

ELSA

International Focus Programme Handbook

MEDIA LAW 2013-2016



elsa

The European Law Students' Association

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Foreword

Dear ELSA officers, dear IFP enthusiast,

It is our great pleasure to introduce you the Handbook for the new IFP topic Media Law.

Behind us we have 3 years of the implementation of the Health Law. They were interesting, challenging and healthy. We had our ups and downs and without a doubt this experience brought us to the next level. But new challenges are waiting for us.

In beautiful city of Batumi, in November of 2012, Council has decided that our new focus should be Media Law. It is a new and currently very hot legal topic that has come into our focus just on time. After recent events in Turkey and “friendly spying” in Europe we saw that Media Law as area of the law could help us to understand and to regulate many of these situations. Now, more than ever, is the time to contribute to development of this topic and to provide our Network and all other that are interested with legal education within the area and to raise awareness about it. As a Network with 38.000 members in 42 countries we have real power to help in establishing the international and European legal framework.

This Handbook aims to provide you with helpful information about what is IFP, what you should do as an ELSA officer within it, how to implement new topic as well as to introduce you to Media Law. We want you to be prepared, to know why and what will you do from the very beginning. However at first instance we strive to stimulate your motivation and interest.

Looking forward to hear your feedback and your concerns. Do not hesitate to contact us any time.

We wish you the nice start of the new IFP circle.



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What is the International Focus Programme?

By introducing the vision, ELSA defined its' vision and therefore main goal to work towards: to build a just world in which there is respect for human dignity and cultural diversity. At the same time it was denoted that ELSA aims to contribute to legal education, to foster mutual understanding and to promote social responsibility of law students and young lawyers. This should be achieved through:

- ✓ Providing opportunities for law students and young lawyers to learn about other cultures and legal systems in a spirit of critical dialogue and scientific co-operation;
- ✓ Assisting law students and young lawyers to be internationally minded and professionally skilled;
- ✓ Encouraging law students and young lawyers to act for the good of society.

To put into practice the vision of our philosophy statement and to stimulate the Network to work towards ELSA's aims and goals, in 1994 ELSA International introduced the International Focus Programme (IFP). Through it they hoped to consolidate the work of young European lawyers in practical and theoretical spheres, to provide officers with additional "tool" to increase the number of opportunities for law students and young lawyers to work together on



a 'hot' legal topic as well as to allow continuity within ELSA and setting a common focus to work towards. Insofar via implementation of the IFP, they intended to create a pan European forum that will help ELSA to give a global dimension to the work of ELSA and help students and young lawyers to learn about other cultures and legal systems in a spirit of critical

dialogue and scientific co-operation, will assist them to be internationally minded and professionally skilled and will encourage to act for the good of society.

Nowadays within IFP framework local and national groups work together with ELSA International and legal institutions to build a concrete knowledge base, to organize variety of

projects such as seminars, conferences, legal research groups, debates, moot court competitions, publications and traineeships, that will have an impact on law students, society and the international community. In scopes of IFP ELSA stirs up members' discussions about current topic , gather all their diverse opinions and ideas.

Implementation of the IFP topic is usually concluded with a major international conference and/or a publication that encapsulates the outcome of the work made within the frames of the IFP. This final publication includes input data from all reported events (based on the supplied information within the SotN Reports, Evaluations sent to IB) and draws conclusions that seek to contribute to the European legal education.

To sum up above mentioned we can outline main objectives of the International Focus Programme are:

- To make use of the unique ELSA Network in order to create awareness amongst today's law students, tomorrow's lawyers.
- To create a forum where law students and young lawyers can gather and discuss a contemporary theme.
- To utilize the ELSA Network in a programme that directly involves all Local Groups in similar activities.
- To set out a common goal for all members to work towards.
- To give law students and young lawyers all over Europe a voice by gathering their diverse opinions and ideas.
- To implement the vision of ELSA's philosophy statement: "A just world in which there is respect for human dignity and cultural diversity".

ELSA's high standards guarantee that the IFP takes on cutting edge legal issues in an effort to engage as many students and supporters as possible.

