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REPORT ON THE ACTIVITIES
OF THE DIRECTORATE-GENERAL FOR INFORMATION IN 1976

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Continuing the experiment launched in 1975, the Directorate-General for Information presents this comprehensive assessment of last year's activities to provide as accurate a survey as possible of the information effort made by headquarters departments and outside offices alike.

The first point to be made about the main lines of attack in 1976 is that information in and for the Nine continued to take priority, particularly in anticipation of Direct Elections to the European Parliament. Our offensive was mounted on two fronts - the general public and priority target audiences.

- For the first, the largely experimental projects begun in 1975 at the instigation of Parliament (which had granted the Commission an additional appropriation for this purpose) were continued.
- For the second; a sustained effort was made, information to these circles remaining crucial to our activities.

This overall approach was backed by more emphasis on the policy of decentralizing information in two ways :

- adapting our message and activity to national audiences ;
- amplifying information at regional level.

One of the major problems to be solved was how to play at one and the same time to specific target audiences -the key to any in-depth information campaign - , and the general public. In most cases mass publicity cost far too much for a programme to be financed from existing resources.

In non-member countries, within the limits set by available funds, priority was still given to "multipliers", namely the mass information media and key target audiences. In this context cooperation with information services and diplomatic missions of the Member States developed steadily.

1. INFORMATION IN THE MEMBER STATES

Activity concentrated on expanding information for the general public via the mass media (press, radio and television), and through direct operations (touring exhibits and the like)and providing information for what are regarded as priority targets (the political parties, the universities, teachers, the farming community,...) which play a key role as multipliers and opinion-makers.

The general public

Activity vis-à-vis the general public splits into two main categories : information via the mass media and direct campaigns. Both were organized on two levels, i.e. for the Community as a whole and for individual countries.

As regards the media, a special effort was made to develop contacts with the big newspapers, and with radio and television networks on both a Community and national scale. This involved regular meetings with radio and television executives, preparing literature for them, arranging briefing sessions and talks, issuing releases and background notes and developing personal contacts. This complements the Spokesman's Group's daily coverage of news for accredited journalists. It is worth noting that extension of this line of activity depends less on funds than on the number of staff available, since what matters most is the cultivation of contacts and the preparation of documentary material.

Another point worthy of note is that the development of regionalized information, especially in connection with financing decisions, enabled all Information Offices to secure wide circulation of press releases on aid granted by the EAGGF, the ERDF and the ESF in which projects of local interest were highlighted. The press, radio and television responded extensively to this new approach.

As regards direct publicity aimed at the general public, we would begin by mentioning the Community-wide "Frontier post" operation which took place from 30 July to 2 August; ("Europe but still frontiers") 1 200 000 folders were distributed. Press, radio and television coverage of the campaign reached an audience of several million.

Cooperation with railways throughout the Community enabled us to mount a poster campaign in railway stations ("Green light for Europe") from March onwards 1977.

A drive to sensitize the fashion world succeeded in developing a vogue for T-Shirts with a European emblem, this will be promoted further in 1977.

At national level activity was largely geared continuing and boosting campaigns initiated in 1975. Two touring exhibitions toured Germany (23 medium-sized towns) and Belgium (14 medium-sized towns). These were backed by posters, press conferences, inaugurations, meetings and distribution of brochures and folders. In Germany, special inserts of Community interest were placed in 14 regional newspapers and 3 national dailies. In all over a million copies were printed. The Community had stands at fairs and exhibitions in the United Kingdom, Ireland, Denmark and Italy. In the United Kingdom and Italy the emphasis was on agricultural events; the Royal Show, the Royal Welsh show, the Royal Highland Show and the Verona and Foggia Fairs. Supporting attractions for the press and specialist audiences were organized in connection with each event.

European Weeks or Fortnights were held in ten towns in France. These were backed by audio-visual shows ("Le Monde change, voici l'Europe" and "L'Europe dans la vie quotidienne des français").

Video-cassette information programmes were produced in the Netherlands; something like 250 cassettes were systematically circulated over the year, reaching an estimated audience of 50 000. In Luxembourg a special effort was made by the Information Centre on the Kirchberg.

Although the results of these information campaigns are encouraging on the whole, it must be said that by their very nature, they reach only a small proportion of the potential audience and must still be regarded as relatively small-scale experiments.

Priority target audiences

Side by side with campaigns aimed at the man in the street, an enormous effort was made to reach specific priority target audiences (the political parties, the trade unions, farmers, consumers, women's organizations, the younger generation, the teaching profession ...). This was organized at regional, national or Community level and is still the core of the Commission's information activity.

The political parties were covered mainly from the Information Office in Community capitals which regularly issued ad hoc material, organized briefing seminars and arranged visits to Brussels (77 groups representing some 1 300 people).

In addition to regular symposia, seminars and meetings at both national and Community level (200 events involving some 12 000 people), an audio-visual presentation ("Why Europe today"?) was produced for trade unions. The monthly bulletin "Informations syndicales", geared to the specialist press and trade union officials, increased its circulation.

Information for the consumer was provided via Community "clubs" of specialized press, radio and television journalists. The weekly "Euroforum" was substantially remodelled to provide more practical and popular information, giving it greater impact on the press and its specific target.

Furthermore, cooperation with the consumer organizations has led to Community sequences being inserted in their audio-visual programmes. The "Women and Men in Europe" symposium held in March marked the beginning of a campaign to sensitize women's associations, which have several million members. The symposium itself was followed by the gradual establishment of permanent contacts with these associations. To reach women in general, information is regularly channelled to journalists on women's and family magazines.

