



March 2024 Branch

This month's NUJ Branch looks forward to Spring and features the launches of #ShowUsTheMoney, a campaign to increase pay transparency and #InclusivePressAccess to persuade sports organisations to make their events more accessible for journalists

Friday 8 March was International Women's Day (IWD), a global event which celebrates women's achievement, raises awareness about discrimination and promotes action to drive gender parity.

It coincided with the annual **TUC Women's Conference** in London where NUJ delegates took part in debates and events with women from unions across all industries, using a collective trade union voice to fight discrimination and misogyny and make workplaces better for all workers, but particularly women.

It was also the launch day of the NUJ Equality Council's campaign #ShowUsTheMoney to make applying for jobs fair for all. Employers keep pay rates a secret so they can screw down starting salaries, hide sexist salary anomalies and keep freelance rates low. We also published **new guidance** on menopause and the workplace (see page 7).

#ShowUsThe Money is about persuading employers to change their recruitment policies and pressing government to bring in laws making pay more transparent - it's becoming a global trend the UK and Ireland must be a part of. The NUJ is partnering with recruitment specialist, Liberty Hive, on the campaign and you can read all about it in this issue of NUJ Branch.

I was a signatory, together with a host of journalists and publishers, to a letter published on IWD to police chiefs and shared with Secretary of State, Lucy Frazer, and other minister members of the National Committee for the Safety

of Journalists. It quoted recent research showing that three-quarters of women working in the UK journalism and media industries had experienced rape or death threats, harassment, stalking, misogyny or sexual approaches online in connection with their work. In the face of this scourge it's vital that the police and politicians do better to improve the recording and handling of crimes against women journalists.

Aid for Gaza

Journalists in the Gaza need your help to do their job in desperate circumstances.

The IFJ is supplying vital equipment and aid. Please donate to its safety fund.

Branches can email jackiec@nuj.org to transfer from their management allowances.

DONATE NOW

IWD was also an opportunity to remember and applaud all those women in the labour movement who have made sacrifices and put their heads above the parapet. So, bouquets to Annie Besant and the striking Bryant and May women of 1888, the Dagenham women at Ford in 1968, Jayaben Desai and the women at Grunwick in 1976, our own Samira Ahmed who won her equal pay tribunal against the BBC in 2020, and to all our women reps who are there for our members, day in and day out.

On Monday 26 February the



union took part in a special day to #SupportPalestinianJournalists. Branches, chapels and members were encouraged to take part in a minute's silence at noon to remember the journalists who have lost their lives in Gaza. With 10 per cent of the profession killed, compared to 1 per cent of the population as a whole in the enclave, the shocking toll now stands at over 100 lives lost.

We used the day to repeat calls for a permanent ceasefire, the return of all hostages and an immediate investigation by the International Criminal Court to ensure all incidents of the targeting of journalists constituting war crimes under international law are properly investigated and perpetrators held to account. We are asking branches, chapels and members to donate to the IFJ Safety Fund to support colleagues in Gaza and provide them with food, warm clothes, power banks and work equipment.

And, finally, don't forget to fill in the all-members' survey to give the union a snapshot of the membership and its priorities so we can continue to improve our service and reflect your views and priorities.

Michelle Stanistreet

CAMPAIGN



02

#ShowUsTheMoney

Equality Council co-chair *Cristina Lago* launches a campaign to make job adverts fair for all

How many times have you or colleagues in the industry seen or applied for jobs where salary details were not included – or where the salary is described as “competitive” or “dependent on experience”?

The NUJ’s Equality Council has been working for the past couple of years to put an end to this discriminatory practice which disproportionately affects women,

black and disabled workers. The culmination of this work has been the launch on International Women’s Day of #ShowUsTheMoney: a campaign demanding all employers in the UK and Ireland implement salary transparency in the recruitment process, including banning questions about salary history in job interviews.

The objective of #ShowUsTheMoney is to end this unfair practice as a step towards closing the gender, ethnicity and disability pay gaps once and for all. But, to do that, we need pay transparency to become law. It would be naive to trust employers to do the right thing on their own volition.

