

Media perception about interest groups in EU affairs EurActiv and IFJ/EFJ release the results of their survey

Since its launch, EurActiv - the independent media on EU affairs - has been working with the media as a platform for various interest groups active in EU affairs, often with opposite views.

Between July and September 2006 EurActiv carried out a survey on "Media perception about interest groups in EU affairs", together with EFJ (European Federation of Journalists), which is a regional organisation of IFJ (International Federation of Journalists). The aim was to investigate how journalists (mainly the Brussels press corps) choose their stories and cover the activities of interest groups, such as industry federations and NGOs.

The main recommendation for interest groups is to have faster and earlier positions on "hot" policy topics (96% of the respondents) and to have better websites (88%). Christophe Leclercq, EurActiv Publisher and Founder, commented that "journalists working in EU affairs consider online information as crucial to save time. The media landscape is adapting to the internet, other stakeholders need to adapt too".

Journalists also request more transparency on interest groups' source of financing (74%), as well as specific measures to encourage in-depth reporting. Aidan White, Secretary General of IFJ/EFJ, stated that "open government and professionalism in the information sphere is not a luxury in a democracy – it is the essential ingredient that satisfies the peoples' right to know".

The complete results of the survey will be presented on 24 October 2006 at the conference "EU Actors: How to get Media Visibility?", organised by Fondation EurActiv, which will focus on interest groups and their communication with the media. The conference itself is by invitation only.

The press is welcome at the panel "Importance of external communications for federations and NGOs" (9.30-11.15), preferably prior registration at the following address: prexecutive@euractiv.com.

More information about the programme of the event on:
<http://www.euractiv.com/ndbtext/press/Finalprogramme.doc>

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Note to the editor:

- EFJ (<http://www.ifj-europe.org>), is Europe's largest organization of journalists, representing about 280.000 journalists in over thirty countries. It is a regional organization of IFJ (<http://www.ifj.org/>), the world's largest organisation of journalists, gathering more than 500.000 journalists around the world.
- Fondation EurActiv is the structure advising and accompanying EurActiv.com and its national online media partners. Its activities include strategic guidance on "transparency and efficiency of EU Actors" and surveys on the "Community of EU Actors".

- EurActiv.com is the independent portal on EU Affairs. With more than 1,5 million page views per month and over **334,000 unique visitors** (CIM certified figures – May 2006), the portal is an important working instrument for the majority of EU Actors (institutions, industry federations, NGO's, think tanks, the press and others) involved in defining or influencing EU policies.

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