



Methodology

The course is tailored for newcomers to the ILO and its standards system. A certificate will be awarded to participants after completing the three components of the course.

Resource persons include specialists in ILS and an active journalist experienced in using them.



Costs of participation

The total cost of participation in the course is **2,590 euros**. This includes tuition fees and subsistence costs.

The tuition fee is 1,630 euros. This covers:

- tuition;
- books and training materials;
- course preparation, implementation (on line component included) and evaluation.

The subsistence cost is 960 euros. This covers:

- full board and lodging at the Turin Centre's campus;
- laundry;
- local study visits (if any);
- minor medical care and emergency medical insurance;
- socio-cultural activities.

The price indicated **does not** include travel costs between the participant's home and the course venue. The cost of passports, visas to enter Italy, airport taxes, internal travel in the participant's home country and unauthorized stopovers is not reimbursed.

Payment should be made in advance by bank transfer to:

Account No. 560001
Bank: Intesa-Sanpaolo SPA, Ag. CIF-OIL 701
IBAN: IT36 B030 6901 1911 0000 0560 001
BIC: BCITITMM
Address: Viale Maestri del Lavoro 10, 10127 Turin, Italy

Note: On the bank transfer form, kindly state the participant's name and the course code (A970023).

Fellowships

Fellowships are available to candidates who qualify.

The employers' organizations and workers' organizations to be granted fellowships for this course will be selected by the Secretaries of the Employers' Group and of the Workers' Group of the Governing Body of the International Labour Office.

Applications

To apply for this course, candidates should fill in the nomination form and return it to the Standards and Fundamental Principles and Rights at Work Programme of the ITC-ILO by e-mail (ils-fpr@itcilo.org) or by fax (+39.011.693.6906).

Applications should be accompanied by a curriculum vitae and a nomination letter from the sponsoring/funding institution.

In line with the ILO's mandate to promote social justice and universally recognized human and labour rights, the Turin Centre encourages applications from women.



A970023

Communicating Labour Rights

A training course for media professionals

3 – 7 August 2009
Turin (Italy)

For further information, please contact:

International Training Centre of the ILO
Standards and Fundamental Principles and Rights at Work Programme
Viale Maestri del Lavoro, 10
10127 Turin - Italy

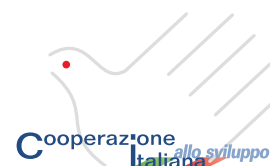
E-mail: ils-fpr@itcilo.org

Phone: + 39.011.693.6626

Fax: + 39.011.693.6906

Web site for journalists: <http://ilsforjournalists.itcilo.org/>

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International Training Centre

www.itcilo.org

Communicating Labour Rights A training course for media professionals

Freedom of expression and of association are essential to sustained progress.

ILO Declaration of Philadelphia, 1944



Preamble

The International Labour Organization (ILO) is the specialized tripartite agency of the United Nations mandated to promote social justice and universally recognized human and labour rights.

Journalists and other media professionals have a leading contribution to make in promoting the primary goal of the ILO, i.e. to advance opportunities for women and men to obtain decent and productive work, in conditions of freedom, equity, security and human dignity.

Since the media shape public opinion and must be responsive to the concerns of individuals and society, they have a social responsibility to provide their audience with relevant stories, accurate reports and informed analysis. In return, user confidence plays a pivotal role in boosting sales and increasing the market share of media organizations.



Justification

The frequency of labour-related headlines in print, audiovisual and electronic media is evidence that the world of work is newsworthy. All around the globe, the media report on local, national and international events affecting the lives of men and women workers. However, due to budgetary and organizational constraints, many news organizations lack labour specialists among their staff correspondents, and many media workers have had no opportunity to acquire in-depth knowledge of workers' rights and related labour issues.

This accounts for distorted information and the missing link often perceived in media coverage between the moral outrage expressed by the public and the facts that caused it.

To bridge this gap, the International Training Centre of the ILO (ITC-ILO), based in Turin, Italy, has designed a training course calling the attention of journalists and other media professionals to the direct relevance of international labour standards (ILS) drawn up and overseen by the ILO to accurate, responsible, fair and objective media reporting which can further understanding in the interests of human welfare. Public understanding can, in turn, strengthen the application of ILS at local level so as to advance freedom of expression, freedom of association and respect for fundamental rights at work.