There are encouraging precedents around the world: last year, the European Union **adopted new legislation** that makes it compulsory for employers to inform job seekers about the starting salary or pay range of advertised positions. Across the pond, New York is the latest state in the US to require salary transparency by law. It’s time the UK and Ireland follow suit.

Disappointingly enough (although barely surprising), the government has confirmed that a pay transparency pilot it announced

in 2022 “is yet to commence”. That is why we need NUJ activists and colleagues across the trade union movement to push this campaign and continue fighting against bad employment practices.

The key of the campaign’s hashtag is ‘us’. This is not about individual gains, careerism or self-interest. It is about collective wins towards a fairer society where every single worker can thrive and earn decent wages.

Action

- Go to the [#ShowUsTheMoney](#) campaign page.
- Invite a member of the Equality Council to speak to your branch.
- Ask your local MPs to sign the [Early Day Motion 476 Pay Transparency](#)
- Download the [model letter](#) to start a conversation with your employer.



Date for your diary

#ShowUsTheMoney event: you are invited to an online panel event with Natasha Hirst, the NUJ’s president, Cristina Lago, Equality Council co-chair and Anneliese Dodds (tbc), shadow women’s minister, on Tuesday 23 April, 6pm-7pm to learn more about the campaign, ways to make pay more transparent and fair and how to close the gender/ethnicity and disability pay gap.

CAMPAIGN

03



A win for employers too

Kate Merritt of Liberty Hive, a technology-led talent platform, joins the NUJ's #ShowUsTheMoney campaign to improve salary transparency in the media industry

For many employers, asking how much a job applicant earns during the recruitment process is still a common way to

determine the level of the financial package offered. Usually, a courteous percentage increase is added to entice the candidate.

Failure to list salaries on job adverts as well as asking a candidate's salary history are two processes that uphold inequality and slow the pace of change, especially for those who have been historically underpaid and remain stuck in that negative pattern.

Alongside the NUJ, Liberty Hive is calling for it to become illegal for companies to ask a candidate's salary history and make it a legal requirement to list salary details on job advertisements.

A move towards greater salary transparency will ultimately improve pay equality for women and under-represented groups. Data from our Liberty Hive's **platform** has shown it is 50 per cent quicker to fill a job role if a salary or salary band is listed.

Similarly, when a job advert displays a salary, it receives around 67 per cent more applications than one that does not.



There is a global movement gathering pace so it cannot be ignored. New York is the most recent state in the US to make salary transparency law, but it was Iceland which led the way in 2018 by requiring companies and institutions with more than 25 employees to prove that they pay men and women equally for a job of equal value. By 2020, that certification became a requirement and companies without it incur a daily fine. Countries that have taken this step are reporting a narrowing in gender and ethnicity pay gaps by as much as 13 per cent.

If you are interested in finding out more about what steps you can take, [download our guide](#).

Benefits for employers

The hiring process is a significant investment of time and energy for employers and candidates. Applicants need to know if the role is financially viable for them upfront. Employers need to know if the candidate is a real possibility as early in the process as possible. That's why pay transparency works for both:

- 75 per cent of candidates would be more likely to apply for a role that included a salary range,
- 62 per cent of candidates believe they should not be asked about their current or past salary in an interview - this figure increases to 73 per cent among Asian workers and 75 per cent for black workers,
- 57 per cent of women and 54 per cent of men felt less positive about a potential employer when asked the salary history question.
- 21 US states have laws banning employers from asking about salary history. Comparisons of these states with their neighbours over three years showed an average 8 per cent pay increase for women and a 13 per cent increase for black employees.

CAMPAIGN



04

#ShowUstheMoney: freelances

Bea Bennett, the NUJ's senior campaigns and communications officer, reports on a new campaign which urges improved pay rates and shares useful resources for freelances

Fees transparency for freelances is another ask of the #ShowUstheMoney campaign.

While some media organisations will have a shift or lineage rate, many others are deliberately opaque, making freelances pitch into the dark and often lowering their fee to get their work accepted.

The other problem for freelance journalists is that for too long they have received low pay owing to media companies' failure to raise rates. The NUJ is aware some publishers pay the same fees they did nearly two decades ago, and the union says this cannot go on.

Now a new NUJ campaign, backed by the union's Freelance Industrial Council, is calling on media companies to ensure freelances receive a fair share of the profits they

play a central role contributing to through their work.

