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THE 1977 INFORMATION PROGRAMME

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The Commission's programme for 1977 has to rekindle public interest in the construction of Europe, for which recent surveys have shown some loss of enthusiasm.

One of the leitmotifs of the 1977 information programme will be the election by direct universal suffrage of the European Parliament, which was the political decision of the year.

The 20th anniversary of the signing of the Rome Treaties and of the establishment of the Institutions will offer an opportunity to focus attention on the main achievements of the Community - as well as the difficulties it has encountered - and its future prospects.

The whole range of information activity will of course have to be adapted to developments in the major sectors of Community policy, which are themselves linked to the background of the economic crisis and its two main features: inflation and unemployment.

These considerations imply that priority should continue to be given to information in the Member States. There the prime concern will be to explain to the citizens of the Community how its decisions affect their daily lives, so that they become more fully aware that the construction of the Community, and subsequently European Union - an objective which has to be recalled - is not solely the affair of politicians and experts, but involves everyone.

It was with this in mind, that information which had previously been focussed primarily on specific priority audiences (political circles, trade unions, consumers, etc.) was extended in 1975 and 1976 to a wider public. This trend will be further emphasized in 1977.

The main aims of European integration, the solution which this can bring to economic and social problems, and the European Community's place in the world in relation to both the industrialized and developing countries, all need to be re-emphasized.

As far as non-member countries are concerned, it will of course be important to highlight the main features of a future internal strengthening of the Community in order to enhance its image as a leading world partner. Every effort will also be made, as in the past, to select themes in terms of the specific interests of the various parts of the world concerned.

Both inside and outside the Community, the implementation of the information programme will be accompanied by a strengthening of cooperation with the Member States' information services.

I - MEMBER STATES

As the keynote of information activities in 1977 is to be the creation of a new awareness of the importance of building Europe on the part of the individual citizen, our effort will focus specially on information in the Member States. There it will be directed - by the central services and the offices together - not only at certain key target groups, but also at the mass media, to which greater attention will be given.

Applying the now well established principles of decentralization and regionalization, two parallel actions will be undertaken; one directed towards priority groups and the other towards the public in the widest sense of the term. Outside agencies will be used when this appears useful

## 1. Themes

The most must obviously be made of the development of the main Community policies as well as institutional issues, especially the election of the European Parliament and any decisions relating to the Tindemans Report.

As 1977 marks the 20th anniversary of the Rome Treaties, this event can well serve to launch an activity on the theme of "Twenty years in the construction of Europe", to recall in simple language the achievements and policies of the Community, underlining in particular the creation of a large single unit, better structural and regional balances, a better quality of life, the role of Europe in the world and its policy towards the developing countries.

The Commission could also mount a sustained campaign to strengthen its own image.

In addition, the Information Offices in the capitals will from now on have to concentrate their resources more and more on making the best use of regionalised information concerning the work of the Community's financial instruments (the Social Fund, the Regional Fund, the EAGGF Guidance Section pilot projects, study and research contracts, etc.). A special set of arrangements has recently been made to help them in this task. Experience shows that this process is a highly effective way of showing to the public at large that the Community's existence has a positive impact on the daily life of each citizen.

## 2. The general public

To intensify the efforts which have recently been made in this direction, one of the first priorities is to stimulate the interest of the mass media, because of the huge communications network they represent.

The prospect of European elections, which underlines the necessity for greater contact with the general public, also offers an opportunity to emphasize that this goal cannot be effectively achieved without the help of the main information media - the newspapers and periodicals, radio and television.

In complementing the activity of the Spokesman's Group, the Directorate-General for Information will therefore develop its work aimed especially towards the regional and specialized press, both from Brussels and through the Information Offices. In addition it will continue its in-depth activity of training journalists by organising seminars and one-day briefing sessions for them. It will also continue its assistance to the European Journalists Association at both national and international level.

Furthermore, a certain number of large-scale projects will be mounted to bring the reality of the Community to the attention of the public. Some will be undertaken at European level by the central services in Brussels - for instance, folders with a competitive quiz will be distributed at frontiers, a poster campaign will be mounted in the railway stations of the Nine etc. Other projects will be carried out by the Press and Information Offices, depending on opportunities and circumstances at national level, including, for example, school competitions, mobile exhibitions, and multi-media campaigns in certain regions.

