

History

The first merger of daily newspapers transversely to political parties etc took place in 1899 in connection with the first major industrial conflicts, which led to the establishment of the now known system of employers' associations and unions.

During World War 1 the government put pressure on the Danish newspapers to avoid criticism from the warring parties. This resulted in the jointly taking up of freedom of the press issues and framework conditions of the press in addition. The different editors' associations, press organizations and the journalists' unions were unified under the name of Pressens Fællesråd. Pressens Fællesråd existed up until the formation of Danske Dagblades Fællesrepræsentation in 1936.

During the 1930es also commercial questions became part of the agenda, for instance new assignments such as the control of circulations in the 1960es as well as the major annual media investigation now known under the name of Index Danmark/Gallerup. The employees' education in the sector, not least that of the journalists, also became important issues, just as the work of accustoming the young people to news paper reading, which was taken care of by Avisen i Undervisningen, AiU, for the past many years.

In 1968 Danske Dagblades Udgeverforening, DDU and Danske Dagblades Arbejdsgiverforening, DDA were established. Together with Danske Dagblades Fællesrepræsentation and a number of different associations and committees the picture of the organization of the press was complicated and opaque. The decision about a simplification and strengthening of the joint forces was taken in 1976 and was effective as from the first of November 1977 where Danske Dagblades Forening, DDF, was established. The association was to attend to the link between the press and the legislation as well as ensuring the liberty of the press, the ethics of journalism, the education and the research. The former Danske Dagblades Arbejdsgiverforening became a sector under DDF, which took care of the negotiations, but with the possibility of being a member one place but not the other. All in the name of Danske Dagblades Forenings Forhandlingsorganisation, DDFF.

The latest development of the Forhandlingsorganisationen has taken place realizing that unions are merged thus creating a still wider coverage within the areas where the members work. This development formed the basis of the DDFF decision at the plenary assembly in November 2005 to becoming an association of employers of the media, where all the agreements and other employer related questions of the publicist media can be attended to. At present, this takes place under the name of Danske Mediers Arbejdsgiverforening, DMA, however still within the same framework as previously and with the same address.

The associations have since 1968 had their address in Pressens Hus in Skindergade.
Read more about the house under the history of Pressens Hus.