue from big companies and the government, so if journalists report critically about business and government they risk losing their jobs.

Low wages lead to a decline in ethical reporting

In **Cameroon**, poor salaries lead to corruption and accepting payments for stories.

Section 2: Atypical work relationships

Who are atypical workers?

Atypical work relationships – This term is commonly used to describe types of employment that are not permanent and/or full-time. It includes, but is not limited to:

- short-term rolling contracts
- subcontracted work
- casual work
- temporary work
- freelance work

Freelancer – A sub-category of atypical work. A freelancer is typically someone who is self-employed, and sells their services and/or work to a variety of employers without a long-term commitment to any of them. There are different names used for this type of worker including stringers and correspondents.

Atypical workers as members of the organizations

The respondents reported that they had approximately 83,000 members as atypical workers, representing approximately 34% of the combined memberships. Of these, approximately 59,000, or 71%, were classed by respondents as “freelancers”. The remaining 29% were other atypical workers – those on short-term rolling contracts, subcontractors, casual workers, temporary workers. However, it’s important to note that just under 30,000 of these atypical media workers come from the two large German unions, representing approximately 46.1% of their memberships. If the large German unions are deleted from the sample, then atypical workers represent approximately 30% of the memberships of the respondents.

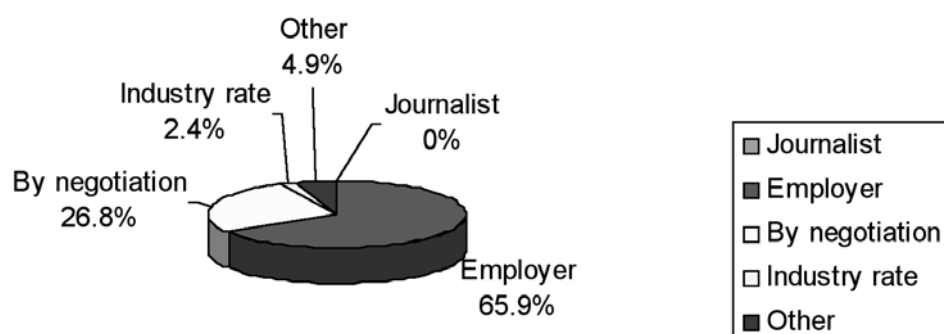
How are atypical workers paid?

Typically, atypical workers are paid either by time, word or by story, though in each country, there may be a combination of methods used. Freelancers overwhelmingly (70.7%, 29) tend to be paid by the story. Those on short-term rolling contracts tended to be paid either per story (36.6%, 15) or on the basis of time worked (46.3%, 19). There is a similar result for those were subcontracted with 51.2% (21) paid by the story, and 41.5% (17) paid by time. The figures for casual and temporary work were similar.

Who sets the rate?

Overwhelmingly, the employer sets the rate for atypical workers. Of the 41 responses, 27 (65.9%) said the employer set the rate. No-one responded that the rate was set by the journalist. Worryingly, only 26.8% (11) of unions responded that the rate of pay for atypical work is set by negotiation. Graph 4 illustrates the responses.

Graph 4: Who Sets the Rate of Pay for Journalists in Atypical Employment?



Not surprisingly, the vast majority (73.2%, 30) of organizations reported that the rate of pay for journalists in atypical employment was lower compared to those journalists in standard

employment.

On occupational health and safety, the responsibility for this lies primarily with the journalist (58.5 per cent of the time, 24).

Atypical journalist workers entitled to less rights and benefits

Overwhelmingly, freelance and other atypical journalist workers were not entitled to the same benefits and rights as their standard media colleagues. For example, while the vast majority of respondents submitted that standard media workers in their countries were entitled to maternity leave (87.8%), sick leave (85.4%) and annual/holiday leave (85.4%), the equivalent statistics for freelancers were 12.2%, 9.8% and

9.8% respectively. For other atypical media workers the statistics were 12.2%, 19.5% and 12.2%.

It is a similar story with other benefits. The one exception is the right to association. A large majority -- 65.9 per cent (27) -- responded that freelancers maintain this right.

Interestingly, Finland noted that from 2006, all freelancers will be entitled to 4 days sick leave per year.

Table 1: Entitlements for different classes of media workers (percentage of respondents)

Percentage of respondents who reported that the different classes of media workers are entitled to	a) Freelance media workers	b) Other atypical media workers	c) Standard media workers
1) Maternity leave	12.2%	12.2%	87.8%
2) Redundancy	7.3%	7.3%	61%
3) Sick leave	9.8%	19.5%	85.4%
4) Annual/holiday leave	9.8%	12.2%	85.4%
5) Superannuation/Pension scheme	7.3%	12.2%	73.2%
6) Overtime	7.3%	14.6%	65.9%
7) Right to association	65.9%	39.0%	78.1%
8) None of the above	17.1%	19.5%	2.4%

What are the attitudes to atypical work relationships in the media industry?

Respondents were asked to rate the extent to which they agreed or disagreed with a series of statements. Overwhelmingly, respondents thought that atypical work relationships led to (figures show the percentage and number of respondents who agreed or strongly agreed with the premise):

- lower pay (73.2%, 30);
- less secure employment (85.4%, 35);
- less access to entitlements like sick leave, holiday pay or penalty rates (80.5%, 33);
- less safe work practices (73.2%, 30) ;
- diminished occupational health and safety practices (70.7%, 29);
- a decrease in training opportunities (78.1%, 32);
- less access to insurance (68.3%, 28);
- decreased protection while working in danger zones (75.6%, 31).

However, there were slightly more diverse opinions about the impact of atypical work relationships on press freedom and editorial independence. 19.5% of respondents (8) thought that atypical work practices would lead to increased press freedom, while 63.4% (26) did not.

Similarly, 19.5% (8) respondents thought that atypical employment leads to greater editorial autonomy, while 51.2% (21) did not. 29.3% (12) either were not sure or did not answer. Most diversity in responses was in the statement: "Atypical work relationships lead to greater journalistic autonomy" 26.8% (11) either

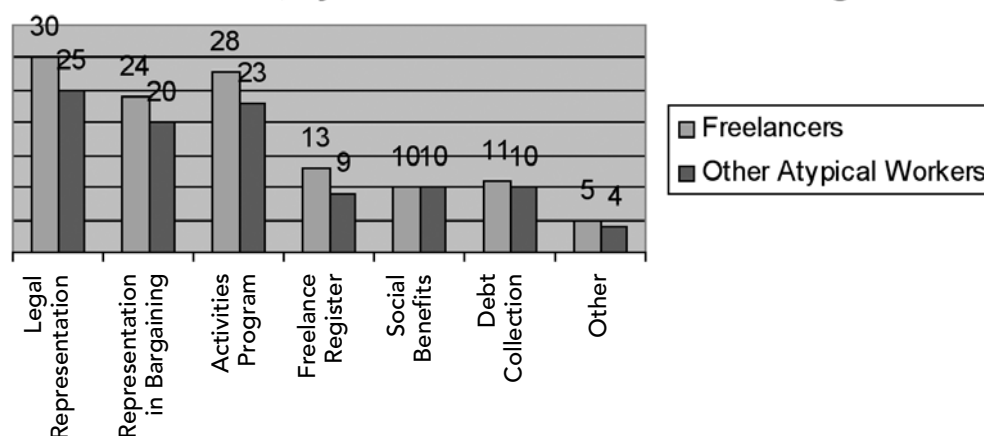
agreed or strongly agreed, 43.9% (18) either disagreed or strongly disagreed, while 29.3% (12) weren't sure or didn't answer the question.