The farming and rural community was provided largely by arranging multinational, national and regional meetings (some 75 events involving nearly 2 000 people), in association with officials from agricultural organizations. This was supplemented by the distribution of the "Newsletter" on the Common Agricultural Policy" and a variety of national and regional events.

In the universities, the creation in Ireland and Denmark of associations of professors specializing in European studies, pending formation of similar groups in Belgium and the Netherlands, enabled us to expand and intensify concertation on European education. Three major symposia were organized by these associations: "The institutions of European Union" for professors of law, "European Union in the international context" for professors of

political sociology. Ten new European Documentation Centres were set up, bringing the total number to 215; most of them are within the Community, but some are in non-member countries.

Information for the younger generation was beamed at two main targets: the schools and related extra-mural activities (youth and adult education associations). The main outlet for information to schools was teachers' associations. Publications and briefs were addressed to schools' documentation departments contributions were made to projects to train teachers in European affairs, and assistance was given in producing educational material (video-cassettes and sets of slides).

But this is a huge field in which we must have the support of the national authorities to achieve really significant results and where substantial funds are required to reach what is indeed a vast audience. With the Commission's help, the youth organizations ran a number of symposia or European training seminars for their officers.

The secretariat of the Youth Forum, which has just started work, will give young people a better opportunity of expressing themselves on European affairs. One of the main problems in this area is how to reach young people who do not belong to associations and the like. Appropriate projects are now being prepared.

Media

To boost the audio-visual side of its drive to inform the general public, the Commission has established close working relations with the European Broadcasting and Television Union and equipped its studios with apparatus for recording and relaying colour-television broadcasts. The full impact of this development will not be felt until this year. In 1976, the radio studio broadcasted 731 programmes and recorded 254, 121 lengths of film were shot and sent to the television networks; 97 television programmes drew on material from our film library. All of these figures represent a considerable advance on 1975. Six short features were produced or co-produced by our studio.

The written word was one of the main vehicles of information for specific target audiences. This is true of magazines (10 editions in 10 languages - making a total of 257 000 copies), newsletters published by headquarters departments and the Offices, standard booklets (350 000 copies) and the "European Documentation" series (which covers the main aspects of Community activities - 7 numbers - 100 000 copies). We would also mention the booklet on "Aids and loans from the European Community" (90 000 copies).

Information for opinion-makers and group leaders was intensified by means of visits to Brussels. In all some 75 parties totalling 20 000 visitors were received. A number of briefing tours were organized in some Community countries for journalists accredited to Brussels.

Participation in exhibitions in 1976 was still confined to international fairs held in the Member States. However, more use was made of touring exhibitions, notably in the context of regional operations.

2. INFORMATION IN NON-MEMBER COUNTRIES

The main problem here was trying to accomplish a mammoth task with slender resources. We concentrated on executive circles in the political, business, trade union and university world.

For the Community's major industrialized partners, 1976 saw the opening of an Information Office in Canada and a special effort by our Washington and Tokyo Offices. Particular features were the new look of the Washington magazine and the seminar on the future development of US-EEC relations, run at Airlie House in collaboration with the American authorities, to which American and European journalists were invited. As soon as the Ottawa Office opened, a newsletter was issued and a booklet published in association with the Canadian authorities.

At the Tokyo Office, in addition to increased use of the monthly newsletter, contacts established with the universities led to substantial fresh interest in European integration.

As far as the EFTA countries are concerned, MPs and journalists visited Brussels and contributions were made to seminars and symposia.

In the Mediterranean, the Athens and Ankara Offices stepped up their activities and developed their relations with the press and the universities. In addition to its magazine, Ankara widened its range of publications, adding a series of booklets on specific subjects. Athens launched a newsletter primarily intended for the press; its magazine continues to arouse sustained interest.

Our approach to Portugal took shape: some 80 visitors came to Brussels, a standard booklet was produced and contacts were made with various targets.

Developments vis-à-vis Spain were rather similar; some 80 visitors were received at Commission headquarters, a standard booklet was produced and initial contacts were made with specific targets notably the universities.

A standard booklet in Arabic was published to mark the end of negotiations and the signing of agreements with the Maghreb and Mashrek countries. A press and radio campaign was mounted at the same time. A big Egyptian daily ran a series of surveys and interviews on the Community.

Information for the ACP (African, Caribbean and Pacific) States took the form of more frequent radio broadcasts, notably in English-speaking countries, and the preparation of dossiers for the press. The Commission also organized publicity campaigns in connection with its participation in fairs in Zambia and Botswana.

In Latin-America and Asia the strong point of our information effort was seminars on generalized preferences. These were organized in Venezuela, Costa Rica, Mexico, Brazil, the ASEAN countries, India and Indonesia. About 100 visitors from Latin America, mostly journalists, and another 300 from Asia, including the Commonwealth Financial Journalists, visited Brusse

Collaboration was intensified with Member States' attachés in non-Community countries and led to increased circulation of publications and films.

To sum up, the 1976 information campaign within the Community followed the broad contours mapped out in 1975, with more emphasis being placed on practical information for the man in the street. But this trend must be developed a great deal further if it is to bear fruit. Meantime information tailored to priority target audiences will remain the keystone of our policy for a long time to come.

