

INDUSTRIAL RELATIONS RECKONING WITH OUTSOURCING

Regulation, practices and challenges in Europe



RECOVER FINAL CONFERENCE



EMPLOYMENT, SOCIAL AFFAIRS & INCLUSION

04
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Barcelona

Final Conference

THE OUTSOURCED JOURNALISTS IN SPAIN

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Context: the three crises of Journalism

Immersed in several crisis:

- Digitalization: reframing the profession
- Financing model change (funding from advertising decreasing)
- Economic crisis

➔ Acceleration of employment effects

2008 – 2015:

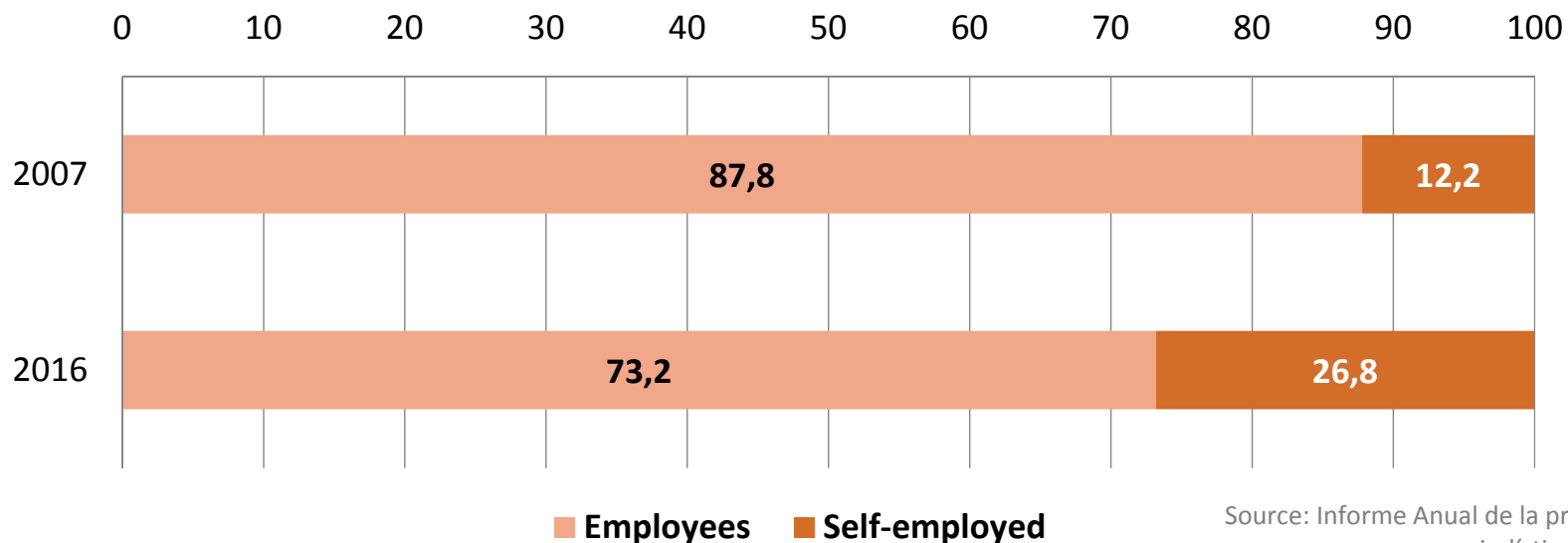
- 12.200 jobs destroyed in Spanish media (around 57%)
- Increase of outsourcing practices

The “Collaborators”

Most common form of outsourcing within journalism:

- Self-employed workers → “collaborators”

Share of self-employed journalists (2007 and 2016)



