

35 Years of Journalism Education Cooperation in Europe
Powered by the European Journalism Training Association (EJTA)
Jubilee AGM in Utrecht, the Netherlands – 15-17 October
“Rethink, Reboot, Report”

Established in Brussels in 1990, **The European Journalism Training Association (EJTA)** – the only European association for journalism educators – brings together about **90 journalism centres, schools and universities from around 30 countries across Europe**. This year, **EJTA celebrates 35 years of supporting journalism education in Europe**. Its partners collaborate on exchanges, teaching and research projects, and also support members facing challenges related to declining democracy.

"Over these 35 years, journalism and journalism education have been revolutionized by changes in technology, business models, and operating environments—and frankly, some of these shifts have taken us in very troubling directions," reflects Anne Leppäjärvi, President of the EJTA. *"But this is precisely when our shared network proves its worth. We're preparing journalists who can navigate these complex new realities while upholding what matters most: European democratic values and the public's right to independent, verified information. Journalism is essential to democracy and to democratic participation."*

From October 15th to **17th, 2025**, EJTA partners reunited at one of its co-founding institutions – **the School of Journalism at the HU University of Applied Sciences in Utrecht, the Netherlands** – for the **Jubilee Annual General Meeting**, themed „*Rethink. Reboot. Report.*” Following keynote presentations delivered by Professor Nico Drok - former EJTA president and honorary board member on *Journalism education today and tomorrow*, and by Professor Yael de Haan on *Future-proof Journalism Education: Why Public Literacy Must Be At The Core*, the forum explored key challenges in journalism education, addressing the evolving media landscape, global challenges, and the mindset of Gen Z students.

"In the different focus groups, EJTA members share experiences and best practices about current journalism teaching themes. We notice that we all learn a lot from each other and European journalism education is coping with the same challenges and opportunities. These focus groups show how valuable international cooperation and interaction are and that EJTA stands for unity within diversity," reflects Nadia Vissers, Director of the EJTA.

To support journalism education, **EJTA’s competency framework for journalism students, The Tartu Declaration**, outlines ten core competencies that have served as an international standard for journalism education and accreditation since its adoption in 2006. The framework has been revised four times, and its preamble is currently being updated. This updated preamble reacknowledges that journalism and journalists serve democratic societies by empowering citizens to make informed choices in societal and personal contexts. This mission is supported through actions such as:

- *Strengthening citizens' understanding of ecological, political, economic, socio-cultural and technological topics;*
- *Presenting multiple perspectives and diverse voices;*
- *Providing fact-based, transparent and understandable information;*
- *Supporting media literacy, press freedom, and audiences' ability to recognize trustworthy information;*

- *Protecting press freedom and freedom of expression.*

Recognizing that democracy is not a given, **EJTA's mission on media literacy advocates for quality journalism** as a vital pillar of a healthy democracy and a key tool in building resilience against disinformation in the digital ecosystem. EJTA therefore states that **media literacy education**, which includes journalism education, can significantly contribute to the advancement of quality journalism – that is essential to democratic societies.

Twice a year, **EJTA organizes on-site conferences and general meetings**, alongside regular **online seminars** to foster dialogue around current opportunities and challenges in journalism education. EJTA's events also promotes and facilitates **institutional cooperation** among partners through initiatives such as ERASMUS BIPs and collaborative research projects –such as the European survey report, "*The Journalistic Roles, Values and Qualifications in the 21st century – How European journalism educators view the future of a profession in transition*" (2019).

EJTA's current main Focus Groups include:

- *Climate Journalism*
- *EUfactcheck*
- *Inclusive Journalism*
- *Research*
- *Sports Journalism*
- *Teaching Data journalism and AI*

For more information, please visit:

- EJTA webpage <https://ejta.eu/>
- Jubilee Annual General Meeting Utrecht, 15-17 October:
<https://svjmedia.nl/ejta2025agm/>

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