### 3. Specific priority target audiences

As far as specific priority target audiences (political circles, trade unions, consumers, teachers, youth organizations, etc.) are concerned, they are still of great importance, but information towards these groups has to make them aware of their role as "multipliers", if they are to reach the widest possible public.

#### Political circles

As in recent years, the Offices in the capitals will maintain their regular contacts with the political world, while improving their methods of supplying information and documentation related to the main developments in the Community. With this in mind, national parliaments, regional assemblies and party organizations will be given particular attention.

With the prospect of European elections, all this activity must be considerably intensified throughout next year: individual contacts with the various organizations will be made to ascertain their needs, notably in regard to the possible organisation of series of meetings for key party workers. Close coordination with the European Parliament will be maintained on this matter.

#### Consumers

Information for consumers will aim at highlighting the Community's efforts to improve in a practical way the living and working conditions of Europeans. It will therefore be focussed on three main targets:

- \* the general public, where interest is to be aroused by several very extensive information campaigns, attractively presented to secure the widest possible popularization;
- \* the mass media (radio and TV programme producers, general news press, the women's and family periodicals and the specialized press), for whom regular multinational working sessions will be organised;
- \* the consumer associations can provide a channel for information on the Community, particularly in audio-visual form.

A special effort will be made to extend this activity to women's organizations, following the colloquium which the Commission organized last March.

#### Trade unions

As in 1976, information efforts must be concentrated on decentralized operations at regional and interregional level and directed at both individual sector and multi-sector groups.

The work undertaken in trade union schools and training centres must be continued and improved in quantity and quality by using audio-visual techniques wherever possible.

More information initiatives will be undertaken for the crucial levels of the European Trade Union Confederation, for the various European industrial committees and national and regional trade union leaders.

Relations with editors of the trade union press, which has a substantial circulation, will be intensified.

#### Youth

Youth organisations.

The creation of a "Youth Secretariat" opens new possibilities for activity in this sphere. Through this Secretariat, an independent body run directly by the youth organizations and financed by an ad hoc budget each year, the dialogue with a younger generation can be developed, in various forms now being discussed with those concerned.

At the same time, a range of activities for young people will be maintained through intensive liaison with youth organisations on both a national and international scale.

#### Schools

The main aim of the Commission's action in respect of teachers is to ensure that study of the European Community is included in school curricula, especially at secondary level.

In spite of efforts over several years, the situation is still far from satisfactory. In most Member States, individual teachers must themselves take the initiative in teaching about the Community, in the margins of official teaching programmes. While awaiting a keener interest on the part of national authorities, the Offices in the capital cities have developed programmes to support this work, notably by providing Community documentation, arranging colloquia and seminars, and encouraging initiatives by private publishers to produce suitable educational material.

The Commission will also continue to encourage the activity of teachers' institutes and associations specializing in Community studies, and support the work of the Schools Television Committee and the German Schools Radio Committee, whose initiative will - it is hoped - serve as an example to programme producers in other countries.

#### Universities

As far as universities are concerned, the situation is more satisfactory, although present budgetary restrictions do not permit any increase in the number of students wishing to study Community affairs at post-graduate level. The 1976 programme sought to arouse interest among professors and lecturers in the Community's institutional development - by asking them to reflect about it - with the aim of ensuring that, as from 1977, this would bear fruit in teaching and research programmes. In 1977, priority will go to projects focussing more sharply on third-level or final year students.

At the same time, actions will be undertaken to assist the work of specialised academic associations. On the basis of the programme adopted by the Ministers of Education, the Commission will also try to get advanced education establishments to arrange joint programmes involving intra-Community mobility among teachers and students.

#### Other target audiences

Of those not among the major priorities, the undermentioned sectors should be given special consideration.

The importance of problems involving agriculture and rural affairs, directly affected by Community decisions, means that a sustained effort has to be made in this sphere. This sector seeks to help in establishing a harmonious and balanced European society, but feels neglected, if not forgotten, as a result of the concessions made, or about to be made, under commercial

policy, development assistance or the enlargement of the Community. On the domestic front, short-term economic problems are aggravating the causes of strain. In these circumstances, an effort has to be made to get closer to the farming world and rural affairs through a decentralized information action at regional level, via the regional and trade press, regional radio and television channels and social and economic advisory services.