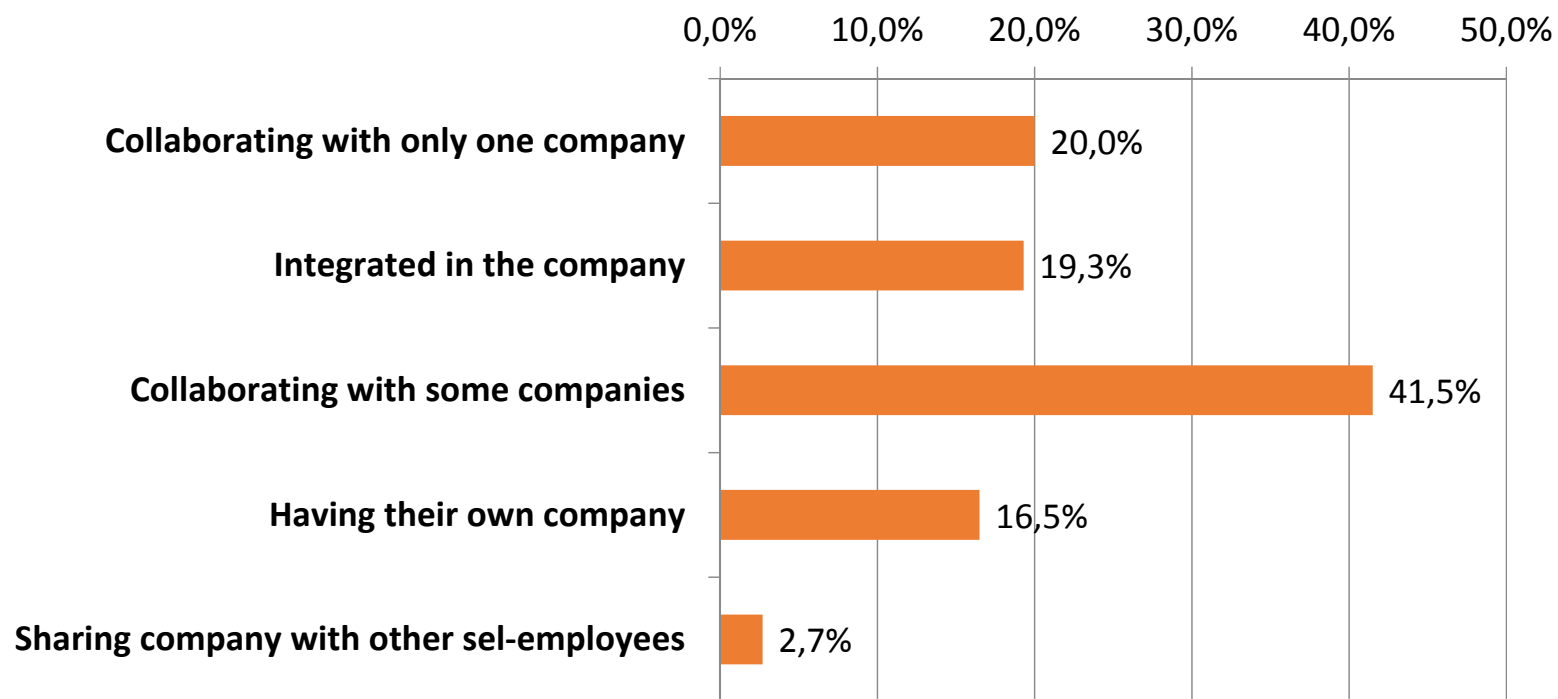
Source: Informe Anual de la profesión periodística (2017)

Underestimation (Palacio 2018):

- Actual ratio is 40-35% of self-employed

“Business” or “Employment” relation?

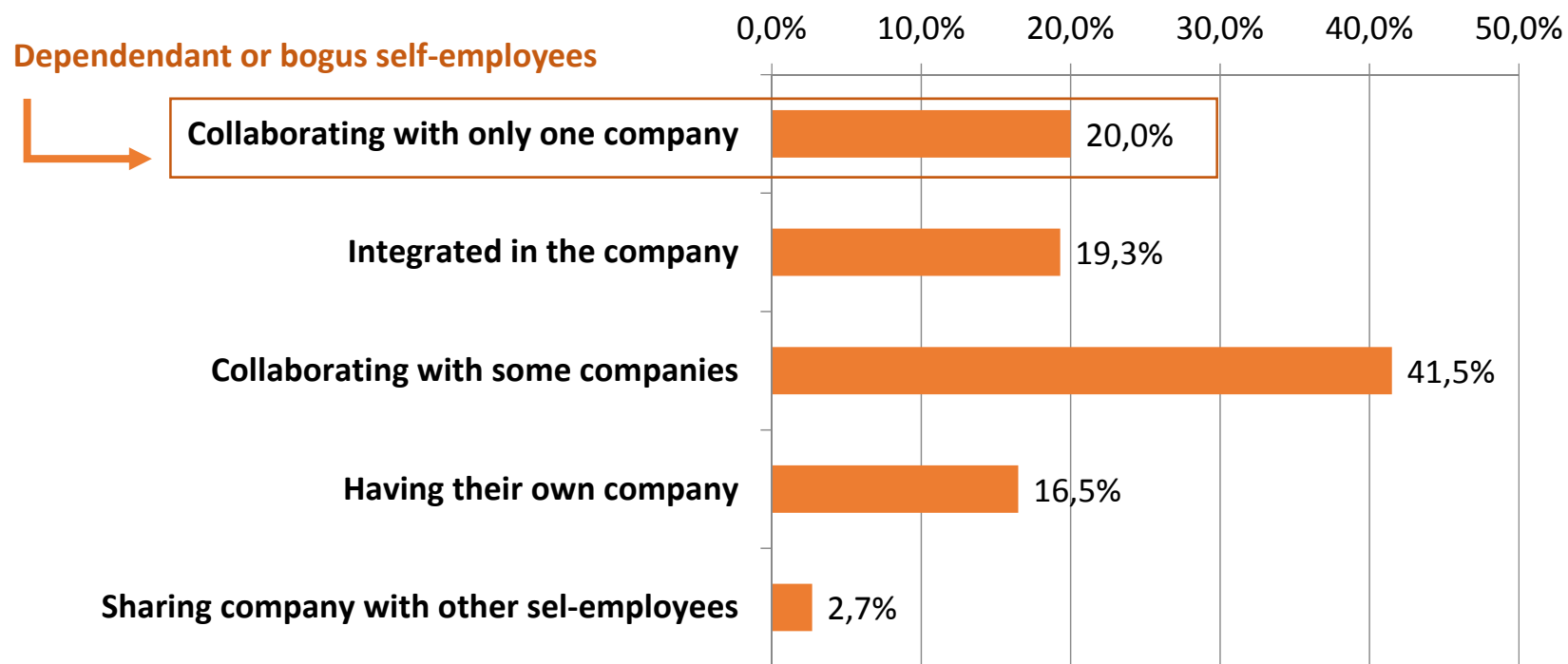
Distribution self-employed journalists regarding their dependency relation with clients



