

Week 4

Expert Bart Deceukelier

How can we break all visibility of journalist trade union? Opposite:

Connect with worst political party	Not associated to political party
Info is not correct, negative tendency	Info correct, facts, positive news / opinions
Stop sending news	Good planning news
Not reactive to important cases against journalists	Be reactive to important cases against journalists
(secretly) Agree with media not to publish	Good agreements with media
Blackmail media	Newsvalue higher
Dirty laundry (inside debates, secrets, personal info)	Professional communication, open debate
Sent tax inspectors, story money missused/luxury	Transparency, clear decision lines (espacialy on money)
Administrative haresment	Manage administration and simplify
Quit collective agreements	Importancy cla's
Agree with employers all the time	Taking our role as workers representatives
Suspicious sources money	
Communicate only on our own topic/conditions	Be close to workers problems/experiences
Make content not shareble	Make content shareble
Change to platforms nowbody is using, are old	Use their channels
Spokemans: experts grey white man	Mix spokesman (similar to public)
Break computers	Good material
Not motivate communication workers	Importance op communication workers, include

CAMPAIGN TAM-TAM (« Un tout autre mouvement pour un tout autre monde »).
Referred as a good practice

Here: <https://www.facebook.com/campagnetamtam/>

Bart Deceukelier

Secretaris/secrétaire

Rue Pletinckxstr. 19 | 1000 Brussel Bruxelles
0474 46 05 93

bart.deceukelier@acv-csc.be | [f](#) [ACVBIE - CSCBIE](#) | [y](#) [ACVBIE - CSCBIE](#)
www.hetacv.be/acvbie - www.lacsc.be/cscbie



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