Clearly, IFJ affiliates see certain disadvantages in atypical employment relationships, especially in the traditional industrial/working conditions realm. However, some can see some professional benefits for this type of working style.

Atypical workers and the IFJ affiliates

A substantial minority of IFJ affiliates did not admit any atypical workers to membership of their organizations. Six organizations do not admit freelancers, eight do not admit those on short-term rolling contracts, 10 do not admit subcontracted workers, 11 do not admit casual workers and 10 do not admit temporary workers. Three of these organizations do not admit any form of atypical worker (including freelancers); one organization only admits atypical journalist workers if they had full-time employment at the time of their application; another will admit them if they are registered with the relevant government ministry, another will admit them if they earn at least 50% of their income from journalism. A number of unions (nine) do not admit certain categories of atypical worker, but do admit freelancers: e.g. short-term contractors, sub-contractors, temporary or casual workers. Two organizations do not admit freelancers, but do admit some other form of atypical journalist workers. Only one organization does not admit freelancers.

Graph 5: Services Offered to Atypical Media Workers, by Number of IFJ Affiliates Offering



Services offered by IFJ affiliates to atypical workers

Graph 5 illustrates the services that unions offer to atypical workers and freelancers respectively.

Only 12 organizations did not offer any services to atypical workers or did not respond. The reasons given for not offering a service to atypical workers included lack of union resources; lack of independent journalists; and a need to focus on workers in organized workplaces.

However, the situation is not entirely bleak. Of the 41 respondents, 46.3% (19) had undertaken a campaign mounted for freelancers or other atypical workers. Most were generalist campaigns that had been in place for a few years. One of the most common campaigns was raising awareness amongst freelancers and actually recruiting them to the union. In **Denmark**, the **Dominican Republic**, **Finland**, **Austria** and **Germany** (DJV) there had been general campaigns to organize freelancers, initiate collective bargaining, raise awareness of

the importance of collective bargaining, etc. through meetings, Internet and newsletters. In **Germany**, the DJU has established a consultation service (mediafon) for freelancers working in all media sectors. In **Denmark**, there had been an ongoing, detailed campaign for over 10 years.

In **Sweden**, a campaign against insecure employment on short-term contracts resulted in public debate and an improvement in collective agreements, primarily within the public service media. Freelancers have been continuously campaigning to raise fees and strengthening relations with staff journalists.

In **Brazil**, the union has been active in promoting standard contracts and recommended rates for freelance journalists.

In **Greece**, the ESIEMTH filed a petition with the EU protesting the status of the short-term rolling renewable contracts under which hundreds of journalists are employed by the public broadcaster ET3 (they are denied benefits that they are entitled to under these contracts).

In the **UK**, the National Union of Journalists has established the Creators’ Rights Alliance to campaign for authors’ rights. They have run seminars, conferences and lobbying events, and have had some success with the BBC on this issue.

In **Australia**, the union offers an annual three-day convention, which is an opportunity for journalists to come together to discuss issues pertinent to freelancers.

The Association of **Iranian** journalists has introduced insurance for freelancers, and now offers all the same services to freelancers that it offers to employed journalists.

Is there a gender aspect to atypical work?

Almost half of the respondents (20) did not think there was a gender aspect to atypical work. Of those that thought there was a gender dimension to atypical work in the media, they generally centred the higher proportion of

women in atypical employment relationships (noted in **Austria, Australia, Denmark, Finland, Sweden** and the **US**). The union in **Italy** responded that conditions for female atypical workers are more difficult and precarious. In **Mexico**, salaries and conditions are generally worse for atypically employed women, and they do not occupy positions of power in the media.

The how, who and how much of freelancing

Graph 6 demonstrates that the most common employment arrangement for freelancers is a verbal agreement. This is followed by the rolling fixed-term contract (often renewed) and the one-off fixed term contract. Considering that a large number of freelancers reportedly work for just one employer (34.2%, 14) or just 2-4 employers (41.5%, 17), it is of great concern that almost 60% of IFJ affiliate respondents said that verbal agreements are the most common form of employment arrangements.

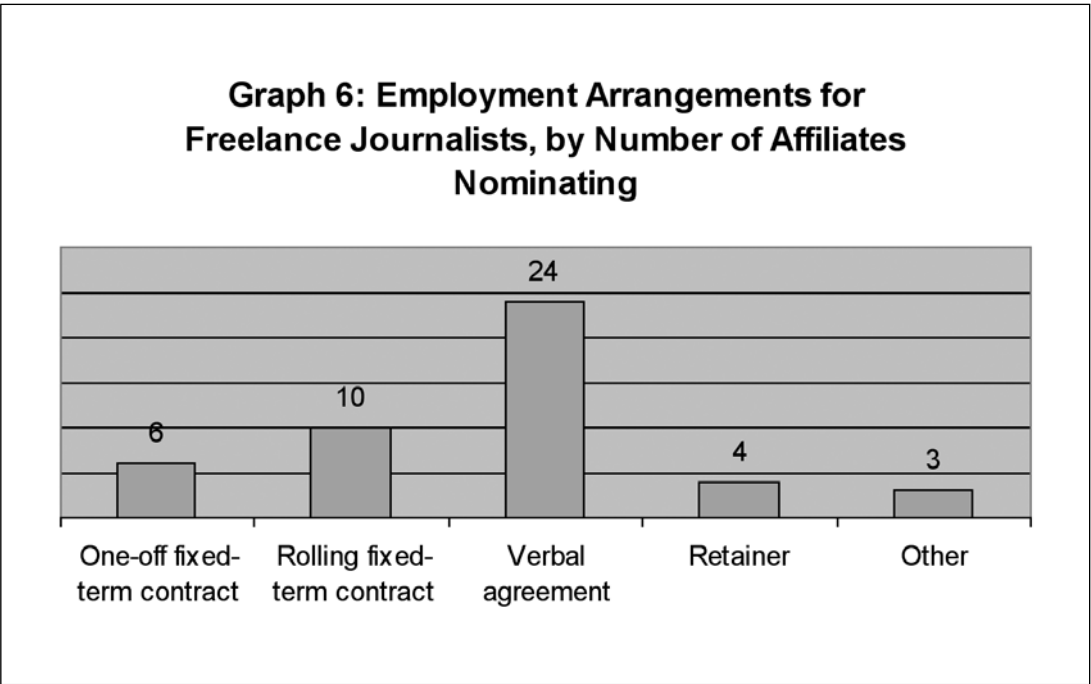


Table 2: Sample of Recommended Rates for Freelancers

Country	Rate
Australia	474 euro per day, 0.48 euro per word
Belgium	0.90 euro per line of 60 characters
Cameroon	20 euro per page (25 lines per page)
Croatia	10-15 euro per double-spaced page
Denmark	116 euro per hour
Finland	47 euro per working hour
Germany	310 euro per day

Following on from this, 70.7% (29) of respondents advised that employers set the rate for freelancers in their country. About 22% (9) of respondents advised that they had

recommended freelancing rates. The recommended rate of pay for freelance journalists varied substantially. Table 2 illustrates some of the variations.