Labour-related headlines from the media

"30 textile workers die waiting for benefits"

"More people out of work"

"1,5 million workers at risk from carcinogens"

"Flagrant violations of core labour standards"

"Government ignoring migrant labourers"

"Company fires 55 workers after strike"

"Trade unions say labour rights violations not helping to retain GSP+"

Source: [Glabour Writers: Communicating Labour Rights Blog](http://communicatinglabourrights.wordpress.com/)
(<http://communicatinglabourrights.wordpress.com/>)



Objectives

General objective

The course aims to equip media professionals with the knowledge and skills to use ILS and the work of the ILO's supervisory bodies in their reports, thereby raising public awareness of internationally recognized human and workers' rights and their relevance to local labour and social issues.

Specific objectives

By the end of the training, participants will be deemed able to:

- determine when and how information on the ILS system can be referred to in their coverage of labour and social affairs;
- prioritize the various elements of ILS in different journalistic contexts; and
- use ILO's databases and documents to research stories on labour and social affairs.



Participants' profile

Journalists, correspondents, publicists, reporters, editors, publishers, public relations professionals and press officers - including those of employers', workers', governmental and non-governmental organizations, working in all types of media (print, radio, television and the Internet).

ILO information officers and communication focal points are also welcome.

Candidates should be proficient in English, computer literate and experienced in using databases and the Internet for research. They should also have access to the Internet for the last phase of the course, which will be conducted online.



Structure and content

The course will be divided into three compulsory phases:

Phase 1) Pre-course preparation

Participants will be required to select - from print, electronic or other media - at least two local news stories (of at least 400 words each) on labour and/or social affairs. These articles (or transcripts of radio or TV spots) will have to be submitted to the organizers via e-mail (ils-fpr@itcilo.org) as scanned or text-processed documents by 19 July 2009 at the latest, to be used as case studies during the course.

Phase 2) Face-to-face instruction (5 days)

The residential phase of the course will cover the following:

- The link between freedom of expression, freedom of association, and the promotion of human and workers' rights
- Introduction to the ILO and its ILS system, with a special focus on the standards pertaining to freedom of association, and its relevance to the world of work
- The potential and relevance of ILS for media work
- Introduction to the ILS databases (ILOLEX, APPLIS, LibSynd and NATLEX), which will be used extensively during the course
- How to incorporate ILS into journalism, with concrete case studies mainly based on stories submitted by the participants before the course
- Experience sharing of labour and social reporting
- The role and function of the ILO's Department of Communications and Public Information (DCOMM)

Practical exercises will enable participants to: appraise the ILS component in different stories; appreciate the importance of substantive research on ILS; and identify relevant source material.

Phase 3) Online - via the Internet

Using the knowledge and skills acquired in the first two phases of the course, each participant will be required to prepare a story on labour or social affairs related to ILS within 3 months. The work can be either an article (between 500 and 800 words), a press release (between 400 and 600 words), or a video/audio clip (between 2 and 5 minutes). Stories will be evaluated by course facilitators and then posted on the Web site of the course. To further broaden their

learning experience, participants will be encouraged to share their work with their peers via the Web site.

ITC-ILO Prize "Media for Labour Rights" - 3rd edition

In the framework of the course, the ITC-ILO is holding the third international journalistic competition "Media for Labour Rights". Participants' stories prepared during the third phase of the course will participate in the competition for which the prize at stake is a grant to attend the annual session of the International Labour Conference (June 2010) in Geneva, Switzerland.

For more information on this initiative, please consult the Web site of the course at: <http://ilsforjournalists.itcilo.org/>

What former participants say about the course

Attending the course has certainly become a milestone for my career.

It was my honor to have met those top-notch journalists literally from the world. They did open my journalistic eyes to the rest of the world other than the U.S. and Japan.

Misako Hida (Japan), New York Correspondent

Without doubt, we learnt a lot.

It has all been a worthy and excellent experience.

Ezekiel Soji Fagbemi (Nigeria), Nigerian Tribune Newspapers

Congratulations on organising an excellent training programme.

The ILO data bases will definitely make a change to my stories.

I hope this pilot programme with us will lead to many more training programmes for media - especially in developing countries where ILS is not a well known subject.

Dilshani Samaraweera (Sri Lanka), The Sunday Financial Times

It's great to get to know you all and have great conversations and experience sharing during that five days in Turin.

Long Pham Thi Thanh (Viet Nam), Viet Nam Newsw