Outside the Community, the steady development of our information effort was marked by the opening of new Offices and the strengthening of cooperation with Member States' information services. It is in these two directions that further progress lies.

C O N T E N T S

	<u>page</u>
<u>I. INFORMATION IN THE MEMBER STATES</u>	
<u>Headquarters departments</u>	
- General public and consumers	10
- Trade unions	12
- Young people	14
- Universities	17
- Women's organizations and Press	20
- Farming and rural circles	22
- Industrial, commercial and professional circles	24
- Scientific circles	25
- Development and cooperation : Information in the Member States	26
<u>Information Offices</u>	
- Brussels	28
- Copenhagen	30
- Bonn	32
- Paris	35
- Dublin	37
- Rome	39
- Luxembourg	43
- The Hague	44
- London	47

II. INFORMATION IN NON-MEMBER STATES

Headquarters departments

- External relations
(excluding ACP and South Mediterranean countries) 51
- Development and cooperation
(ACP and South Mediterranean countries) 55

Information Offices

- Geneva 57
- Athens 60
- Ankara 62
- Washington 64
- Ottawa 67
- Tokyo 68
- Santiago 69

III. MEDIA

- Visits Division 72
- Publications Division 74
- Audio-visual Division 77
- Exhibitions Division 80

I - INFORMATION IN THE MEMBER STATES

Headquarters departments

GENERAL PUBLIC AND CONSUMERS
IN 1976

1. THE GENERAL PUBLIC

We concentrated our efforts for 1976 on a number of mass operations conducted along similar lines and simultaneously in all nine countries, for maxima impact, and designed to encourage the public both to discuss and find out more about the reality and future of Europe, and to play an active part in the development of the Community.

For example, between 30 July and 2 August a hand-out entitled "Europe but still frontiers" was distributed at 24 intra-community frontier posts. Some 1.2 million of these brochures were given out and this "event" received as far as can be judged from rough estimates, a wide press coverage: articles appeared in newspapers with a total readership of 11 million, and mention was made in television or radio programmes reaching 100 million viewers or listeners in the Community.

Similarly, preparations were started in 1976 in conjunction with the railway authorities of the nine countries, for a uniform poster carrying the slogan "A green light for the train - and the European Community" to be displayed in 1977, in principal stations throughout the nine countries. The display space made available to us free of charge has a rental value of approximately Bfrs 20 million. A press campaign will of course be covering 1977's "events".

Finally, in collaboration with the relevant trade organizations we have promoted a fashion for T-shirts with a European emblem for spring 1977; this again has given a certain amount of coverage by the popular press.

2. CONSUMERS

The main aim of the information to consumers has been to make them aware of what the Community is doing in areas of interest to them (environment, harmonization of legislation, competition policy, agricultural policy, etc.); there were three main targets:

The mass media

Our activities in this field included:

- dissemination of written information in the weekly "Euroforum" newsletter; articles appearing in the newsletter are frequently taken up by the press;
- regular multinational working sessions grouping the different media reaching consumers in the nine countries; these have enabled us to form Community "clubs" of journalists with special consumer columns in the general press, heads of consumer-oriented television and radio programmes and editors of specialized consumer magazines;
- publication and distribution to producers of consumer programmes on Community television channels (at their own request) of "information briefs" dealing with various Community projects (e.g. labelling of food products, agricultural surpluses pollution of the Mediterranean etc.); these briefs were used in the production of programmes with a regular audience of between 10 and 15 million viewers, and were also sent to our outside offices for distribution to the other media;

- preparation of "flans" on Community consumer policy for the German regional press (six flongs, each incorporated in some seventy newspapers with a combined circulation of 1,5 million);
- individual visits and briefings in Brussels for specialist journalists.

Policitians

We organized a multinational working session in Brussels for members of national parliaments with a special interest in consumer problems. At their request, similar sessions have begun to be organized at national level in the various countries.

Consumer organizations

Operations in this field included:

- regular circulation of written information (in particular through the weekly newsletter "Euroforum"), which is often taken up by these organizations in their own publications ("50 millions de consommateurs", "Que choisir", "Which", "Test" etc.);
- preparation of materiel on Community activity in fields such as farm prices, and the safety and distribution of foodstuffs, and financing its insertion into the consumer organizations' own audio-visual programmes;
- support for consumer organizations, either by participation in their activities (talks, articles or stands at their events) or by the organization of joint working sessions (particularly with the European Environment Bureau);
- coordination of consumer-oriented projects in the different member countries.

TRADE UNIONS IN 1976

The Commission considers trade unions as a priority target, and in 1976 carried out an extensive programme in close cooperation with European and national union organizations.

The previous year's programme was continued and enlarged, particularly in the technical and audio-visual field.

1. Written information

Unions representing labour both in individual trades or in number of trades publish hundreds of international, national, regional and local newspapers, reviews, newsletters, magazines and brochures for leaders, activists and members. Circulations run into thousands and in some cases even into millions.

The trade union press is carrying more and more articles and other items on European matters, and the questions dealt with in the "green paper" aroused widespread interest.