Recommendations

Journalists' unions need to recognize that means of employment of journalists and related media workers is becoming increasingly diversified. Indeed, many journalists are not engaged as employees under various national laws.

This means that freedom of association for journalists needs to reflect this diversification. Particularly, social partners – journalist unions, employers and governments – need to develop social dialogue that engages this diversity, including allowing freedom of association for freelance journalists and other atypical workers.

Laws relating to collective bargaining need to facilitate bargaining for all types of atypical workers.

As the relevant Global Union Federation, the IFJ needs to work with its affiliates to equip them to identify these changes in employment

and to develop freedom of association and collective bargaining for workers in atypical relationships.

Journalists' organizations need to identify alternative strategies for empowering freelance journalists and other journalists working in atypical relationships. These strategies must take account of the gender aspects of these changing relationships.

Journalists' organizations also need to monitor the impact of these changing modes of work on the quality of journalism and on press freedom

This report has identified broad global trends. To provide more details of these trends and information on how social partners are responding to these trends, we need to conduct detailed individual case studies of countries in different regions.

PART 2

Atypical work – The Australian case study

In recent years, atypical work has been multiplying in Australia's media industry, causing uncertainty, distress and health issues for media workers. There has always been a degree of atypical work in the Australian media – freelancing is part of the tradition of newspapers and smaller media outlets.

The Australian affiliate to the International Federation of Journalists, the Media, Entertainment & Arts Alliance (the Alliance) began to monitor the rise of atypical work with surveys conducted among its members in 2003 and 2005.

The Alliance estimates that the proportion of its total membership (including workers in the media and entertainment industries) in contingent work is 70 per cent, or close to 16,000 members. In June 2003, the Alliance reported the findings of a survey of media employees of leading newspaper publishers Fairfax and News Ltd on the changing nature of work. In August 2003, the Alliance also surveyed its freelance media members and reported the results in November 2003. In 2005, another survey was conducted into salary and conditions among media members – there were 739 respondents to this survey, 240 of whom were freelancers.

The surveys revealed how extensive atypical work had become. Since the 1980s, with the advent of topic-based sections in newspapers (motoring, sport, technology, travel, property, health, and so on), the use of freelancers has risen sharply. Magazines too have been increasingly using freelancers.

Part of the reason for more freelancers has

been the determination of major media organizations to implement cost cutting. Not only has this meant that freelancers have replaced staff writers, but there is also a marked increase in the number of casual employees and a decline in permanent full-time employees.

The 2003 surveys at the two big publishers found that casuals were working 20 per cent of shifts at the groups' newspapers – a figure that was denied by the companies although there has been no evidence produced to the contrary.

Both casuals and freelancers lack the working benefits and protections of permanent staffers.

The reason for this change has been largely corporate capital-related – the cost-cutting is aimed at pump-priming shareholder returns. However, this happens at the expense of the quality of the editorial product and the quality of work life of the journalists who bear the brunt of the drives.

Experienced full-time editorial employees are being slowly forced out of the industry as major media groups embrace using freelance journalists. This environment puts full- and part-time journalists under steadily increasing work pressure, and freelance journalists are placed in a difficult negotiating position that leaves them often unable to bargain for a better deal.

Waves of redundancies over the past five years has seen some of the most senior, experienced permanent journalists at media groups depart and the subsequent "content" gap filled by atypical workers paid on rates set by the employers, and without the working conditions and rights enjoyed by those they replace.

The Rise of Atypical Work among Leading Media Groups

From 1999, the two leading newspaper publishers in Australia, Fairfax and News Ltd, applied a freeze on hiring new editorial staff to replace personnel who leave through natural attrition – the freeze remains largely in place to this day. As will be explained, this is a prime factor for an increase in atypical work.

A second trigger for atypical work has the simultaneous application of sweeping redundancies that, at a stroke, strip away dozens of editorial staff – many of whom leave permanent employment and instead join the ranks of potential freelance journalists, thus increasing the competition for freelance work offered by the powerful media groups.

Both the staff freezes and the redundancies cut deep into the editorial capabilities of the big media groups. Not only have departing journalists not been replaced in numerical terms but often, if any additional staff are taken on (usually in a belated realization by the media groups that they cannot produce the equivalent product with fewer permanent personnel), the newly hired staff cannot hope to match the lost experience, expertise and journalistic leadership.

Subsequently, morale among editorial staff at many leading media groups has deteriorated sharply in the face of increased workloads due to the reduction in editorial resources. Workers have complained of a rise in health problems and a lack of proper and due remuneration in recognition for the sharp rise in workload and responsibility.

This slump in morale is a symptom of a third, allied, issue that contributes to the rise in atypical work. The end result of this decline in editorial appreciation, and the frustrations it

brings, is that many fiercely committed journalists in permanent employment have reluctantly given up trying to work under such pressures and have quit their jobs, with some choosing to leave the industry altogether.

Indeed, when Fairfax began a round seeking 65 redundancies in late 2005, it was swamped with applications, many from its most senior editorial ranks – and it actually paid out perhaps a dozen more journalists than it had been hoping would leave. Five months later, only a bare handful of new journalists have been recruited to fill gaps in the depleted ranks – and these often poached from its rival News Limited, who will most likely respond by poaching Fairfax journalists in return – a zero sum gain.

Senior investment writer Neil Chenoweth, who works on the Fairfax national financial daily *The Australian Financial Review*, has examined these dramatic changes. Writing for the Alliance media members' journal, *The Walkley Magazine – Inside the Australian Media*, Chenoweth noted that business consultancies, like McKinsey & Co, are driving much of the cost-cutting at the behest of their media clients. The problem is that the external consultants apply a template managerial solution for the client, a strategy known as "managing for cash". The end result is that contingent work rises at media groups and there is a drop in editorial quality.¹

Chenoweth looked at how the McKinsey strategy is applied to newspapers. McKinsey believes newspapers are facing extinction. The McKinsey view, Chenoweth writes, is: "These dinosaurs cannot escape to the Net, they have a limited life span of diminishing returns. From

How Freelancers Fare – The 2003 and 2005 Surveys

there it's a short step [for McKinsey] to say let's bring that money forward. We can extract the same amount of money in 10 years that we could in 25. That means cutting costs, cutting staff and resources, cutting paper size and blocking any reinvestment," Chenoweth wrote.

"[However] cutting costs in a media operation delivers fewer readers and viewers, and eventually less advertising. But as long as costs fall faster than the drop in revenues, the business can keep reporting higher profits and its executives will continue to earn higher bonuses," he wrote. "That's what managing for cash means. There are less dramatic ways of doing this, but it's based on the assumption that mainstream media has a terminal illness," Chenoweth wrote.

"What's missing here is the variable that never makes it in a McKinsey plan. Their reports are filled with mathematical relationships between sales and costs in which editorial content – the journalism which we produce – is a constant. The only thing variable about it is how much it costs and how much of it is needed (smaller pages, fewer staff). But the torrent of words and images we produce is not a constant. And not all newspaper editors are created equal."

"Cost cutting does not always reduce quality and increasing spending does not inevitably lift readership. But your business model needs to be flexible enough to recognize when it does," Chenoweth wrote.

Against this background of change, the surveys conducted by the Alliance document the subsequent rise and problems associated with increased atypical work.

In August 2003, the Alliance commissioned both quantitative and qualitative research inquiring into the atypical working conditions experienced by freelancer members of the Alliance.