Previous IFP topics were:

- "A Just World: A new role for lawyers, legal education and law in development" (95–97)
- "The Law of Peace in the Year 2000 – current violations and effective enforcement of international law; the reform of international organizations" (97–99)

- “Information Society – the Legal Challenges: Application of New Technologies, Protection of Individuals and the Legislative Response.” (00–02)
- “Trade Law – a Way for Sustainable Development” (03–05)
- “25 Years of Legal Development” (06–07)
- “Intellectual Property Law” (07–10)
- “Health Law” (10-13)

IFP, Decision Book & Strategic Goals 2018

At the ICM in Nuremberg (Autumn 2008) the IFP section within the Decision Book has been completely renewed. Thereafter we have clear and structured regulations for the IFP where different responsibilities of all three levels are listed and key areas engagement recited. Therefore we strongly recommend you to get familiar with them. Please check the International Focus programme part of the Decision Book and respective area regulations.

At the ICM Cologne (spring 2013) Council voted upon the Strategic Goals 2018 where the IFP was incorporated in the goal **Professional and academic development of law students and young lawyers.**

In order to emphasize the importance of IFP for the development of ELSA network, IFP was included in the new Strategic Goals for the next 5 years and it can be found under the section for the new Strategic Goals 2018.

One of the six operational goals set up by ELSA International is devoted to IFP. It is still essential to keep in mind the whole picture of Strategic Goals 2018. Please, find the respective section under General Part of the DB.

Strategic Goals 2018

Cologne, April 7th – 14th 2013
GEN 01/13 I

In force

ELSA shall increase the awareness of the International Focus Programme among members and externals, as well as the general implementation of it

- ELSA shall strive to get a larger number of STEP Traineeships within the IFP area
- ELSA shall develop a strategy to maintain and improve partnerships of former IFP topics, even after the introduction of the new IFP topic

Media Law as new IFP topic

Batumi, November 4th – 11th 2012
GEN 02/12 IV, GEN 01/13 II.

The topic of the IFP shall be the following:
"Media Law"

The duration is 1st August 2013 until 31st July 2016. The final result of the IFP will be a conference and a publication.

There is no uniform definition of the Media Law, but taking into consideration all elements that are constantly repeating in different definitions from various authors we can say that:

MEDIA LAW is an area of law which regulates activities in all sorts and sizes of media communications as print media, telecommunications and digital communications and Internet.

Main focus of Media Law is the role of media in the democratic systems and legal standards for the protection of freedom of expression, right to access information and privacy.



Besides its main focus, Media Law tries to address and to deal with number of different topics relevant for media as for example property law issues in different types of media, talent agreements, broadcast licensing, advertising, antitrust law in media and numerous different but very challenging issues common for activities that are taking place in media.

Very recently freedom of expression and right to access information become interesting and entered into public focus thanks to several whistleblowers that captured our attention with making highly confident and internationally relevant data public. It has become obvious that there is a need to regulate this kind of events in order to ensure state security and stability, but at the same moment to keep public informed in all areas that they are interested in. It is hard to establish balance between those two requests, but therefore users need strongly formed Media Law principles and jurisdiction that will help us in deciding whether some information should be confidential or should be published because of the strong public interest.

Freedom of expression was for ages one of the core values of humankind and one of the preconditions to ensure rule of law and democracy, but since Internet has become biggest and most effective source of communication and media, it is necessary to establish limitations of this freedom in order to protect millions of users, especially the most vulnerable ones. It is obvious that if we want to keep Internet open and free, we have to clearly decide which conduct is allowed and which should be put under criminal liability and stopped. Besides imposing criminal liability, Media Law has to create concrete mechanisms to protect everyday users on Internet. But not only Internet users should be protected from misuse of freedom of expression. Media Law has to ensure that freedom of expression is performed well and that users are protected for example from slander in all other sorts of media-newspapers, magazines, TVs, radios, books, film, etc.

Protecting privacy is today more and more challenging task and constant growth of the Internet is not going in favour of it. The phenomena of cyberspace proved to be most challenging in regard of protecting users, especially children, from behavior of other anonymous user and European an international community started to create mechanisms for protection from cyber bullying, hate speech, grooming, pedophilia and all other possible abuse of children through Internet. In regard of protecting privacy, we have to mention article 8 of the European convention for the protection of human rights and fundamental freedoms which provides right to respect private and family life, home and correspondence.

