

European Press Federation

## European press association supports bloggers

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REPORT-ID: EU-V-811-21/EP Jan-07

**Since the end of 2006 the European Press Federation (EPF) now supports the new journalistic generation with considerable services: editorial Web-Blogger. More information at: [www.ep-fed.eu](http://www.ep-fed.eu).**

### **Blogger, the secret opinion maker**

The number of part-time and freelance journalists and press photographers has grown constantly over the last year. The internet accelerates new forms of journalism. Hereby new niches for journalistic work are created and expanded. "A new form of online journalism is being created which we expressly welcome" explains the EPF chairman Timm Trustaedt, "many bloggers are well qualified journalists and successfully develop the freedom of the press and media diversity further."

### **The times have changed:**

Once upon a time, the new internet journalism was sneered at by the established and mostly regularly employed journalists. Now they regard their new colleagues with envy. Because, in the World Wide Web the one thing exists that many publishers and editorial offices often suppress: Maximum freedom of opinion. People can write what they want without considering sponsors or target groups. And by using the medium of the internet the public can be reached quickly and directly. This form of journalism is developing to a real alternative to easily editable mainstream journalism.

It's not for nothing that the circulation numbers of many newspaper publishers are continually receding, whereas online based press projects are being appreciated by more and more people. The established media is losing more and more of its target groups to the internet. "Many bloggers are experts in their field" explains Timm Trustaedt, "but many ask how the journalistic work can be optimised. In order to publish seriously on the internet, you only need a few technical prerequisites. However, the journalistic qualities need to be trained and optimised. This aspect is one that is highly valued by the European Press Federation" Timm Trustaedt states. Furthermore, the EPF supports the new journalistic generation with considerable services including a press card from a European association.

The press card is indispensable as a working tool. Because with this card, journalists receive admission to events and information which are inaccessible to others. But the EPF offers even more: Members receive, for example, free insider tips filled with useful information about the media sector, self marketing, free picture sources, useful research tools and much more. Special research possibilities, online workshops, insurance policies, a job market and internet marketing for journalist services round off the considerable offer.

There are many reasons which make EPF a real alternative to other traditional associations. Because none of the journalistic associations which are mostly dominated by trade unions accept or represent part-time (internet) journalists or representatives of the media. Therefore the European Press Federation is a helpful and strong partner for representatives of the media who wish to organise their work more efficiently.

**Statistics:**

445 words

3221 characters without spaces

3951 characters including spaces

Activation: Immediate

We would appreciate it if we could be provided with a sample of the receipt.

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