Source: Informe Anual de la profesión periodística (2017)

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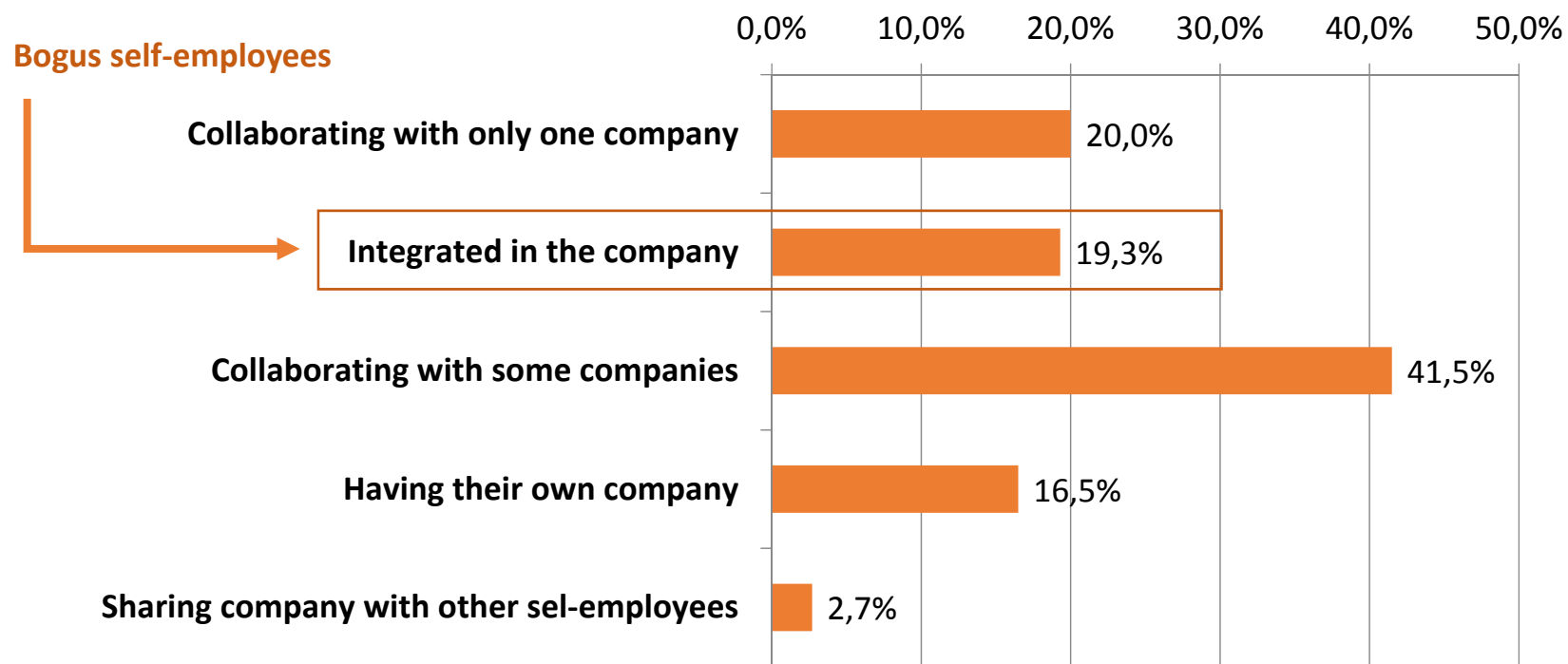
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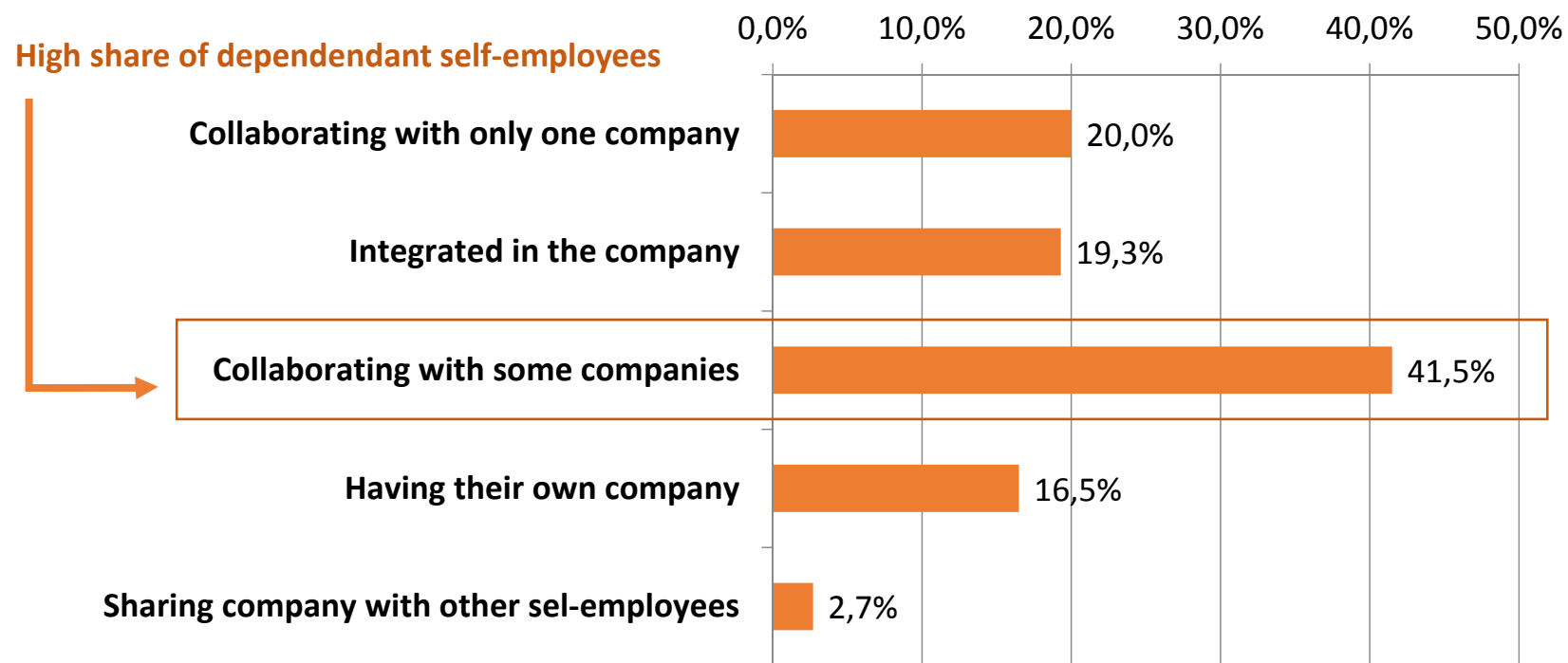
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“Business” or “Employment” relation?

Distribution self-employed journalists regarding their dependancy relation with clients



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Collective bargaining coverage

Sectoral level

Collective agreement of daily press (2017)

Company level

Company agreements in large media

No coverage for outsourced workers

- Conditions of "collaborators" usually agreed unilaterally by clients (even not following a common pattern)
- No clauses regarding "collaborators"
 - Negotiation processes issue
 - "Regularized" collaborators quota
 - ➔ Transfer from external to internal situation to sign company agreements

Representation and challenges

Low affiliation (less than 10%, practically zero in collaborators)

- Internal workforce reduction: less collective organization
- ➔ Relevancy of professional unions and associations

Main challenge:

- Internalise or improve collaborators conditions?
 - 69% of Spanish journalists believe self-employment is the only future of the profession
- Journalism as cutting-edge of outsourcing in digital work