The operations of the Trade Unions Division during the year were designed to make the fullest possible use of these channels of information:

- Eight issues of the bulletin "Trade Union Information" were put out in the official Community languages. Average circulation per issues was 15 000.
- Two special issues of "Trade Union Information" were produced for distribution in 1977. One deals with the trade union movement in France, Italy and Germany, and the other with the Tripartite Conference.
- Help was given with the preparation of articles for the trade union press.
- Help was given to Federeuropa (press aimed at Italian migrant workers) and in connection with the brochure "Looking at the European Community" published by the ITUC (Irish Trades Union Congress).
- Help was given with the preparation of the issues of "European Documentation" which dealt with the protection of workers in multinational firms and the development of worker participation (green paper).
- Thousands of different documents were supplied to the trade union press and research offices at European, national, regional and local level.

2. Meetings, seminars, symposia in Community centres

These meetings, basically intended for European, national and regional trade union leaders, provide one of the most effective methods of relaying information in the trade union world.

Apart from meetings organized specifically for editors in the trade union press (4 groups totalling 83 visitors), which met with an eager response and helped strengthen cooperative ties, the two main categories were multinational inter-trade and sectoral meetings (28 groups totalling approximately 1300 participants) and visits by national groups (trade and inter-trade: 27 groups totalling about 840 visitors).

There were also a number of individual visits lasting from one to three days, and "passing" visits (19 groups, 237 visitors).

It is worth stressing the importance attached throughout these sessions to one of the Commission's priority themes, the "green paper"; three symposia on this topic were held in Luxembourg and were attended by executive leaders of unions affiliated to the ETUC, each symposium covering three Member States (in all, 130 union leaders were involved). The total number of people reached through these operations was approximately 2 850.

3. Operations in individual countries

Operations in the different regions of the Community at trade or inter-trade level took on a variety of forms (national, regional or interregional "European days", week-end courses, regional or local seminars, trade union schools, works meetings). These lasted from half a day to a week. All this was organized with the unions concerned as part of the general programme agreed with the ETUC affiliated confederations and other organisations. Where possible, the media were brought in (radio, TV, national, regional and local press). All topics of current interest were dealt with, although special attention was devoted to the "green paper" and the Tripartite Conference.

A number of cross-frontier meetings were held (Belgium-Netherlands-Germany; Luxembourg-France-Germany; Germany-Denmark) and proved unexpectedly successful.

In all, 117 operations were carried out, reaching approximately 9 000 people.

4. Audiovisual

In 1976 the Trade Unions Division prepared a six-language audio-visual kit for trade union schools entitled "Why Europe today?", and a guide for organizers, also in the six official languages. The division also organized many educational meetings and displayed the audio-visual material at a number of public meetings.

A special audio-visual kit was prepared in connection with the "green paper" information campaign. A seminar on audio-visual techniques was held for the organizers of trade union schools in Community countries.

5. Trade union congresses

European matters frequently appear on the agendas of national and European congresses.

Members or senior officials of the Commission frequently attend and speak.

The Trade Unions Division endeavours at these congresses to distribute European documentation and to present an audio-visual programme. Such operations are not expensive, but they have a strong impact.

In 1976 six congresses, including the April ETUC Congress in London, were covered; over 9 000 trade union delegates were involved.

YOUNG PEOPLE IN 1976

Informing young people on the progress of European integration is seen by the Commission as one of its major tasks. Activity in this field is financed by a special appropriation (largely administered by the outside offices) made available following a 1959 Resolution of the European Parliament to provide for the wider dissemination of information about the European Communities within the Member States, in particular by fostering the European spirit in the education of young people.

With these objectives in mind, we carried out operations both within and outside schools (young people and adult education).

1. Information to schools

The aim is to provide as much information as possible for pupils and teachers, and to bring Europe into the school curriculum, particularly at secondary level. The methods consist essentially of cooperation with international teachers' organizations and specialized bodies, and the supply of teaching aids and materials.

International teachers' organizations and specialized bodies

The cooperation of these organizations must be ensured if operations for schools are to be successful. The main organizations with which we work are:

- The European Teachers Trade Union Committee, representing over 1 million teachers in Community countries;
- The World Confederation of Organizations of the Teaching Profession;
- The European Committee for Catholic Education;
- The Commission of Socialist Teachers in the European Community.

Apart from our work with these organizations, we have strengthened the role of the Centre for European Education, which aims, through a series of measures adapted to conditions in the different countries ("European Schools Day", meetings on education, documentation etc.), to promote the "European dimension" in teaching. On our initiative and with the help of the outside offices, the Centre has formed or is in the process of forming national committees in various countries. These committees consist of teachers' organizations and specialized bodies and, where possible, representatives of the education authorities; their function is to work for an extension of European studies in schools, building on a systematic analysis of curricula.

A certain amount of ad hoc cooperation has also developed with other associations. For example, we supported a move at international level by economics teachers, aimed at setting up a Community association to compare curricula and "Europeanize" teaching.

Among our 1976 activities were:

- information visits by leading members of teachers' associations and teachers with a special interest in European studies;
- regular information on aspects of Community policy of particular concern to teachers;
- assistance with projects designed to familiarize teachers with European affairs.

Teaching aids and materials

Examples of our activity in this field are:

- publication of six issues of the European Documentation Schools Series (35 000 copies of each issue). This series is produced in the six official Community languages and distributed to teachers. It is intended to provide basic information on key aspects of European integration;
- support for private projects or specialized bodies concerned with the production of teaching aids for direct classroom use. Close links have been established with associations or institutions such as the Centre for

Contemporary European Studies, Sussex; the CEVNO (Netherlands); and the Europäische Akademie Berlin;

- assistance in the preparation of video-cassettes for schools and adult education centres (a cassette on energy policy and one on direct elections to the European Parliament currently in preparation);
- assistance with the production of schools television programmes under the aegis of the Committee for School Television (a series of three films on "Europe and the third world");
- regular assistance with the production of schools radio broadcasts on direct elections for the German schools radio services, and ad hoc cooperation with the schools radio services of other member countries.

