

# Tripartite conference on journalism

**Journalists, students, and researchers: 3 groups, 3 days in one place. The example of French "Assises internationales du journalisme et de l'information"**

**Main Issue:** Supported by all stakeholders of the profession, the event Assises du Journalisme gathers schools, journalists, and researchers once a year in France. It is meant to be a place of exchange and reflection on journalism and its practices, independent of any supervision. Open to journalists and publishers, students and teachers, researchers, but especially to the citizens.

This tipsheet refers to point no. 10 in the IJIE State of the Art report:  
"Promote an annual European conference of schools of journalism where staff, journalists and researchers from different countries could meet, exchange and debate about the issues related to the training of journalists in a digital technological environment."

**Website:** [www.journalisme.com](http://www.journalisme.com)

**Keywords:** tripartite conference, ethics, professional issues, collaborative work, citizenship, education

**Short description:** The following section is based on the example of "Assises du journalisme", an annual French conference that associates professional journalists, journalism students, researchers, and the audience. The recommendations would like to bring forth a reflection on French practices that could be extended to other countries.

The "Assises" is an initiative of a French association named "Journalisme et citoyenneté" (Journalism and citizenship), directed by the former ombudsman of Radio France Jérôme Bouvier, a journalist very close to ethical and educational questions. The "Assises" were created to define the conditions for the production of quality information in France in the 21st century.

The "Assises" are open to journalists, researchers in communication and journalism, students in journalism, and to all the citizens interested in these issues.

For the last two years, this manifestation was in partnership with Obsweb (Observatory of webjournalism), which is a project supported by the Centre for Research on mediation (CREM), University of Metz in Lorraine and leant on the Master Journalism and Digital Media. Students of this master publish an online magazine about this manifestation and cover all the sessions of the Assises.

Web site: <http://obsweb.net/mag/>

To do	Issue	The example of the "Assises du journalisme"
<p><b>Bringing the profession together is important, but opening to citizens is more than desirable</b></p>	<p>Supported by all stakeholders of the profession, respectful of individual freedom, the event is meant to be a place of exchange and reflection on journalism and its independent practices. Open to journalists, publisher students, teachers, and researchers, but especially to the citizens.</p>	<p>During three days, the "Assises" offers vocational training workshops, public debates, and special events as well as exhibitions and projections on the topics of national and international events. The programme is elaborated by a committee composed by journalists, researchers, journalism school management, publishers, representatives of professional unions, and associations as well as actors of media and information literacy. The topics are articulated in a way that professional issues can gain public interest.</p>
<p><b>Creating a "multidimensional" place to share a diversity of experiments and experiences</b></p>	<p>Bringing a wide selection of testimonies from the profession and presenting them in a diversified way in order to be interesting for a very diverse public.</p>	<p>The "Assises" propose a large scale of topics presented by professionals from different fields: national and international associations, trade unions, journalists from different media and from different positions, researchers, etc. The presentation forms are multiple too. One day is divided into three main sections:</p> <ul style="list-style-type: none"> <li>• In the morning section, parallel workshops on four main professional topics take place (new practices, ethics, journalisms, researches)</li> <li>• During the afternoon, one or two public debates are programmed</li> <li>• And in the evening, the public can assist in a projection, a vernissage, an other debates or a gala. (See the program on <a href="http://journalisme.com">journalisme.com</a>)</li> </ul>
<p><b>Cooperation between 3 complementary actors (journalists, researchers, students) in the same place during three days</b></p>	<p>Presenting and having a dialogue on professional issues (ethics, innovations or the future of journalism) from three different points of view.</p>	<p>Journalists and researchers work together in the committee. Journalists and researchers are presenting and discussing during the workshops and debates. Students are covering (reporting, interviewing, filming, tweeting, commenting) throughout the three days. Students from the Lorraine region's schools and high schools present their own editions. Competitions for J-students (for example, in 2013 a competition on the topic of "The future of journalism").</p>
<p><b>Using the event as a course and a training for journalism students</b></p>	<p>To capture students' attention during three days is usually not so evident and easy, but as they participate at the event, and produce real journalism, they are highly active and committed.</p>	<p>The "Assises" is covered by J-students from the University of Lorraine. Their content is published on the event's website.</p>

To do	Issue	The example of the "Assises du journalisme"
<p><b>Creating online resources on journalism (see links below)</b></p>	<p>In an always-changing professional field an online source where to find some answers and conclusions for central questions and debates moving the profession is more than useful. It can also help to keep continuity year by year.</p>	<p><a href="http://www.journalisme.com">www.journalisme.com</a> is the media of the "Assises". Its aggregating multimedia content (audio, video, live tweets) produced during the three days, but also some information on the profession (useful links and information, statistics).</p> <p><a href="http://www.obsweb.net">www.obsweb.net</a> is a website created by the research group CREM and is animated by students in Master of Journalism and Digital Media at the University of Lorraine. Its main issue is on digital media, but it's also covering the "Assises" (see below).</p>
<p><b>Creating awards</b></p>	<p>This initiative offers real visibility on the work of researchers and journalists and can expose best practises</p>	<p>The "Assises" discern several awards:            The "Assises" Awards reward works or reportages that question the best journalism and its practices. The Project Laboratory award is recompensing journalism projects emphasizing on citizenship and opening up to citizens.            The Stop the Clichés on Youth award is rewarding reportages giving the voice to young peoples without stereotypes.            The Diapero award recompenses audio slideshows.</p>
<p><b>Do not focus only on new technology</b></p>		<p>Even if it seems that the main transformations of the professional field is related to new technology, it's not the only issue of today's journalism.</p>