In the 2003 quantitative survey, a four-page questionnaire was sent by mail to 1067 Alliance members who work as freelance media workers (journalists, editors, illustrators, photographers, researchers) in August 2003. Some 249 replies were received.

The 2005 survey of Alliance members drew 739 respondents – some 240 filled out the questions relating to freelance work. In other words, the respondent sample was about the same in both the 2003 and 2005 surveys.

'Neil Chenoweth (2006) "The McKinsey menace" in *The Walkley Magazine*, pp10-12, Issue 27 February/March, Media Entertainment and Arts Alliance, Sydney.

In terms of income from freelance work, the 2003 respondents broke down into the following groups:

Table 3: Proportion of annual income derived from freelance activity 2003

Less than 20%	61	25%
21-40%	33	13%
41-60%	19	8%
61-80%	15	6%
Over 80%	116	48%

Source: 2003 Freelance survey

By 2005, there was a significant rise in the number of respondents who said that less than 20% of their annual income came from working as a freelancer, jumping to almost half of all respondents. Table 4 shows that fewer respondents use freelance as a major source of income and for many, freelance work is being supplemented by non-freelance work.

Table 4: Proportion of annual income derived from freelance activity 2005

Less than 20%	109	46%
21-40%	24	10%
41-60%	8	3%
61-80%	12	5%
Over 80%	85	36%

Source: 2005 Salary Survey

Of the 2003 respondents who said that 80% or more of their income came from freelance work, almost 60% said they earned income of between \$21,000 - \$60,000 a year. The minimum wage in Australia at the time of the survey was under \$25,000.

Table 5: 80% plus income from freelance work in 2003

Less than \$20K	16	14%
\$21-40K	34	29%
\$41-60K	31	27%
\$61-80K	22	19%
Over \$80K	13	11%

Source: 2003 Freelance survey

Just two years later, not only were there fewer respondents earning 80% or more of their income from freelancing, but the number of respondents earning at the higher levels had also fallen sharply. Slightly less than a third of the 2005 respondents said they relied on a media salary to supplement their income.

Table 6: 80% plus income from freelance work in 2005

Less than \$20K	7	8%
\$21-40K	27	33%
\$41-60K	24	29%
\$61-80K	16	19%
Over 80 000	9	11%

Source: 2005 Salary Survey

In 2003, freelancers were clearly relying on numerous employers for their flow of income, with the survey finding that 73% of respondents (or 178) worked for between two and nine employers. Some 166 respondents or 68% say they have to rely on particular employers for most of their freelance work. There was also considerable uncertainty about the reliability of their work, with only 20 respondents working on an on-going contract, another 59 work under a written contract, but 156 respondents or 66% requiring purely on verbal commissions.

In 2005, some 71% of respondents were working for between two and nine employers – so there had been no great change. Some 172 respondents or 71% said they had to rely on particular employers for their freelance work. There had been some change in the use of contracts in 2005. While there were still 18 respondents who had an on-going contract, only 23 had a written contract (a decline from the 59 recorded in the 2003 survey). Verbal arrangements remained predominant with 158 respondents, or 65% of the survey.

The 2003 survey revealed that was no consistency about the calculation of their remuneration. Some 77 respondents said their payment was calculated based on time, 62 said it was calculated depending on the item and 64 respondents said it was done on a per word rate (40 respondents said some other method was used). In 2005 there were 52 respondents who were paid based on time, 43 paid by item, and 72 paid using a word rate.

In 2003, 43 respondents provided details of their normal word rate. From this sample, the **average** rate was 56 cents per word. The most

frequently quoted rates were 50 cents per word (14), 60 cents (5) and 65 cents (6). The lowest rate was a mere 10 cents, the highest \$1. By contrast, the rate recommended by the Alliance in 2004 was 75 cents per word. In half of the cases, it was the employer who set the rate. Only 13 per cent of respondents were able to ask for and get the rate they wanted – that number remained consistent in 2005.

Asking the respondent about how their pay had changed recently, half the 2003 survey respondents said that had decreased in real terms, and only 5% or 11 respondents said it had increased. Asked the same question in 2005, 29 respondents said it had decreased in the two years, 36 said it had increased while 42% of respondents said it was unchanged.

But one of the most startling changes in the two surveys related to the fairness of pay. Asked if they thought the rate they were commonly paid was “fair”, in 2003 a mere 42 respondents said they believed it was unfair or very unfair but by 2005, this had blown out to 115 respondents or 48% of respondents.

Ownership of copyright is a contentious issue for many freelancers. In 2003, when asked about signing a copyright contract covering the re-use of their work, 38% of respondents had never signed a copyright agreement, and 36% said only rarely. In 2005, this had fallen to 23% and 28% respectively.

In 2003, some 32 per cent of respondents said they never or rarely retain copyright for their work. Half of the respondents said they were never paid for additional use of their work. In 2005, 41% said they never or rarely retained copyright.

Employers also attempt to prevent freelancers from working for other outlets, with 43 per cent of respondents saying in 2003 that employers have either always or occasionally imposed such restrictions, and 18 of respondents say they have been denied work because their material has appeared with another publisher.

Planning for life after work is also a problem. In 2003, 84% said they do not charge an amount in their invoicing for superannuation. In 2005, this had fallen slightly to 77%.

Being able to rely on prompt payment for work done is a problem for 90% of respondents (in 2003) saying they had encountered occasional or frequent problems with employers taking longer to pay than had been agreed (84% in 2005).

The qualitative survey conducted as part of the 2003 study examined a group of 25 Alliance freelancers who were interviewed by telephone. Five members each worked primarily for newspaper groups News Ltd and Fairfax and the magazine publisher Australian Consolidated Press, and 10 Alliance members worked for various other publishers. Many of the respondents worked for more than one of these employers.

The summary of the qualitative survey found that:

- **Working freelance is not a choice**, for many it is the only option. Freelancers would prefer to work full- or part-time but have difficulty finding this type of employment. The competitiveness of the industry and lack of jobs available, force members into freelance work. Getting regular work and receiving the benefits associated with full-time employment such as holiday pay, sick pay, pay rises and superannuation are the reasons behind the preference for full-time and part-time employment.
- **Pay rates are too low and rarely increase.** This is the freelancers major concern. Most don't make enough from their freelance earnings to live off. For the amount of time and work involved, the rates are extremely unjust. Pay increases over time is rare. Freelancers believe that to keep up with the rise in inflation, they should be entitled to a pay increases over time.
- **Alliance freelance rates are unrealistic and ignored by employers.** Employers rarely, if ever, pay the recommended Alliance rates and often are not even prepared to consider it.
- **Freelancers have no negotiating power.** Generally, employers set conditions that are non-negotiable. Freelancers feel powerless to discuss their own terms. Respondents believe employers should be open to negotiation, but are afraid to bring it up, for fear of "rocking the boat".
- **Verbal agreements can cause problems.** Respondents rarely, if ever, receive written contracts. Most agreements are verbal and often cause problems because of misunderstandings, or employers going back on their word.
- **Freelancers are unsure about copyright.** They do not know what their rights are, are rarely paid for re-use and in most cases have no way of knowing if their work is re-used.
- **Freelancers are often paid less than the initial word count agreed upon,** being paid for the number of words printed, not the number of words written.
- **Most freelancers are not paid on time** and have to chase money at least two or three times.