So far we don't have unified international and/or European legal basis for Media Law, but it can be indirectly derived from several international documents laid down by **Council of Europe (European convention for the protection of human rights and fundamental freedoms**, articles 8 - right to respect private and family life and article 10 – freedom of

expression; **The Convention on Cybercrime** known as Budapest Convention together with its **Additional Protocol to the Convention on Cybercrime, concerning the criminalization of acts of a racist and xenophobic nature committed through computer systems**), **European Union (Treaty on European Union** with articles 56 – freedom to provide services, 101 – cartels, 102 – abuse of dominant position under rules of competition, 167 – culture, Directive 89/552/EEC – “Television without Frontiers” and Directive 2007/65/EC – “Audiovisual Media Services”) and from big amount of cases from the case law of The European Court of Human Rights and European Court of Justice.

Lack of consistent legal framework in Media Law can actually be beneficial for us as the Network of 38.000 law students because this is an opportunity for us to give a real contribution to its development and establishing. With strong and long term partnership in the area and with projects oriented towards clear and long term oriented goals, I believe we can give a huge contribution.



To summarize briefly – in Media Law we are mostly dealing with different aspects of freedom of expression, right to access information and privacy, but also with all other aspects of this area of law that are related to print media, telecommunications and digital communications, Internet and human rights related issues represented through media.

List of possible topics and subtopics

After giving you an overview of the Media Law itself, on the upcoming pages you will find list of possible topics and subtopics for your IFP projects. We do not want to deter your creativity in creating topics but we want to give you guidelines and some inspiration.

List is divided in 4 areas: **PRINT MEDIA**, **DIGITAL COMMUNICATIONS** and **INTERNET** as three main focus areas of the Media Law and in the end, since we as the Network have special commitment to Human Rights, you will find list of the Media Law topics which interfere with **HUMAN RIGHTS**. Bear in mind that none of the lists is completely

closed. Also, for some topics you will find additional explanations and some of them are pretty understandable and additional explanation is not needed.

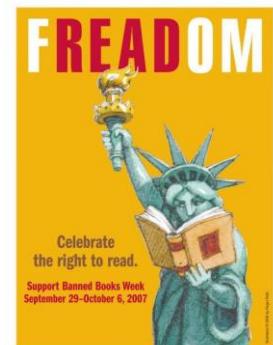
General

- Concept of Media Law
- International, European and national mechanisms of Media Law
- Freedom of expression and speech:
 - ✓ World standards of freedom of expression
 - ✓ Art. 10 of the European Convention of Human Rights VS. First Amendment to the U.S. Constitution
 - ✓ Defamation
 - ✓ Artistic speech (including creative work, literature, dance etc)
 - ✓ Commercial speech (including advertising, questions of false advertising)
 - ✓ Political speech
 - ✓ Indecent speech
 - ✓ Hate speech
 - ✓ Freedom of expression and children rights
 - ✓ Freedom of expression and videogames
- Right to access information:
 - ✓ Common exceptions to the right to access public information
 - ✓ World standards of protection the right to access information
 - ✓ Access to the court hearings and documents
 - ✓ Access to public documents and meetings
 - ✓ National security, freedom of expression and right to access information
- Journalists' rights
 - ✓ Role of Journalists as watchdogs of society
 - ✓ Journalists' independence
 - ✓ Protection of journalists' sources
 - ✓ Journalists working under cover
 - ✓ Journalists' liability
- Right to reply
- Right to respect for private and family life

- Privacy
- Protecting reputation
- Censorship in media
 - Non-disclosure agreements (NDA)/confidentiality agreements (CA)
 - Mass media in democratic multi-party systems – models and functions
 - Impact of media on transparency
 - How journalists see reality – constraints and imperatives
 - Basic principles and techniques of attracting attention of public
 - Sensationalism in media
 - Regulation of advertising:
 - ✓ Product placement
 - ✓ Political advertising
 - ✓ TV shop

Print media

- Licensing and registration requirements
- Advertising
- Author agreements
- Copyright



Telecommunications and Digital Communications (including radio and TV broadcasting)

- Surveillance of communications
- Software licensing
- Broadcast licensing
- Intellectual property
 - Teleformat as an IP object
- Protection of the TV content in Internet
- Talent agreements in film industry
- Mass-media self-regulation
- Public service broadcasting