We know from union-led negotiations with The Guardian that this can be achieved - the company has now agreed to increase its freelance rates. Replicating this across organisations is central to our aim and we know this is a campaign members can win.

Members can also help increase pay transparency by sharing what they have been paid (in confidence) for commissions and shifts by contributing to the NUJ's **Rate for the Job guide**. This can be used to expose companies which pay a pittance and can help the NUJ to try to negotiate higher fees.

We are also encouraging freelances to use the **NUJ Freelance Directory** by ensuring details are updated, giving clients confidence to award commissions. Every NUJ freelance

Action

- Access the comprehensive **Freelance Fact Pack** with tips on setting up a business, finding work and much more.
- Submit a **rate for a job** and help freelance colleagues know what to bid when negotiating with companies.
- Register for October's **freelance tax seminar**, open to all members keen to learn more about the basics of taxation.
- Look out on NUJ Active for the next dates of the NUJ's **First Steps in Freelancing** and **Winning and Negotiating Freelance Work** classes.

member can post a free listing so make sure your name is added.

As always, the union's support for freelances includes campaigning for collective bargaining rights, fair terms and respect for creators' rights. Our freelance charter, part of the **#FairDeal4Freelances** campaign, can be shared with employers.

#FairDeal4Freelances

CAMPAIGN



Live from Australia via my bedroom in Cambridgeshire

The Disabled Members' Council's Gemma Stevenson calls for sports bodies to support remote access for disabled sports journalists

Microphone. Check. Laptop. Check. Enough coffee supplies to last the whole shift. Check.

Looking in at the scene it would look like a completely normal two weeks of Australian Open reporting for me. Except for the first time since the - dare we say the word - pandemic I wasn't actually in Australia to do it.

Instead of getting my dose of vitamin D in Melbourne, I was wrapped in my warmest Oodie watching some incredible tennis and interviewing the athletes afterwards.

Did it make any difference to the athletes? No. The wheelchair tennis players appreciated that, while everyone else was enjoying a good night's sleep, I was there to make sure their stories were heard.

Did the fans care. No. My social feeds were still full of tennis enthusiasts engaged with my work. Did my editors care? No. The standard of my work was as high as it had ever been.

Of course, I would have much

rather been out in Australia enjoying the tennis live but, owing to a medical emergency, flying that distance was out of the question. Tennis Australia adapted in double-quick time and a plan was made to use video-calling technology post-match to get what I needed. So why can't this be standard practice for all sports events?

With travel restricted during the pandemic, sports journalists were offered digital accreditation so they could report on major sports events. For once, this provided a level playing field for disabled sports journalists, usually put at a disadvantage especially in venues with poor access, to interviews with the athletes and players and put them on top of the action.

That's why, especially in Olympics year, the NUJ's Disabled Members' Council is backing a **#InclusivePressAccess** campaign to urge sporting bodies to provide remote access to events. They could do it when it was expedient for them, so there is no excuse for not offering

Action

- Write to your local sports clubs/stadiums/sports organisations and ask if they can provide/allow remote access to their events.
- Use your social media channels and contacts to highlight our **#InclusivePressAccess** campaign to make sports reporting more accessible to everyone.
- Editors and sports editors should put pressure on sports organisations and broadcasters to provide remote access.

the facility now. For the media, it will not only get more diverse voices through your door, it will also save you a bit of cash.

Game, set and match.

TRAINING



06

Dealing with the menopause

NUJ training programme co-ordinator, Caroline Holmes, introduces the NUJ's new guidance on the menopause

One in three women has either experienced or is currently going through the menopause. Around eight in 10 women will experience noticeable symptoms and, of these, 45 per cent will find their symptoms hard to deal with.

The menopause is often treated as an embarrassing or taboo subject, or even a topic to make fun of. Yes, we've all heard the hot flushes cracks and how we didn't laugh. In fact, people are beginning to talk more openly about this natural and almost universal experience women go through and, as a trade unionist, it is an important conversation to have with your employer.

The **NUJ's guide** is about informing reps and workers about the menopause, helping members with practical ways to cope with it at work and to put in place company-wide policies which offer workplace adjustments and sources of support.