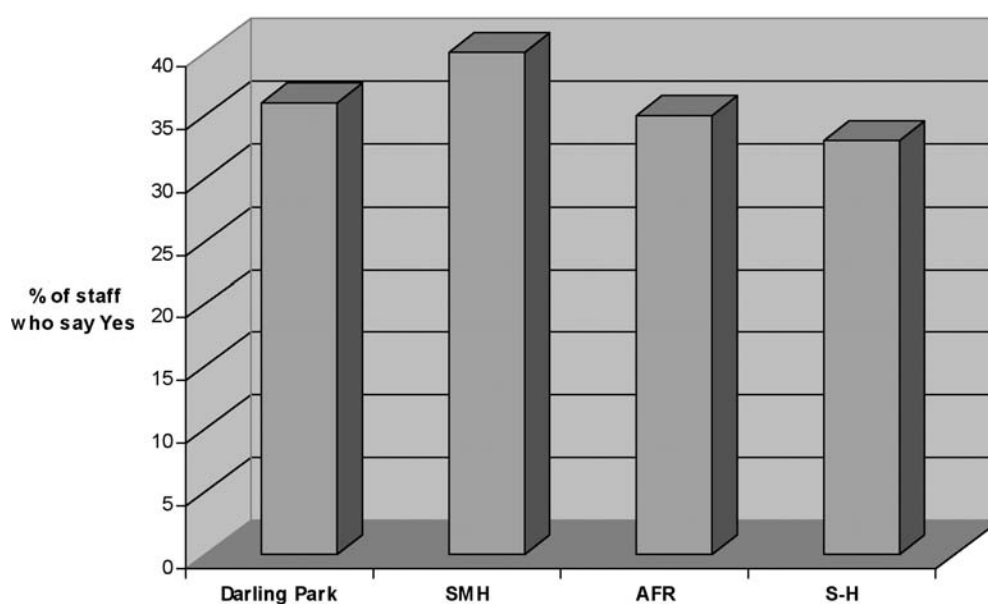
Permanent Workers at Risk

In June 2003, the Alliance surveyed journalists who work at one of the leading Australian newspaper publishers, Fairfax, and found that the staff freeze at the group was taking a heavy toll on the health of journalists and photographers. Some 36% of respondents reported that their workload was damaging their health and well-being with more than half of those saying pressure of work caused them trouble sleeping with many reporting regular headaches. Their ability to work at their best was affected, with a quarter of staff admitting to having difficulty

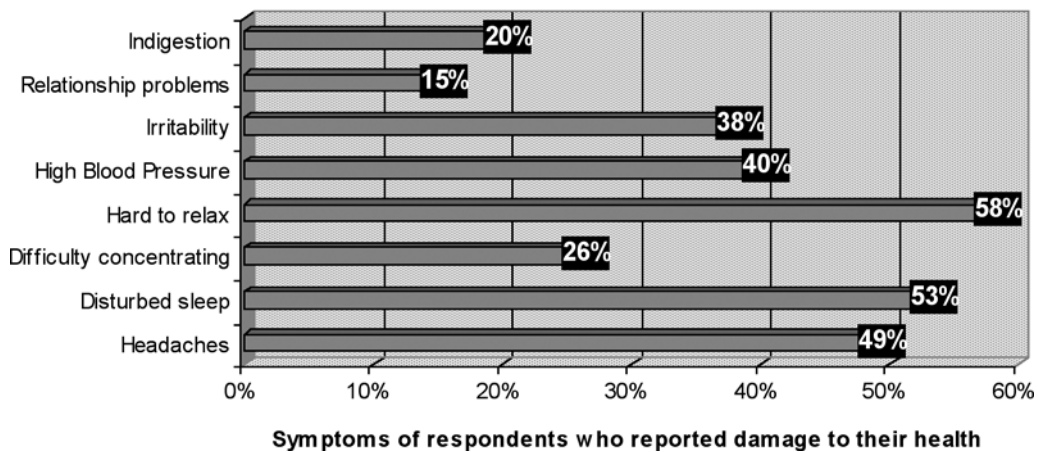
concentrating due to their workload.

In common with results from a similar survey at News Ltd, Fairfax appeared to have failed to create a positive work environment, with more than a third of respondents admitting to chronic irritability. Two-thirds of respondents reported pressure to battle on through an illness, with most of the pressure coming from themselves (66%), presumably due to their professionalism and unwillingness to leave colleagues short-handed, but 28% reported pressure from management.

Graph 7: Fairfax Journalists Who Perceive Their Workload is Effecting Their Health

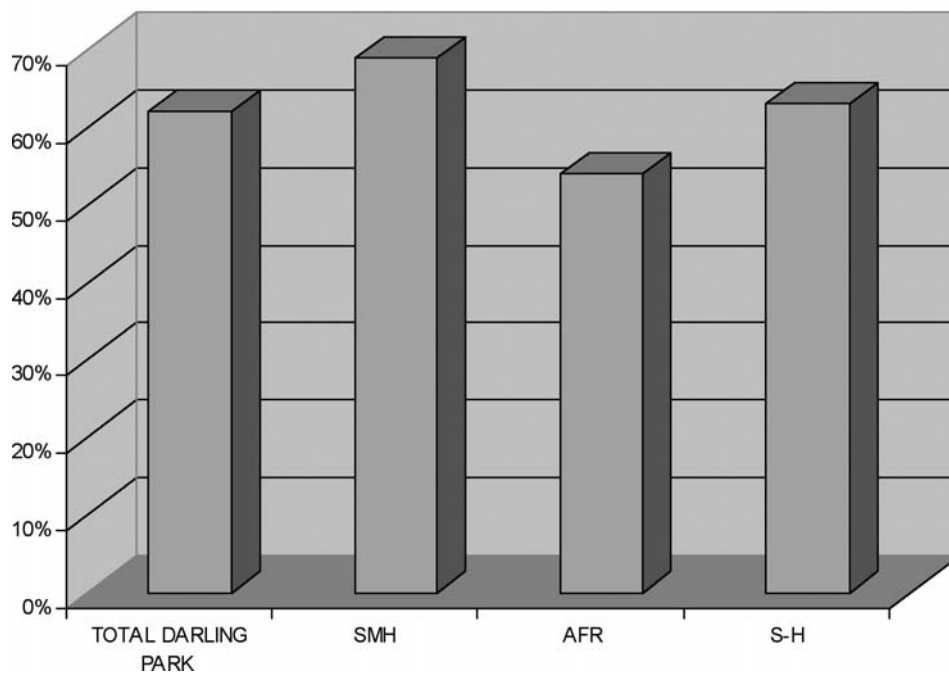


Code: Darling Park = Total Sydney-based Fairfax journalist employees; SMH = *Sydney Morning Herald* broadsheet journalists; AFR = *Australian Financial Review* national daily journalists; S-H = *Sun-Herald* weekend tabloid journalists
Source: Fairfax workplace survey 2003

Graph 8: Fairfax Journalists on How Their Work is Damaging Their Health

Source: Fairfax workplace survey 2003

Some 40% said they'd had to work on a rostered day off, an average of 3.4 times since 1 January 2002. No one got paid double time, instead receiving a day off in lieu.