Internet

- How to keep Internet open, free and safe?
- Social Networks and privacy
- Online freedom of expression
- Online Hate Speech
- Cyber bullying
- Internet intermediaries
- Cloud Computing
- ACTA – „The Anti-Counterfeiting Trade Agreement”
IFP and ELSA Day 2014
- Internet and data protection/retention (protection of personal data by the State, or by Internet providers, issues concerning storing of data, Facebook, particular situation of minors in this context) / Procedural law safeguards and conditions with regard to investigative powers in relation to cybercrime (cf. Article 15 Budapest Conv. on Cybercrime);
- Internet and freedom of expression (for example rights of persons who use the Internet for satire and criticism/violence against children) / Procedural law safeguards and conditions with regard to investigative powers in relation to cybercrime (cf. Article 15 Budapest Conv. on Cybercrime): ECHR case-law;
- Internet and intellectual property rights;
- Right of access to Internet (right to education through Internet, Internet literacy of children, prisoners’ access, positive duty on State, where States block or filter sites, cutting off Internet access);
- State protection from possible harm of Internet against all criminal activities (duty to take



positive steps to protect individuals from violations of privacy rights/duty to protect individuals (especially children/sexual violence against children) from those who carry out an extremist activity, spread pornography, promulgate violence or other acts prohibited by law) / Procedural law safeguards and conditions with regard to

investigative powers in relation to cybercrime (Article 15 Budapest Conv. on Cybercrime);

- Internet and jurisdictional issues (relocation of servers outside Europe, forum shopping);

Media Law and Human Rights

- Role of the media in the protection of human rights
- Online Human Rights and Democracy
- How social networks are violating human rights
- The ethical aspect of media reporting of drastic human rights violations
- Sensitivity to the rights of minorities, different, minors
- Media tactics in reporting on human rights
- Reporting on minors
- Gender aspect of media reporting
- Minority groups in media reports
- Reporting on Diversity
- Informative function of the media and human rights
- Freedom of media and human rights reporting



References list

This list aims to provide you with short list of publications and web pages in which you can find out more about Media Law itself, search for additional topics, find sources for your presentations, etc.

- ✓ **Major principles of media law / Genelle Belmas, Wayne Overbeck**
- ✓ **European media law / Oliver Castendyk, Egbert Dommering, Alexander Scheuer ;**

co-ed. Kathrin Boettcher

- ✓ Media and entertainment law / Peter Carey, Richard Verow
- ✓ The Law of privacy and the media / edited by Mark Warby, Nicole Moreham, Iain Christie

WEB PAGES

<http://www.medialaw.org/>

<http://www.medialawjournal.co.nz/>

<http://law.fordham.edu/fordham-intellectual-property-media-and-entertainment-law-journal/iplj.htm>

<http://www.article19.org/>

What to do with the Media Law?



Now when you have read the area definition and saw list of the topics you probably already have some ideas what to organize in order to start with the implementation with the new IFP at a local, national or international level. We advise you to **plan carefully** and to **try to achieve long term results** with your IFP projects. To ensure good results first try to find **academic advisor(s)** that has/have professional interest in the area. Furthermore, would be very beneficial to have **partner**. It can be other student organization that has interest in media law, governmental or non-governmental organization, institution, university that has program in Media Law, etc. Be creative in searching and if you will need any assistance, do not hesitate to contact us.

How to implement International Focus Programme?

Following regulations defined in the ELSA's Decision Book, IFP should be implemented in all key areas: AA, S&C and STEP. However, it is common misunderstanding that it is solely the responsibility of key area officers to work on realization of IFP. The whole board should be involved in this mechanism! Below you can get some practical tips on how to cooperate within

a board, what you should do as a board member, as key area officer and ideas about what to start with in your respective area.