Since they are thought to be a priori favourably disposed towards the construction of Europe, no systematic approach has as yet been made to industry and the business world, especially since they are equipped to follow the Community's activities regularly. Small and medium-sized companies, however, are often wary of public bodies; they are unfamiliar with Community machinery, and what they can obtain from it; but this sector is an important part of the economic fabric.

In addition, specific information campaigns will be mounted for the liberal professions as Community policies affecting them are developed. As far as scientists are concerned, the information effort which has been undertaken for some year should be improved and diversified. The aim will be to convince the public of the growing importance of Community research, by explaining the work that has been undertaken, and the results which have been obtained, by the Joint Research Centre and by national laboratories carrying out Community programmes. With this aim, information must be aimed, among others, at scientific journalists.

#### 4. Media

In this field, a further intensified effort will be made for radio and television as well as other audio-visual media (slides, videocassettes, etc.). As far as written material and visits are concerned, they will be maintained at their current level for information in depth, while exhibitions will serve as the nucleus for certain activities intended for the general public.

##### Audio-visual

Television: following the Commission decisions in 1976, a second camera has already been purchased for the TV studio. In 1977, the studio will be provided with additional equipment: these new facilities will substantially increase the coverage of Community events.

Following an agreement with the EBU and collaboration with the RTB and BRT, the Commission will have access to the Eurovision network.

Several stations will be using the TV studio to relay regular broadcasts on the Community. The Commission has also offered its services to producers of specialized programmes wishing to negotiate joint productions. This method has already yielded good results and will be used to a greater extent.

Radio: the Commission's radio studio is already being heavily used. Radio coverage of Community events will be extended by supplying literature to regional and local stations through the Euradio bulletin and by the efforts of national Offices. Direct contacts with radio journalists will be expanded by individual and group visits to Brussels.

Films: a new cartoon film about the Community institutions will be ready at the beginning of next year. Work will start on producing a new general film about the Community. It is also proposed to produce a short feature on the new Commission.

Other audio-visual resources : further work will be done on producing a series of slides and programmes on videocassettes, specially intended as material for "multipliers".

### Publications

Though less important than it used to be, written material is still a basic factor in information, especially for specific audiences.

Material produced at the centre will still essentially consist of booklets of a general nature, and those on Community policies, while the Offices will continue primarily to publish monthly magazines, newsletters and certain material of more specific interest to the country concerned.

Publications will be distributed selectively for maximum effect and in the interests of further economy, although we shall have to do some prospecting to attract new readers. The systematic overhaul and reorganisation of mailing lists both in our Brussels departments and the Offices will also be a priority task.

### Visits

Individual and group visits and tours must be very carefully selected. They can be successfully done by respecting the priorities adopted and by intelligent programming, so that contacts with the Commission can be reserved for really important groups and those with a clearly defined objective.

Priority will be given to the following categories of visitors from the Member States: national MPs (as part of a coordinated action with the European Parliament); political parties and movements; representatives of political and administrative structures at national and regional level; journalists from the national, regional and specialized press. For those journalists and the reporters accredited to the Commission, information visits may be arranged, in liaison with the Spokesman's Group, for major Community events.

The Offices will set up or extend panels of external lecturers and speakers and organize their training and use more thoroughly.

### Exhibitions

For the Community countries, travelling exhibitions will continue to be the main activity, particularly as part of regional publicity campaigns focussed chiefly at the general public.

For reasons of cost and effectiveness, participants at international fairs in the member States will be altogether exceptional and confined to certain special cases.

## II - NON MEMBER COUNTRIES

As a result of the Community's expanding activity on the world scene, requests for information are steadily growing from non-member countries. To meet the demand, the Directorate-General for Information will extend its activity towards these countries through its Information Offices where they exist, and by intensifying its collaboration with the information officers of the Member States' embassies, particularly through the Council's Information Group.

Information for non-member countries is primarily focussed on those in authority and opinion-makers (the political world, government departments, industry and commerce, the universities, newspapers, radio and television).