2. Young people and adult education

Youth organizations

The Commission gave its support to a large number of symposia and seminars organized in 1976 by the youth organizations of political parties, trade unions and educational bodies with the aim of familiarizing young "executives", i.e. potential multipliers at grassroots level, with European questions. The Commission provided speakers and documentation for these events. The political awareness of young people has increased appreciably, to some extent because of improvements in civics education and the lowering of the voting age, and at this level there is considerable demand for detailed information on the political aspects of European integration.

Apart from backing such activities, we have also organized a large number of individual or group briefing visits for the leaders of youth movements and the youth press.

Adult education

We have continued to work with international organizations specializing in European information and education, in particular the following:

- the Centre International de Formation Européenne
- the Fédération Internationale des Maisons de l'Europe
- the Office Catholique d'Information sur les Problèmes Européens
- the Centre Oecuménique pour Eglises et Société.

These organizations have been active for many years now in developing European information programmes designed for potential multipliers in a wide range of fields.

Last year saw the beginning of preparations for a structured programme on European integration to be carried out, with our assistance, under the supervision of the Institut für Europäische Politik and designed for adult education organizations.

Temporary youth "secretariat"

On the basis of a revised Commission proposal for a "European Youth Forum", the Council decided to make available to young people a special appropriation of 50 000 UA (article 254) to set up a temporary secretariat as a stopgap.

On two occasions the Commission invited delegates from the most representative youth organizations to Brussels for discussions on the operation and scope of the "temporary secretariat".

At the second of these meetings, held on 15 October, a plenary session of delegates unanimously approved the setting-up of the secretariat. It consists of 10 representatives of youth organizations, and a balance is observed between the different political tendencies and the various interests of national and international movements.

The purpose of the secretariat is to allow young people to meet and discuss, and voice their opinions on various aspects of Community policy, particularly those of immediate concern to them.

It will therefore concentrate on providing information and facilities for consultation, and will work out proposals on structure and procedures aimed at speeding progress towards a "European Youth Forum".

UNIVERSITIES IN 1976

The aim of information for universities is to increase awareness of European integration in university circles; a distinction is made between teachers and students - whose fields can be expected to include European matters (law, economics, political science) and the broader university public which can be reached by general information campaigns organized largely by the information offices: "European days", evening debates on the campus, seminars etc.

The programme for 1976 featured the institutional development of the European Communities. Special operations on European Union and direct elections were carried out.

1. Symposia and seminars

- A series of symposia was organized for university teaching staff in conjunction with the "relay" associations of university teachers specializing in European integration; some 45 teachers from the various member countries were present at each symposium.
 - * 29-30 April: symposium on the institutions of the European Union, organized with the French CEDECE (Commission pour l'Etude des Communautés européennes) for teachers of law;
 - * 3-4 July: symposium on European Union in the international context, organized with the British UACES (University Association for Contemporary European Studies) for teachers of political science and international relations;
 - * 21-22 October: symposium on European Union and the citizen, organized with the Italian MIUE (Movimento per l'Integrazione Universitaria Europea) for teachers of political sociology.
- Community research scholarships were offered to students and young research workers; the 1976/77 programme gave priority to work on the European Parliament and development of the institutions, and these topics were given prominence on the notices advertising the scholarship, which were displayed in all universities in the Community in spring 1976.

2. Promotion of European studies

In 1976 we continued our efforts to consolidate and extend the network of multipliers at university level formed by the national associations of teachers and research workers specializing in the study of European integration.

Another two such associations were formed : in June, the Dansk Selskab for Europaforskning (Denmark) and in October, the Irish Association for European Studies (Ireland).

Negotiations are going on in Belgium and the Netherlands, and should result in the creation of similar associations in these countries in the near future.

As regards teaching and research on European integration, agreement has been reached with the Centre for European Studies at the University of Louvain to resume the survey of doctoral theses and other current research on integration (the survey was carried out from 1963 to 1973 by the European Community Institute for University Studies, which closed down in 1975).

As regards the promotion of European studies, our main activities for 1976, briefly summarized were as follows:

- Individual visits by researchers (spending between two and five days in Brussels at our expense). In 1976, 85 researchers or teachers took part in discussion programmes organized for them with officials specializing in the same field.
- Visits by groups of teachers and students specializing in European studies. (Six groups of teachers and research assistants; 99 groups of students).
- Research grants: 15 grants of 150 000 Bfrs each were awarded (131 applications and research plans were submitted). The grants were publicized by means of 7 000 notices posted in universities, publication of the conditions in the specialized press, and the distribution of 10 000 circulars.
- European Communities Prize of Bfrs 150 000: the ninth European Communities Prize was awarded by an international university panel to three doctoral theses (out of 49 submitted).
- Help with the publication of doctoral theses: 14 grants of Bfrs 30 000 for the publication of theses making an original and significant contribution to research into European integration.
- European Documentation Centres (EDC) which provide universities offering full-time courses in European integration with a full set of Community publications. There are 215 centres in all, the great majority in Member States, although centres also exist in non-member countries such as Canada, Japan, Turkey, Israel and certain Eastern bloc countries.