Graph 9: Fairfax Journalists Who Felt Pressure to Work Through Illness

Code: Total Darling Park = Total Sydney-based Fairfax journalist employees; SMH = *Sydney Morning Herald* broadsheet journalists; AFR = *Australian Financial Review* national daily journalists; S-H = *Sun-Herald* weekend tabloid journalists

Source: Fairfax workplace survey 2003

While rosters appear to be posted in time, 59 per cent said they change sometimes or all the time. Some 15 per cent of all respondents said they couldn't take holidays when they want them. Even after holidays are scheduled, the same number said they've been cancelled or rescheduled.

Around half the workforce appears to take work home sometimes or all the time, with a staggering

74% on one of Fairfax's broadsheets, *The Sydney Morning Herald*, working an average of 9 hours more than 38 hours a week. Across the titles, 46% said the same, working an average of 8.1 hours per week over 38 hours. That's an extra day's work from half the workforce. The situation seems to be getting worse according to the 59% on a Fairfax weekend tabloid, *The Sun-Herald*, who said their workload increased in over the last year.

Table 7: Lack of recognition for increased workload, skills and responsibilities	
Have you had a performance review in last 12 months?	70% YES
Does your current grade reflect your duties?	48% YES
Have you done extra duties during the last 3 years?	86% YES
Did you get a pay rise for your extra duties/skills?	27% YES

Source: Fairfax workplace survey 2003

Meeting the Challenge

The rise in atypical work presents numerous challenges, particularly as casual and freelance workers do not enjoy the same working benefits and protection that are available to permanent employees. The Alliance has responded to this vulnerability in several ways.

In its negotiations for collective agreements at Fairfax and News Ltd, the Alliance has been working to get the employers to recognize that long-term casual employees are clearly really permanent employees and should be "on the books" as such. The Alliance has also negotiated for increasing the allowance

available to casuals in lieu of holidays.

Since 1998, the Alliance has held a national convention gathering for freelancer journalists. The convention bring together speakers to provide expert advise covering a range of issues such as how freelancers can increase and manage their income, protect their copyright, work with editors, balance work and home life, and find opportunities in a global market.

The Alliance also has a claims officer dedicated to pursuing unpaid contracts on behalf of members who have trouble getting employers to pay for work done.

The Alliance also offers a freelance register, in effect a directory of freelance members, who can advertise their contact details on the Alliance web site as well as their areas of speciality and expertise. Currently there are 127 journalist members of the Alliance on the register in the following categories: health & medical writers (32), lifestyle (17), photo journalists and photographers (72), sub editors (43), technology writers (32), travel writers (41). (Journalists can register for more than one category.)

The Alliance also works with the Copyright Council and the Copyright Agency Limited to

address members' concerns over copyright law, payment and negotiating copyright agreements, as well as offering links to legal advisers who can assist with drafting and analysing contracts.

The Federal Government is in the process of introducing an Independent Contractors Bill as part of its attacks on workers rights in its new industrial relations regime – the biggest change to industrial relations in Australia in 100 years. The Alliance intends to advise freelancers about how the bill, if enacted, will affect them and to encourage the involvement in the broad campaign against the new laws.

Appendix 1: Reproduction of the Survey Questionnaire -- The Changing Nature of Work: A global survey of IFJ affiliates on atypical work in the media industry

A glossary of definitions can be found on the back page of this survey

SECTION ONE: JOURNALISTS, YOUR UNION AND COLLECTIVE BARGAINING

1. Country:

2. What is the official name of your organization?

3. Please fill out the following table regarding your organization in your country (if unsure please give estimate and write "E" next to your answer)

In the example below there are 12, 189 members of the organization working in film, there are 30,000 people working in film in that particular country and there were an estimated 35,000 people working in film 5 years ago.

Medium In the following types of media	a) Number of members in your organization working in medium	b) Total number of people working in medium today in your country	c) Total number of people working in medium 5 years ago
Example: Film	12,189	30,000E	35,000E
1) Radio			
2) Television			
3) Newspapers			
4) News Agencies			
5) Digital Media			
6) Other* (e.g. Public relations, public sector)			
7) Total:			
Of Total:	8) Male: 9) Female:	8) Male: 9) Female:	8) Male: 9) Female:

*If other, please specify: _____

4. Does your organization collectively bargain or do you represent organizations that collectively bargain? (Please tick one).

1) Yes _____ ☐

2) No _____ ☐

5. How has journalists' average rate of pay changed in your country compared to 5 years ago? (Please tick one).

1) Significantly increased in real terms _____ ☐

2) Increased in real terms _____ ☐

3) Kept pace with inflation _____ ☐

4) Decreased in real terms _____ ☐

5) Significantly decreased in real terms _____ ☐

6) Not sure _____ ☐

6. Has your organization conducted a salary survey of your journalist members? (Please tick one).

If YES, please provide a copy.

1) Yes _____ ☐

2) No _____ ☐

7. Has the major form of *employment relationship* for journalists working in your country changed in the last 5 years? (Please tick one).

Definition:

Employment relationship is where an employee performs work for an employer in return for remuneration. There is a link between the employee and employer either through a formal written contract, or implied agreement that such a relationship will exist.

1) Yes _____ ☐

2) No (go to 9) _____ ☐

3) Don't know (go to 9) _____ ☐

8. If YES, can you suggest possible reasons for the major change? (Example: change in ownership, downturn in profits)

9. Do you think editorial content has been affected by the nature of the employment relationship? (Please tick one).

1) Yes _____ ☐

2) No _____ ☐

9a. To what extent do you think editorial content is affected? (Please tick one).

1) A lot _____ ☐

2) Somewhat _____ ☐

3) Not at all _____ ☐

4) Don't know _____ ☐

9b. Please give examples of where the quality of editorial content has been affected by the nature of the employment relationship.

SECTION TWO: ATYPICAL WORK RELATIONSHIPS**Definitions:**

Atypical work relationships - Is commonly used to describe types of employment that are not permanent and/or full-time. It includes, but is not limited to:

- short-term rolling contracts
- subcontracted work
- casual work
- temporary work
- freelance work

Freelancer – A sub-category of atypical work. A freelancer is typically someone who is self-employed, and sells their services and/or work to a variety of employers without a long-term commitment to any of them.

Please answer these questions based on your knowledge of atypical work relationships in the media industry in your country.

10. How many atypical media workers are members of your organization in your country?

Atypical media workers who are members	a) Number of members in this category in your organization
1) Freelance media workers	
2) Other atypical media workers	
3) Total:	
Of Total:	4) Male: 5) Female:

11. How is payment calculated for journalists in atypical employment in your country? (Please tick all that apply)

In the example below payment for nightshift workers is calculated by time.

How payment is calculated for atypical media workers	Time	By word	By item/article/story	Other*
Example: Nightshift workers	✓			
Freelance				
Short-term rolling contract				
Subcontracted work				
Casual work				
Temporary work				

*If other, please specify: _____

12. Who usually sets the pay rate for journalists in atypical employment relationships? (Please tick one)

- 1) Journalist ☐
 2) Employer ☐
 3) By negotiation ☐
 4) Industry rate ☐
 5) Other* ☐

*If other, please specify: _____

13. Compared to journalists in standard employment, is the rate of pay for journalists in atypical employment relationships... (Please tick one)

- 1) Higher than standard employment ☐
 2) Same as standard employment ☐
 3) Lower than standard employment ☐
 4) Not sure ☐

14. In the following table, please indicate who usually owns the copyright/authors' rights on pieces submitted by journalists working in atypical employment relationships and by what arrangement? (Please tick all that apply)

For the example below the receptionist owns the copyright/authors' rights by collective agreement

Who owns copyright/authors' rights	a) The journalist	b) The employer	Example: The receptionist
1) By law			
2) By contract/ agreement			
3) By collective agreement			✓
4) Not owned			
5) Not sure			

15. In an atypical employment relationship, does the responsibility and cost of occupational health and safety more commonly lie with... (Please tick one)

- 1) Journalist ☐
 2) Employer ☐
 3) Not sure ☐

16. Which of the following rights are journalists in your country entitled to? (Please tick all that apply).

In the example, freelance and standard media workers are paid coffee breaks whereas other atypical media workers are not.