To satisfy these needs a special effort will be made to develop written material, tailored to the interests of the various regions. The production of audio-visual resources (films, sound tapes, etc.) will also be increased.

The general aim will be to highlight the importance of the Community as a major trading partner, and to emphasize the value of its contribution to better political and economic balance in the world.

#### 1. Major trading partners

The Commission's top priority in respect of information for non-member countries will centre on more effectively structured action vis-à-vis its principal trading partners (United States, Canada, Japan, the EFTA countries).

For the United States, emphasis will be laid on increasing the awareness of decision-makers of the various aspects and complexity of the Community; the coverage of Community events by the media will also be increased. This will involve expanding and improving the circulation of the magazine and general publications, and extending programmes of meetings and seminars (mainly for the press, the political world and the public services). The European Community Visitors programme, which has already yielded good results, will be continued and the tours of Community lecturers in the United States will be developed further.

The recent opening of an Information Office in Canada, as part of the Delegation there, will enable essential information activities to be organised for priority audiences. In shaping the programme advantage will be taken of the results of the recent opinion poll undertaken in that country. The newsletter which is now being produced, and the brochure which was published recently will provide the basic components of an initial programme. The European Community Visitors programme, set up for the United States, will be extended to Canada.

In Japan, the main activity of the Information Office will be to disseminate basic knowledge of the Community, together with specialised information for specific audiences, to promote a better understanding of Community policies.

To underpin this work, the circulation of the newsletter will be increased and more information bulletins and press releases will be issued. More press conferences will also be held and more sustained contacts will be developed with specialist audiences, in particular the universities.

Information efforts towards EFTA countries will be pursued and mainly focussed on information visits of parliamentarians and journalists.



## 2. ACP countries

The main lines of activity in 1977 will be to make the Community better known in the ACP countries, with special emphasis on how the Community is responding to the claims of the developing countries as voiced at international meetings or through the agreements which have been concluded with them. The aim will be in particular to bring home the significance of the Lomé Convention to the public by coverage of all aspects of its implementation.

This is a sector where the budget allocated for information must be increased year by year, especially since Commission delegates are now installed in these countries, and in view of the different local conditions regarding access to information.

Information for the new ACP countries will be increased by extending to them radio coverage of Community policies, especially those relating to developing countries, by cultivating relations with the press of those countries and by activities undertaken with the assistance of the Commission's delegates. Participation in certain fairs will be continued and an effort will be made to intensify links with the universities and specialized institutes.

In more general terms, maximum use will be made of day-to-day events relating to Community activity, and special emphasis will be placed on the evolution - in spite of the economic crisis - of its policies towards the developing countries.

## 3. The Mediterranean

The development of Community policy towards the Mediterranean countries prompts us to undertake actions in several directions within an overall framework.

Following Greece's application for membership, the office in Athens will step up its activity. Since it was created, it has laid the foundations for a programme focussed on priority target audiences and the various regions of Greece. This activity will be developed in parallel with the assistance which the Commission will provide for Greek television to familiarize the country with the Community.

At the same time, the Ankara Information Office, now working in politically difficult circumstances, will continue its efforts to make the Community's position better understood by Turkish public opinion. All of the facilities now available (a series of diversified publications, meetings with the press and representatives of leading groups, lecture programmes, etc.) will be developed with this aim.

With regard to Spain and Portugal, basic information tools are being prepared in order to meet a heavier and heavier demand.

The recent agreements signed with the Maghreb and Mashreq countries and Israel will enable us to promote information for the press and various other groups notably by means of information visits.

For the countries covered by the Euro-Arab, the Commission will continue its information campaign which began in 1976 with the publication of a general booklet in Arabic.

In Latin America and Asia, the seminars arranged by the Commission on the use of the Community scheme of generalized preferences will provide an opportunity to mount more comprehensive information campaigns on the Community and its activities.

Contacts, colloquia and visits, with ADEAN and the Latin American organizations for regional integration, like the Andean Group, SIECA, SELA and LAFTA, will be intensified.

It should be mentioned, in addition, that the New York Office is specially responsible for providing information to the organs of the United Nations; while the Geneva Office is devoting a substantial part of its work towards the specialized agencies of the United Nations, such as GATT, UNCTAD, the ILO, etc...

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