Ten new centres were opened in 1976, including the University Institute in Florence.

- Publications:

- * European University News. 8 issues per year, circulation: 7 000.
- * Summer courses on Europe (annual); circulation: 2 000.
- * Postgraduate degrees in European Integration. Revised edition, July 1976 - 103 pages. Circulation: 6 000; distributed to universities.

3. Coordination of the university information programme and the activities of information offices

Close cooperation with the officials of the national information offices responsible for information to universities (quarterly meetings) ensures that all the operations run harmoniously (for instance, in 1976 the national information offices also gave priority to university activities - symposia, seminars etc - dealing with European Union and the development of the institutions, or concerned with "Europeanization" of inter-university relations).

Part of the decentralized programme - varying from country to country - is carried out by the national associations of teachers specializing in European integration; this is the case in Germany, France, the United Kingdom and, in future, in Ireland and Denmark as well. These "relays", set up with the Commission's support, undertake practical steps in the direction indicated by the common programme agreed amongst themselves at the beginning of each year. This ensures that although there is a uniform European framework (priority topics, objectives in the field of cooperation and the promotion of European studies and research) the action taken is suited to its national context.

The programme of the Arbeitskreis für Europäische Integration, for instance, consists mainly of highly specialized training seminars for university teachers and assistants, plus a major scientific symposium held annually. In France, the CEDECE prefers to concentrate on introducing a European element into the study of law and economics, and deals with more politically-oriented activity by means of support given to "seminars". The UACES in the United Kingdom aims above all to assist young researchers dealing with European questions, and provides research seminars, lists of sources of documentary material and financial aid etc.

WOMEN'S ORGANIZATIONS AND PRESS IN 1976

Information operations directed by women fulfil a demand which is growing constantly as women become increasingly involved in the political, economic and social life in our countries. However, this involvement has not yet reached the stage of full integration. This is why women still need their own organizations: associations and movements, the women's committees of political parties, the specialized publications of women's organizations and so forth.

At the same time, the many large-circulation magazines for women are just about the only way of reaching women who do not belong to such organizations.

1. Women's organizations

The need for information was made clear at a symposium in Brussels in March 1976, which was attended by 120 women, high-level representatives of political, social and cultural circles in the nine Member States (members of Governments, of national Parliaments and the European Parliament, of the Economic and Social Committee, trade union leaders, leaders of women's movements and prominent cultural figures). The purpose of this symposium entitled "Women and the European Community", was to evaluate the results of an opinion poll - the first of its kind - conducted in the nine Member States in 1975, International Women's Year, on a sample of 9 500 persons; the subject was a "Comparison of the Attitudes of European Men and Women to Certain Problems of our Society". The symposium was held to consider the results of the poll, which had two objectives: to show what effect had been achieved by work on a number of problems related to the status of women in the Member States and in the fields for which Community institutions are responsible, and to make European men and women aware of each other without all the divisions by country, sex, educational background, political opinion and so forth.

The symposium produced a number of specific proposals to the Commission, as a result of which a unit was set up within the Directorate-General for Information, the purpose of which is to maintain a permanent dialogue with women's organizations, keeping them informed on all aspects of European integration and helping to establish contacts between different national organizations and between countries. One specific request made at the symposium was that the 1977 information programme should endeavour to make women aware of the importance of the elections to the European Parliament and that a second European symposium be held in 1978 to take stock of past efforts and set joint targets for the future.

The next step was to determine, country by country, at national meetings, the nature of this desire for more specific and more detailed information on the part of women's organizations. The response was interesting in that in most countries, the women's organizations suggested that the dialogue with the Commission be conducted within an ad hoc working party set up by the women's federation representing the broadest association of women. This was true of Germany (Deutsche Frauenrat, eight million members), Denmark (Danske Kvinders Nationalraad, 500 000 members), Ireland (Council for the Status of Women), Luxembourg (Conseil national des femmes luxembourgeoises), the Netherlands (Nederlandse Vrouwenraad, 500 000 members) and the United Kingdom (Women's National Commission, four million members). In Belgium, Italy and France, a more complex situation led to a number of working parties being set up with the national Information Offices doing the necessary liaison information.

Most of the work programmes which have started to come in are concerned with training individuals who could contribute to the European Parliament election campaign.

2. Women's Press

Women's and family press were provided with a steady stream of information on Community activities for use in articles and reports. The magazines in question have a total of 12 million readers.

In 1976 editors of a selection of magazines met in Brussels to put together a competition involving a set of questions. The "common care" of the questionnaire was drafted and ideas worked out for a whole series of special features related to the questionnaire.

FARMING AND RURAL CIRCLES IN 1976

The main aim in this sector was to inform the farming and rural community not only about the common agricultural policy, which directly affects their daily lives and their future, but also about the way European policy in general is developing and the decisions taken concerning other Community policies.

1. Multinational, national and regional meetings and seminars

Seminars and information meetings for teachers and multipliers continue to be the preferred approach, for these people set the greatest store by factual information, a dialogue on the specific problems in this sector and the Community's consumers and solutions to these problems explained directly by the men from Brussels.

Three multinational meetings were arranged in close cooperation with the Centre Européen de Promotion et de Formation agricole et rurale, two of which were concerned with the methodology of European information and ways of getting this information to the officers of agricultural associations and to the general public via the non-agricultural press, radio and television. These meetings help to identify the shortcomings and the psychological and methodological bottlenecks on both sides and to further joint attempts to find remedies.