Cooperation within a board:

*“You were born to win! But to be a winner
you must to know what for you will win,
plan how to win and act to win”.*

First step for successful implementation of the IFP topic is to bring whole board to the same page. Together

- ✓ Learn IFP history
- ✓ Check available archive of your group
- ✓ Get familiar with regulations, EI Strategy and OYOP,
- ✓ Get to know what other groups did and doing for implementation (discuss and share information on mailing-lists, FB groups, check IFP Newsletters, follow EI updates)
- ✓ Analyse what were the strength & weaknesses in implementation during previous years, brainstorm on what are the opportunities & threats for upcoming 3 years
- ✓ Discuss how can you get use of IFP to achieve general goals of your group (for example, competitiveness in relation to other lawyers associations, students organizations etc; institutional relations strategy; raise the awareness about ELSA; increase ELSA’s image; get new active members etc.)
- ✓ Include IFP in the general Strategy and OYOP of your group
- ✓ Consider to appoint Director for IFP, who would ideally have both academic knowledge about the topic and strong ELSA knowledge



- ✓ Think about continuity of the work, work on establishing long-term partnerships, annual projects etc. Keep in mind that what we did today, this year can stay not only in ELSA history, but also be proceeded even after the implementation of the topic is over. To illustrate this important idea we can remind you that during exercising “The Law of Peace in the Year 2000 – current violations and effective enforcement of international law; the reform of international organizations” topic ELSA has sent its’ first delegation to UN session; during realization of “Trade Law – a Way for Sustainable Development” topic EI organized first edition of EMCC on WTO Law; it is a result of work on “IP Law” topic that EI got its’ partner INTA.
- ✓ Talk over the possibility to organize a multi-area projects or projects which would engage few NGs
- ✓ Don’t forget about proper transition and to guide your successors on what they should do in their year to achieve long-term results

With BEE: as two main roles of president is to manage the board’s work and to represent your group on all possible levels internally and externally, he/she have to be aware about all ideas, plans, problems and success of your area and your group. Apart from this with President you should always plan, discuss, prepare approaches to potential partners, inform about possible speakers, panellists, companies which will provide TN etc. Please, remember to follow ELSA’s external relations policies.

With IM: think about how to use IFP for Human Recourses strategy, plan trainings for officers, your board or members (f.e., project management, strategic planning, fundraising, grants writing, negotiations etc).

With FM: IFP can help you to fundraise. Brainstorm, research, plan, prepare sponsors approaches, donors, apply for grants or support from EDF etc. Once you are organizing a project, don’t forget to work with your Treasurer on budget, involve him in booking process, invoicing, decide whether you can spent some money from your group budget etc.

With MKT: include IFP in communication strategy. Plan dissemination, PR of IFP in general and your projects, Prepare marketing materials: media card for external approaches, brochures, posters, promo-videos, update your webpage with IFP-related information etc, Think about Market Research.

Within your area: as a leader of respective area, your main task is to lead officers, to manage their work, to provide them with information, needed tools and support. Organize workshops, It is also essential that you link the work on different levels. Please remember to communicate all information which you receive from and to international level. Prepare to ICMs: you are the one whose voice represent the area in your country.

What should Director for IFP/ IFP team do?

The implementation of the IFP requires effective coordination so it is very good to have someone specialized in the topic working on its realization. The results are usually way better when there is a dedicated person working specifically on IFP. There is no list of director's responsibilities and it is up to your board to outline them. At the same time you can expect that by the sheer nature of his/her task, director will have opportunity to specialize and really get to know IFP theme, how it works and should be implemented. Hey/she could be responsible for ensuring that there is a focus in respective ELSA group, that the message of the IFP is delivered to all groups and members.

National and Local Directors knows what is best for their own national or local group. ELSA International can only give a general overview of the activities in each country and cannot provide the same grass roots support as directors on national level. Part of this support is the provision of training sessions on the IFP which usually initiated by IFP Director.

The most important task of IFP Director is to ensure that IFP is implemented in all key areas. This should be done through knowledge (a good understanding of topic and how it can be implemented in each area) and imagination (providing incentives and inspiration).IFP Director should be a valuable source of information related to the IFP, should be able to assist in establishing academic contacts, NGO and institutional relations, to write/ask for articles, to find experts for your projects etc.

Besides IFP Director could be responsible for keeping national, local officers and members updated, providing communication and support route between Local, National and International levels. It is, for example, possible for all groups to benefit from organization of even one local project if details are shared. In this way IFP Director can also asses regular problems and pitfalls and to try to ameliorate them. The communicated success can also inspire.