These media workers are entitled to...	a) Freelance media workers	b) Other atypical media workers	c) Standard media workers
Example: Coffee breaks	✓		✓
1) Maternity leave			
2) Redundancy			
3) Sick leave			
4) Annual/holiday leave			
5) Superannuation/Pension scheme			
6) Overtime			
7) Right to association			
8) None of the above			

17. Is there a gender aspect to atypical work? If so please provide details. (Please tick one)

- 1) No ☐
- 2) Don't Know ☐
- 3) Yes (please provide details) _____
- _____
- _____

This question contains a number of statements related to atypical work relationships in the media industry. **Please respond by indicating the extent that you agree or disagree with each statement.** Do this by circling one of the numbers next to the statement according to the following scale:

Strongly agree	Agree	Disagree	Strongly disagree	Not sure
1	2	3	4	9

The scale allows you to indicate SHADES of opinion. There is no correct answer. Choose the number on the scale that best indicates your view.

For example, see the first statement in the table. If you think that: "atypical work relationships in the media industry result in higher pay" is a very accurate statement, you would indicate your strong agreement with it by circling '1'.

That is;

Example:

Atypical work relationships lead to...	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
1) Higher pay	①	2	3	4	9

18. Do you agree/disagree that atypical work relationships in the media industry result in the following: Please circle appropriate box for each statement.

Atypical work relationships lead to...	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
1) Higher pay	1	2	3	4	9
2) Less secure employment.	1	2	3	4	9
3) Less access to entitlements, like sick leave holiday pay or penalty rates.	1	2	3	4	9
4) Safer work practices.	1	2	3	4	9
5) Increased press freedom.	1	2	3	4	9
6) Diminished occupational health and safety for journalists.	1	2	3	4	9
7) An increase in training opportunities.	1	2	3	4	9
8) Decrease in access to insurance	1	2	3	4	9
9) Increased protection while working in danger zones.	1	2	3	4	9
10) Greater journalistic autonomy	1	2	3	4	9
11) Greater editorial autonomy	1	2	3	4	9

SECTION THREE: FREELANCERS**Definitions:**

Freelancer – A sub-category of atypical work. A freelancer is typically someone who is self-employed, and sells their services and/or work to a variety of employers without a long-term commitment to any of them.

19. In your country, what best describes the most common employment arrangement for freelance journalists? (Please tick one)

- 1) Fixed-term contract (one-off) _____ ☐
 2) Fixed-term contract (rolling i.e. often renewed) _____ ☐
 3) Verbal Agreement _____ ☐
 4) Retainer _____ ☐
 5) Other* _____ ☐
 6) If other, please specify: _____

20. In your country, are freelancers more likely to sell to one particular employer or do they contribute to a variety of employers?

- 1) One employer only _____ ☐
 2) Two – Four employers _____ ☐
 3) Five – Nine employers _____ ☐
 4) Ten – 14 employers _____ ☐
 5) More than 15 employers _____ ☐

21. On average, do freelance journalists in your country earn more or less than 80% of their income from journalism? (Please tick one)

- 1) 80% or more _____ ☐
 2) Less than 80% _____ ☐

22. Who sets freelance rates in your country? (Please tick one)

- 1) Employers _____ ☐
 2) Recommended rate set by union _____ ☐
 3) Collective agreement _____ ☐
 4) Individual journalists _____ ☐
 5) Other* _____ ☐

If other please specify _____

23. Does your organization have a RECOMMENDED or collectively negotiated rate for freelancers and what is the rate in USD or EUR? (Please tick yes or no and write the amount)

Rate for freelancers in below currency	a) No	b) Yes	c) Amount
1) USD			
2) Euro			

24. To your knowledge, what approximate percentage of freelance journalists is paid this rate? (Please tick one)

- 1) Lower than 10% _____ ☐
 2) 10 - 24% _____ ☐
 3) 25 - 49% _____ ☐
 4) 50 - 79% _____ ☐
 5) 80 - 100% _____ ☐

25. To your knowledge, what is the average ACTUAL payment rate for freelance journalists? (Please pick one currency)
This question differs from question 23 in that it is asking for the average ACTUAL payment rate and not the recommended or collectively negotiated rate for freelance journalists.

Average actual rate for freelancers in below currency	Amount
USD	
Euro	

SECTION FOUR: ATYPICAL WORKERS AND YOUR ORGANIZATION

Definitions:

Atypical work relationships - Is commonly used to describe types of employment that are not permanent and/or full-time. It includes, but is not limited to:

- short-term rolling contracts
- subcontracted work
- casual work
- temporary work
- freelance work

Freelancer – A sub-category of atypical work. A freelancer is typically someone who is self-employed, and sells their services and/or work to a variety of employers without a long-term commitment to any of them.

26. Does your organization admit freelancers and other atypical workers and what percentage of your membership, in total, do atypical workers make up? (Please tick yes or no and if yes, write the percentage for each atypical worker)
In the example below, nightshift workers are admitted to the organization and they make up 50 per cent of the organization's membership.

Are the following atypical workers admitted to my organization...	a) No we do not admit	b) Yes we admit	c) If YES, Percentage of membership that are atypical workers
Example: Nightshift workers		✓	50%
1) Freelancers			
2) Short-term rolling contract workers			
3) Subcontracted workers			
4) Casual workers			
5) Temporary workers			
6) Other*			

*If other, please specify: _____

27. Please tick the services your organization offers to freelance journalists and other atypical worker members (Please tick all that apply)
In the below example the organization offers a funeral fund to freelance journalists and also atypical workers

The services your organization offers to freelance and atypical media workers	a) Yes we offer to freelance	b) Yes we offer to other atypical workers
Example: Funeral Fund	✓	✓
1) Legal representation		
2) Representation in bargaining / negotiation with employers (e.g. negotiate for transfer to full-time employment)		
3) Activities (e.g. professional development programs)		
4) Freelance register (e.g. employment database of freelancers)		
5) Social benefits (e.g. health insurance etc.)		
6) Debt collection		
7) Other*		

*If other, please specify: _____

27c. If your organization does not offer any services to freelance journalists and other atypical member workers, please outline why.

28. In the past 5 years, has your organization mounted a campaign specifically for freelancers or other atypical workers? (Please tick one)

- 1) Yes ☐
 2) No ☐

29. If YES, can you please briefly describe, the campaign goals, activities and outcomes?

Thank you for taking the time to participate in this global survey by the International Federation of Journalists.
 Please return by **October 21, 2005** to:

By mail:
 IFJ Asia-Pacific Project Office
 PO Box 723
 Strawberry Hills NSW 2012,
 Australia
 By fax:
 +61 2 9333 0933
 By email: ifj@ifj-asia.org

DEFINITIONS

Ambiguous employment – Where there is doubt if an employment relationship genuinely exists, and/or when it is difficult to ascertain who the employer is.