The chief farming and rural sectors involved in the other multinational meetings were young farmers and farmworkers and food industry employees; the main topics dealt with were adjustment of the common agricultural policy, the role and the effect of the Community Funds, regional policy, protection of the environment, economic and monetary problems and external relations. Close on five hundred multipliers attended these meetings.

More than forty briefings for national or regional groups held in Brussels at the request of the outside offices were attended mainly by staff of rural training centres, members of regional rural organizations, the farming press and young farmers, a total of 1 100 multipliers. Apart from the general state of the Community and the topics cited above, the situation of certain agricultural sectors (particularly wine, milk and meat and fisheries) was discussed. These on-the-spot briefing sessions greatly ease the task of our external offices, which maintain contacts with the most dynamic elements and so continue the flood of information.

At the request of the offices, the agricultural information section lent its assistance in operations organized by the offices or by others in rural regions in connection with some thirty shows and symposia, notably three regional meetings on problem regions in Germany, at study centres (Institut national de recherches et d'application pédagogique/INRAP - France) and universities (Bari, Milan, Lucca, Wageningen, etc) and at a number of national and international trade fairs (Verona, Foggia and Rome in Italy and three in Britain, one of which was the Royal Agricultural Show).

2. Publications

Apart from the documents and brochures issued by the Paris and Dublin Information Offices with our assistance, the chief vehicle for written information continues to be the "Newsletter on the Common Agricultural Policy"; seven issues were published in six languages in 1976: Analysis of the Stocktaking of the Common Agricultural Policy; Depletion of Resources - a Temporary Phenomenon of a Matter of Survival; Tobacco; Twelve Years of News of the Common Agricultural Policy; Cooperation between the European Community and the United States in the Agricultural Sector; and Extracts from the 1975 Agricultural Report.

3. Audio-visual

Finally, an audio-visual aid on agricultural policy for briefing sessions was produced in cooperation with the Institut National de Promotion supérieure agricole at Dijon, which will be ready for use in 1977.

4. Informing the non-farming public

At a very large number of briefing visits and meetings, the agricultural information section explained the common agricultural policy to prominent figures from outside farming. The main targets at multinational level were the European Trade Union Confederation, and the member organizations of the European Environment Bureau and of EURO COOP, the European Community of Consumers Cooperatives.

INDUSTRIAL, COMMERCIAL AND PROFESSIONAL CIRCLES IN 1976

1. Overall aims

Operations in this area in 1976 centred mainly on the green paper on worker participation in management, a more systematic attempt to reach small and medium-sized undertakings, the Commission's efforts to achieve greater market fluidity and the freedom of establishment of doctors.

2. Main projects

As regards worker participation, a systematic effort to provide information about the Commission's aims in this field was made in the Member States by the Information Offices, prompted by Brussels, in the form of brochures, and in particular discussions, talks and seminars organized with employees, trade unions, journalists and, in some cases, universities.

Organizations of small and medium-sized undertakings in the Member States were approached and an information campaign on various aspects of Commission activity is being launched.

As regards the internal market, a matter of particular interest to industry and business, stress was laid on what the Commission has done to remove barriers to trade in a number of fields, including the automobile industry.

A special effort was made to reach professional people, particularly the medical profession, to mark the entry into force of the Directive on the freedom of establishment of doctors in the Community. This took the form of briefing sessions, press conferences in the capitals of the Member States, broadcasts and articles which were widely reprinted.

SCIENTIFIC CIRCLES IN 1976

1. Overall aims

Operations in this field in 1976 continued the same pattern as in previous years, especially as regards information for journalists who write on scientific subjects. They consisted of background notes, seminars and symposia and visits to the Joint Research Centre.

2. Main projects

With the creation of the "Research and Documentation" series of information memos, a clearer picture has been given of the Commission's role in research activities, a role which is one of centralization or of coordination. In the energy sector, research activities have played an important part in finding solutions to the current energy shortage.

Our participation in the Berlin Show, for example, brought home to the general public the Commission's part in research on energy saving and in setting up a major thermonuclear fusion project, JET.

A symposium providing extremely detailed information on the JET project was organized in Brussels for science writers. In addition, journalists accredited to the Community took part in visits to the Joint Research Centre, particularly the Ispra establishment.

At the beginning of 1976, the Commission organized an important international seminar on research forecasting to launch the "Europe + 30" report. It was attended by prominent figures in the political, scientific and economic worlds and received wide newspaper and radio coverage.

DEVELOPMENT AND COOPERATION IN 1976 - Information in the Member States

Although the public is receptive to explanations and information regarding development aid problems, which tend to be obscured by other international events, these are not the first of its concerns.

In order to increase public awareness, our information activities concentrate on three topics: Europe's dependence in respect of raw materials, cooperation instead of confrontation, and a policy outlining a new economic order. These operations were aimed mainly at the mass media and non-governmental organizations.

1. Operations for the media

The European Committee for Educational Television, which was set up ten years ago as an umbrella organization covering the nine Member States, arranged for the showing of three thirty-minute programmes on schools television in six Member States in 1976. They were: "What is a Developing Country?", "Development Aid" and "Today's Problems" (produced by the Westdeutsche Rundfunk, Cologne). The 20 000 teachers concerned receive in advance appropriate background material compiled by us.