## Tripartite panels/debates

**Some examples of tripartite panels or public debates on «Integrated journalism» and their coverage (audio, video, interviews, rich contents, infographics, live tweeting) by Obsweb:**

**Theme of debate:** Algorithms and Predictions Information: Dangers and Opportunities for Journalism? (16th of October 2014)

<http://obsweb.net/mag/2014/10/16/live-algrithmes-pre-dictions-dinformations-dangers-ou-opportunités-pour-le-journalisme/>  
<http://obsweb.net/mag/2014/10/17/tres-libre-au-newslab-de-la-bbc/>

**Theme of panel:** Rethinking Information for Mobile Devices (16th of October 2014)

<http://obsweb.net/mag/2014/10/16/repenser-linformation-pour-les-supports-mobiles/>  
<http://obsweb.net/mag/2014/10/17/simon-lambert-vainqueur-du-concours-diapero/>

**Theme of panel:** How to Adapt Web Newsroom to Live Coverage (16th of October 2014)

<http://obsweb.net/mag/2014/10/16/scrabble-live-adapter-les-redactions-web-aux-couvertures-live/>

**Theme of panel:** Social networks' Role in Circulation and Share of Information (16th of October 2014)

<http://www.journalisme.com/les-assises/les-assises-en-vidéo/1416-le-role-des-reseaux-sociaux-dans-la-circulation-et-le-partage-de-l-information>

**Theme of conference (with researchers):**

Redefining boundaries of Journalism, How New Jobs Merge in Journalism

**Programme for 2013 of the Master in Journalism and Digital Media, at University of Lorraine:**

<http://infocom.blog.univ-lorraine.fr/files/2013/02/Presentation-Master-SIC-Webj-14-15.pdf>

**The special version of the Assises in March 2015, about to the aftermaths of the Charlie Hebdo killings:**

“Les leçons de Charlie”

[www.journalisme.com/les-assises](http://www.journalisme.com/les-assises)

## Topics

- Live coverage of the debate
- An interview with a journalist classifying himself as a hacker-journalist
- Live coverage of the panel
- The portrait of a Diapero award winner
- Live coverage of the panel
- The presentation of the panel with its video
- The role of librarians and developers Their proximity to journalists in editorial work fits particularly in the use of back-office production CMS. The latter is particularly important in the restructuring of relations between businesses involved in the manufacture of an innovative media. (Valerie Jeanne Perrier et Etienne Candell, University of Paris 4, Celsa)
- - The role played in the newsroom by the search engine optimizer (SEO) in charge of optimizing the visibility of content on search engines. This is to show how journalists cope with the constraints associated with SEO and how this influences the editorial lines. (Guillaume Sire, University of Paris 2, IFP)
- - The role of statistics and data use in journalism. Increasingly, journalists do their job in cash (the unemployed, opinions, actions of Members of Parliament, etc.). How does this affect the relationship with sources and the role of journalists in the public debate? (Sylvain Parasie, University of Marne La Vallée).

**Bonus material:**

**Short quote**

"The public's confidence crisis with the media can only be resolved with the public, so dialogue between journalists, publishers, and citizens is important."

"We conceived "Assises" as a moment of coming together. It means that the numerous tribes composing the profession (...) gather, as in the case of other professions, and debate the ways in which we work; what we propose to the public; how to think the profession."

OJIM, "Entretien avec Jérôme Bouvier", 21 December, 2014, online:

<http://www.ojim.fr/entretien-avec-jerome-bouvier-organisateur-des-assises-du-journalisme-ojim-claude-chollet/>



*Jérôme Bouvier, one of the initiators of the "Assises"*

**Extracts from the competition for J-students: "10 ideas for reinventing journalism"**

*Here are some answers to the question: For reinventing journalism, my ideas are:*

"To be inspired by TV series. Not in order to produce fiction, but in order to assume that journalists are creating stories, using the codes of fiction, creating suspense across platforms."

***Clémence Fullea, journalism student, CFJ***

"To have a regular conference on innovation in each newsroom as it's usual concerning the daily news. A common reflection on its daily content production could contribute to thinking of new ways to do journalism."

***Ludovic Chataing, journalism student, Université de Lorraine***

"The problem of journalism today is the lack of confidence in the public. My idea would be to introduce transparency in journalism practices, thanks to 'black boxes' placed at the end of each online article showing how the journalist proceeded."

***Vincent Manilève, journalism student, Université de Cergy-Pontoise***

<http://www.journalisme.com/les-assises-2013/les-assises-en-video/1355-une-idee-pour-reinventer-le-journalisme>



*Young students at the "Assises"*