AA and IFP

AA related part of the DB, Quality in Academic Activities section

4. AA and the International Focus Programme

The plan for the term in office of every officer in charge of the AA Area shall take in special consideration the International Focus Programme in force. The organisation of activities related to IFP shall be encouraged and supported by the National Officers, and implemented by Local Officers.

In the AA part of the DB you will find IFP related orders in several provisions. Therefore we strongly suggest you to go through all AA part of the DB for further efficient work.

Moot Court Competitions

We find Media Law topic pretty controversial. Probably you will agree. And what can have more potential for the good moot court case than interesting and controversial topic? That is why we strongly encourage you to implement Media Law related issues in your local and national moot court competitions. Also, to support our new IFP topic and to ensure spectacular introduction for it, EI decided to integrate it in the new HRMCC case.



Legal Research Groups

Legal Research Groups are an integral part of any IFP and AA officers should encourage specialized researches on local, national and international levels.

Essay Competitions

An international IFP Essay Competition will be organised annually. In addition, the groups are encouraged to organise local, national and also international essay competition within Media Law. It is completely upon you which aspect of area you will choose. We recommend to open your essay competition not only for law students but also for the students of journalism and related areas what can be extremely beneficial for promotion of ELSA and IFP itself.

Dessiminate the work of the winner among your local or national law magazines, publish them on your webpage, share it with the Network.

Lawyers @ Work Events

Lawyers @ Work Events are a great chance for our members to get in touch with the professional side of law and this topic offers many possibilities, not only among lawyers: you can also focus on international job opportunities at organizations or Institutions dealing with Media Law.

Law Review

Media Law is a developing area so get use of it! Initiate a Media Law review on local, national, regional or even in cooperation with EI on international level. Make overview, compare recent changes in legislation, case studies, include links to interesting articles. Even in your local projects you can still involve members from other NGs if they are interested.

Publications

You can brainstorm on other formats/options of legal publications, which would cover Media Law. At the same time a very important task of AA is ensuring a high academic quality of the Final IFP Publication, which is produced in the end of each IFP theme. This publication is usually based on both events and research. The LRGs can have a central role in raising its academic value.

S&C and IFP

S&C related part of the DB, Quality in S&C section

4. S&C and the International Focus Programme

The plan for the term in office of every officer in charge of the S&C Area shall take in special consideration the International Focus Programme in force. The organisation of activities related to IFP shall be encouraged and supported by the National Officers, and implemented by Local Officers.

In the S&C part of the DB you will find IFP related orders in several provisions. Therefore we strongly suggest you to go through all S&C part of the DB for further efficient work.

Scientific events from S&C area can be good start for you to raise awareness about Media Law



and to show at your universities and local communities that we have new focus programme. Those events usually attract a good deal of sponsors, as attendance is high and according to the results of the ELSA Market Research they are one of the most desired activities both for members and non-members. You can also organize Summer Law Schools, Legal Debates, Panel Discussions...as you may see there are many possibilities, you only have to be creative!

Study Visits

Study Visits are very attractive activities for ELSA members and you can easily dedicate Academic Programme of the Study Visit to the IFP topic. You may also combine it with AA area by, for example, organizing Lawyers at Work event on the IFP topic as an academic programme.

Institutional Visits

At the moment we can suggest you to visit for example **WIPO** in Geneva, **UNESCO(Department for Communication and Information)** in Paris, **European Commission** in Brussels and to request visit and lecture from **European Network and**

Security Agency and Directorate-General for Competition (Media and Antitrust). In the upcoming months ELSA International will work on establishing cooperation with different organizations and institutions and we will be able to make the list bigger and we will try to update you in this regard as soon as possible. Nevertheless, you all can do list for your national and local groups by adding organizations and institutions from your respective countries.

Final IFP Conference

The Final IFP Conference is a round up, a conclusion to the whole IFP circle. It is one of the largest project within th programme since it aims to cover most of the subjects discussed within general IFP topic. However this doesn't mean that after the Final Conference the programme is finished, on the contrary the Final Conference may give the start to the post-conference events.

STEP and IFP

As in the S&C and AA area, the IFP should be equally represented in the the STEP area. Implementation of the IFP in the STEP area allows to broaden the regular circle of STEP employers, and, consequently, to increase the number of organized traineeships. Considering the popularity of the current IFP topic, the interest to traineeships among ELSA members is also ensured.