Organising around the menopause and its impact on workers is a great way to increase the involvement

and participation of NUJ members in your chapel or branch. The NUJ sees the menopause as an equality issue of importance to all officers and workplace reps. It undoubtedly contributes to the gender pay gap.



Workplace sickness-absence policies often use inflexible trigger levels that do not take account of related issues, setting off formal procedures that could ultimately lead to an unfair dismissal. This can be nipped in the bud with a shared understanding of how the menopause can affect women's health.

The guide sets out very practical steps towards establishing workplace policies, including a model office

Training Courses Update

The NUJ's two training courses, on Newsroom leadership and news verification tools, have been successfully rolled out throughout the entire union. Funding for the commissioning of the courses, provision of trainers, and venue hires came from the Google News Initiative, which meant that the courses have been taking place at no cost to members throughout the UK and Ireland. We'll be reviewing feedback and looking at ways we can take our training forward. Meanwhile, check the latest dates for reps' training on the **NUJ website** and go to **NUJ Training Scotland** and **NUJ Training Wales** for professional development, also open to all NUJ members.

You can sign up to the **NUJ freelance tax seminar** on Thursday 10 October.

survey on the menopause and a template company model policy and contacts for expert organisations. This could be the solution for 20 per cent of women surveyed saying they had considered leaving work because of menopause symptoms.

INFO

Get Active

The NUJ's website has a wealth of information, advice, guidance and useful materials.

AI

Artificial Intelligence is a fast-moving technology which will affect all of us at work. Go to the **Journalism before Algorithms** website page for more information.

Campaigns

The **NUJ's Pay Campaign** calls for fair pay and flexible working and provides practical support to chapels when dealing with employers and on the rights of freelancers.

Let's Stop SLAPPs: go to the **website page** to see the latest on our campaign to stop lawsuits brought by the powerful and rich against journalists to censor and stymie reporting.

Recruiting students: there's lots of info, FAQs and materials for branches and chapels to encourage local journalism, publishing and photography students to join the union **on the NUJ website**.

Useful stuff

Freelance members can access help and useful information in the union's **freelance resources**.

Protect your sources: your rights

as a journalist and how to protect your sources.

Legal assistance: one of the many benefits of NUJ membership is its legal advice.

Health and safety: advice, guidance and news.

The **safety toolkit** is a mobile-friendly resource to help media workers protect themselves and their journalism from harm.

Photographers: **the toolkit** has tips and a number for legal assistance when covering protests, and guidelines on taking photographs in public places.

Storysmart: is a set of online training modules to help journalists prepare to work in hostile environments and keep their data safe.

TUC Organising at Work: guide on building strong workplace unions.

NUJ **recruitment materials**.

Mental health: find help for **post-traumatic**

stress disorder.

The NUJ's guidance **Menopause is**

a workplace issue provides advice to reps and members to influence workplace policies and support women during the menopause.

Reporting on refugees: inaccurate terminology and commentary can cause confusion and breed prejudice.

The **NUJ code of conduct** has set out the main principles of UK and Irish journalism since 1936.

Donate

The **IFJ's safety fund** helps journalists across the globe, including in Ukraine and Afghanistan and those covering the Israeli-Hamas war.

The NUJ's **George Viner Memorial Award** provides bursaries for black and minority ethnic students.

NUJ extra helps members and their dependents who have fallen on hard times.



NUJ extra

NUJ training

The union provides a free programme of **training for reps**. **NUJ Scotland Training** and **NUJ Training Wales** provide a huge range of professional skills courses.

Social media: Keep up with the latest breaking news, offers, campaigns, solidarity events and more on **Twitter**, **Instagram** and **Facebook**.

REASONS TO JOIN



Ending the Gender Pay Gap

A Press Gazette analysis showed that 91 per cent of UK media companies paid men more than women and 85 per cent of men got better bonuses and it's a similar picture in Ireland. One magazine group's gap was almost 37 per cent. Opaque, unfair pay structures and unlawful sex discrimination are contributing factors. The NUJ negotiates on transparent pay structures, progressive work-life balance policies, better maternity and paternity deals and fair recruitment procedures.

Are you keeping good company?

Join the NUJ today at

nuj.org.uk/join

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