Atypical work relationships - Commonly used to describe types of employment that are not permanent and/or full-time. It includes but is not limited to:

- freelance work
- self employment
- short-term rolling contracts
- subcontracted work
- casual work
- temporary work

Casual employment relationship – Where employment is usually for a short time and/or for a limited and temporary purpose. However, many workers employed under a casual employment relationship may also have been working for the same employer for a long duration.

Disguised employment - Where the employer treats a person who is an employee as other than an employee, so as to hide his or her true legal status.

Employee - A person who is party to a certain kind of legal relationship (whether by an implied or express contract that is either in writing or verbal), which is normally called an employment relationship.

Employer - A natural or legal person (such as a person, company, public organization, government) for whom an employee performs work or provides services within an employment relationship.

Employment relationship – Where an employee performs work for an employer in return for remuneration. There is a link between the employee and employer either through a formal written contract, or implied agreement that such a relationship will exist.

Standard employment relationship – Where an employee performs work for one employer on a full-time basis, and for an unlimited duration. It is based on either a formal written contract, or implied agreement. Generally, the employment relationship is not terminable by the employer unless there has been a serious or wilful misconduct by the employee, or the contract otherwise provides for termination.

Freelance – A sub-category of atypical work. A freelancer is typically someone who is self-employed, and sells their services and/or work to a variety of employers without a long-term commitment to any of them.

Self employed – A self-employed person works for him/herself rather than as an employee of another. Typically, a self-employed person will run a business, which sells work or services to others.

Short-term rolling contract – A contract that is renewed frequently at the employer's discretion.

Triangular employment – Where the work or services of the worker are provided to a third party, resulting in lack of employment protection that is to the detriment of the employee. Typically, A will provide work or services to B, and B will then 'sell' this work or service to C. A work relationship clearly exists between the parties involved, but it is unclear who the employer is, what rights a worker has and who is responsible for the worker.

Worker – Broad term applied to any paid worker, regardless of them being a permanent or atypical employment relationship.

Appendix 2: List of Countries and Organizations Responding

Country	Organization
Argentina	Federación Argentina de Trabajadores de Prensa (FATPREN)
Australia	Media, Entertainment and Arts Alliance
Austria	Gewerkschaft Druck, Journalismus, Papier
Azerbaijan	Journalists' Trade Union
Belgium	AVBB/AGJB
Brazil	Federação Nacional Dos Jornalistas
Cameroon	Syndicat National des Journalistes du Cameroun (SJNC)
Croatia	Trade Union of Croatian Journalists
Denmark	Dansk Journalistforbund
Dominican Republic	Sindicato Nacional de Trabajadores de la Prensa
Finland	The Union of Journalists in Finland (UJF)
Germany	Deutscher Journalisten Verband
Germany	Deutsche Journalistinnen und Journalisten Union (DJU) in ver.di
Ghana	Ghana Journalists Association
Greece	Journalists' Union of Macedonia and Thrace Daily Newspapers (ESIEMTH)
Hong Kong	Hong Kong Journalists Association
India	All India Newspaper Employees Federation
Iran	Association of Iranian Journalists
Japan	Japan Broadcasting Labour Union
Italy	Federazione Nazionale della Stampa Italiana
Mauritius	Mauritius Union of Journalists
Malaysia	National Union of Journalists Malaysia
Mexico	Sindicato Nacional de Redactores de la Prensa y Trabajadores Similares y Conexas
New Zealand	NZ Amalgamated Engineering, Printing and Manufacturing Union
Nicaragua	Sindicato Nicaragüense de Prensa (SNP)
Palestine	Palestinian Journalists Syndicate
Pakistan	Pakistan Federal Union of Journalists
Peru	Asociación Nacional de Periodistas del Perú
Philippines	National Union of Journalists of the Philippines
Serbia	Journalists' Association of Serbia
Sri Lanka	The Federation of Media Employees Trade Unions
Sri Lanka	Free Media Movement
Sweden	Svenska Journalistförbundet
Taiwan	Association of Taiwan Journalists
Tanzania	Tanzania Union of Journalists (TUJ)
Tunisia	Syndicat des Journalistes Tunisiens (SJT)
United Kingdom	National Union of Journalists
USA	The Newspaper Guild-CWA
USA	American Federation of Television and Radio Artists
Venezuela	Sindicato Nacional de Trabajadores de la Prensa (SNTP)
Yemen	Yemeni Journalists Syndicate

International Federation of Journalists

President: Christopher Warren
General Secretary: Aidan White

IFJ Headquarters

International Federation of Journalists
Residence Palace, Block C
155 Rue de la Loi
B-1040 Brussels
Belgium
Telephone: +32 2 235 22 00
Telefax: +32 2 235 22 19
Email: ifj@ifj.org
Website: www.ifj.org

IFJ Asia-Pacific

245 Chalmers Street
Redfern NSW 2016 Australia
Telephone: +61 2 9333 0999
Fax: +61 2 9333 0933
Email: ifj@ifj-asia.org
Website: www.ifj-asia.org

IFJ South Asia Office

Mobile: +91 9818 383 669
Email: ifjsouthasia@hotmail.com

IFJ South East Asia Office

c/- Aliansi Jurnalis Independen (AJI)
I. Danau Poso No. 29
Blok D.1
Bendungan Hilir
Jakarta Pusat 10210
Indonesia
Telephone: +62 21 579 00 489
Fax: +62 21 571 10 63
Email: ajioffice@aji-indonesia.or.id or
sekretariat_aji@yahoo.com

IFJ Tokyo

Itoh Building 203
Kudan Minami 4-2-12
Chiyoda-Ku, Tokyo
Japan T102-0074
Telephone/Telefax: +81 3 3239 4055
Email: ifj-tokyo@triton.ocn.ne.jp

IFJ Africa

17, Boulevard de la République,
BP 21 722
Dakar Sénégal
Telephone: +221 842 01 42/ 842 01 41
Fax: +221 842 02 69
Email: fijafrica@sentoosn
Website: <http://www.ifjafrique.org>

IFJ Europe (EFJ/IFJ)

Residence Palace
Rue de la Loi 155
B-1040 Brussels
Belgium
Telephone: +32 2 235 22 02
Telefax: +32 2 235 22 19
Email: efj@ifj.org

IFJ Latin America

c/- SNTP
Casa Nacional de Periodistas
Oficina 3, piso 2, Ala " B "
Avenida Andres Bello,
entre Las Palmas y La Salle
Caracas Venezuela
Telephone: +58 212 793 19 96
Telefax: +58 212 793 28 83
Email: sntp@reacciun.ve



The IFJ is a non-governmental, non-profit organisation that promotes coordinated international action to defend press freedom and social justice through the development of strong, free and independent trade unions of journalists. IFJ Asia-Pacific coordinates IFJ activities in the Asia-Pacific region. The IFJ works closely with the United Nations, particularly UNESCO, the United Nations Human Rights Commission, WIPO and the ILO, the International Committee of the Red Cross, the European Union, the Council for Europe and with a range of international trade union and freedom of expression organisations.

The IFJ mandate covers both professional and industrial interests of journalists.

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