So, if you, as the STEP officer, want to contribute to implementing IFP in the STEP area, please follow these tips:

- I. Approach potential STEP employers related to the IFP topic¹. This should be done in cooperation with your President, AA and S&C officers to unify your efforts in potential IFP partners searches.

Among potential **STEP employers² related to the IFP topic** you can approach are as follows:

¹While approaching externals, please follow the requirements of the Handbook on External Relations which you can find the ELSA Officers' Portal in the BEE section. Please, notice, that global companies and international institutions may be approached by national officers only upon International Board approval.

²Please, note that the above mentioned potential employers' list is only an example shortlist. Feel free to search for more opportunities, which are substantially represented in the modern market.

- a) NGOs, institutions that are dealing with media, communication, organizations that defend the right of freedom of speech, journalists' and authors' societies etc.

For example: The National Union of Journalists (the United Kingdom), ARTICLE 19 (international, headquarter is based in the United Kingdom), The Centre for Freedom of the Media (University of Sheffield), The Newspaper Society (the United Kingdom) and many others all over the world;

- b) Related national authorities (for example, the Ministry of Education, Culture and Science; the Ministry of Justice, etc.)
- c) Universities, education / research centers, specialized in Media law, journalism, PR , Human Rights

For example: Institute for Information, Telecommunication and Media Law (Germany), Media Law Institute (Ukraine), The Research Center for Information and Communications Technology Law of Faculty of Law, University of Pécs (Hungary),

- d) Magazines', newspapers', TV's offices, PR companies:

For example: Saatchi & Saatchi (global), LEWIS PR (global), ELLE (offices all over the world), Forbes (offices all over the world) etc.

- e) Companies providing Internet services

For example:

Google

(<http://www.google.com/about/company/facts/locations/>),

Facebook

(<https://www.facebook.com/careers/teams/legal>),

YouTube

(http://www.youtube.com/t/contact_us)



- f) Law companies with Media law practice

For example: Lambert Eversheds (global law firm with offices all over the world), Foley & Lardner LLP (an international law firm with office in Brussels), Morrison & Foerster LLP (global law firm with offices in London and Brussels), Pirola Pennuto Zei & Associati (Italy), BONN&SCHMITT (Luxembourg), Kesikli Attorneys At Law (Turkey) etc.

*You may search for potential companies via different **search engine services**, for example, <http://www.martindale.com/>*

II. While approaching potential STEP employers related to IFP topic tell **advantages of being the IFP partner** (besides of being STEP partner):

- ELSA can provide narrow specialists for companies/organizations, interested in qualified personnel;
- long-term, stable cooperation;
- intensive promotion of IFP partners due to the possibility to use a big amount of publications, promotion materials etc.;

III. Procedure of formalizing the relationships with STEP employers related to IFP topic remains the same and is in details described in the STEP Handbook, which you can find here: officers.elsa.org.

Besides organizing traineeships within Media Law related employers, STEP officers may contribute to implementing IFP through organizing such ELSA events as follows: Job Fairs (a platform for connecting job seekers with the employers among which the IFP partners can be invited), Training Weeks (IFP partners can provide ELSA members with specific topic related knowledge) etc.

If you have any question regarding implementation of IFP in STEP, please, approach the Traineeship Team via traineeship.team@elsa.org for the details and sound advice.

We believe in your creativity, imagination and motivation to provide students and young lawyers with legal education in area and to help them to practice Media Law skills in the international environment.

Your contribution: evaluate it!

The success of the IFP is in the hands of every local or national ELSA group. It is you who makes IFP what it is, or what it is not. Please keep ELSA International updated about your events. That will help the network get the broader picture and will help you promote your event. After each IFP event make sure you submit a report. National Groups are responsible for the submission of the Activity Report at the end of the IFP. At the end of the day, keep in mind that whatever you do takes the welfare of the IFP Programme a step further.

Not yet satisfied?

Do you have further questions? Still don't know what to do or where to start from? Take a look at previous IFP manuals and support documents at the ELSA Archive. Be sure to subscribe to the ELSA-INFO mailing list through the ELSA website in www.elsa.org and check the Events section. You can always contact the IFP team for more information.

Contact details

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