There are often many problems involved in sending newspaper or television journalists to Africa. However, the first German television channel filmed a forty-five-minute documentary on Somalia and EDF aid. Danish and German (Süddeutsche Zeitung and Radio Bremen) journalists did stories on Cameroon, the Ivory Coast, Niger and Upper Volta. Mention should also be made of broadcasts by France Culture and the BBC.

2. Cooperation with non-governmental organizations

Non-governmental organizations, which were found to number more than three thousand when a census was held four years ago, were among our main partners in 1976. Working with them produced the following results:

Denmark: three forty-minute films on Upper Volta made with our technical and financial assistance, showing the lives of a Tuareg, a farmer and a townsman, were distributed to schools, with the aim of acquainting viewers with the ACP countries and the Sahel region.

Netherlands: fruitful cooperation, linking our resources with those of the Dutch Government to put together large-scale schools programmes (Europe and the Third World), using slides, briefs, video cassettes, etc.

United Kingdom: participation in putting together programmes (Kenya, Tanzania), a programme (slides) on the Sahel region for schools, an OXFAM programme, reflecting the Commission's ideas, etc.

Belgium: regular cooperation with the CNCD (Centre national de coopération et développement), which makes use of all our resources (films, slides, etc) in schools and adult education centres.

Italy: information programme for specialized journalists developed by Mani Tese.

Germany: cooperation in the field of basic information (for example: distributing articles on Lomé through the Deutsche Welthungerhilfe and one million copies of an EEC-Third World paper through the DGB).

France: compilation, with our assistance, of an audio-visual adult education course, made up of three programmes consisting of two hundred and forty slides with recorded commentaries on development, the Third World and development aid, in cooperation with the Secours catholique, the Ligue de l'enseignement, youth organizations, the Comité français contre la faim and others. This is now being adapted into English and will be shown to non-governmental organizations in other Member States to find out whether it would be worthwhile adapting it into other Community languages.

On a more general level briefings were organized in Brussels to prepare non-governmental organizations for the UNCTAD conference, a basic background document was compiled, contributions made to certain information bulletins and liaison arranged during the Nairobi conference.

A considerable amount of material was put together and distributed in support of these operations for non-governmental organizations: audio-visual programmes such as "The Community and Mali" (an example of EDF aid) with commentaries in six languages, which is meant for schools, and the slide programme "Europe, Africa and Development", which is provided with a script for the exhibitor.

We have acquired the rights to and copies of a film on Mauritania's development problems and the attempts made to solve them, which was broadcast by FR 3, France's third television channel. Dutch and Belgian non-governmental organizations propose to show this film in schools.

A basic paper on "Europe and the Third World" was written, analysing the situation of the Third World, its demands and the Community's response to them. Information notes will be added gradually describing new developments in Community policy.

Basic papers were also produced on raw materials and the Lomé Convention, and a series of outline notes prepared on topical subjects.

Information Offices

BRUSSELS INFORMATION OFFICE IN 1976

For the Brussels Information Office 1976 marked a turning point. It conducted a number of information campaigns which were indispensable given the state of public opinion in Belgium and the need to give information on the Community a slightly more political slant with direct elections to the European Parliament in the offing.

The main objectives of the Office were:

- to identify the main areas of public concern in the various regions and to respond to them in concrete terms;
- to broaden the scope of large-scale campaigns, while continuing to supply regular information to specific audiences, notably schools.

It was with these objectives in mind that the Office made a study of the factors behind the Belgian public's indifference or antagonism to the major European issues.

To deal with specific areas of concern, the Office perfected techniques of distributing selected material to regional papers and organizations.

Finally, meetings with political, women's, consumers', youth and trade union organizations enabled the Office to list the main criticisms, engage in a more detailed dialogue and polish up its material.

1. General activities

The Office's efforts in the area of radio and television were well received. Three television programmes highlighted the activities of the Office and the kind of information it distributes. A new radio programme entitled "L'Europe en direct" was launched in October. Produced jointly by the Office and the Brussels studio of Belgian radio, it is broadcast from 2 000 to 2200 hours on the last Tuesday of each month and has an audience of between 250 000 and 300 000 listeners. The subjects covered can be either political (European Union) or more technical (free movement and right of establishment of doctors, consumer protection).

The Office made the most of its move to new premises. The event was covered by radio, television and the press and was followed up so successfully that individual visits and requests for documentation tripled between 24 September and the end of 1976.

A travelling exhibition mounted by the Office went on show in Brussels itself (the Town Hall, Boisfort and Anderlecht) and in the provinces (Huy, Namur, Lokeren, Zelzate, Knokke, Ciney, Marche, Alost, Tubize, Ostend and Malines).

The exhibition remained open from three to fifteen days in each town and was backed by audio-visual material, lectures in schools, debates and colloquies. It received considerable press and radio coverage. In Huy, for example, it provoked fourteen newspaper articles and three radio broadcasts; 250 people attended the debate and a total of 1 367 school-children attended the 27 lectures given by young lecturers from the Office. In all, 48 000 persons saw the exhibition.

2. Specific activities

The Office's monthly bulletin, EUR INFO, which was launched in 1975 and appears in French and Dutch, has increased its circulation (political group, trade unions, teachers...) and 4 000 copies are now being issued in each language.

The Office also publishes specific information notes or briefs, geared to specialized or regional publications, at regular intervals.

Direct contact was established with Junior Chambers of Commerce and political groups (Young Catholics, Liberal Students). These included a series of twelve information lectures for 800 young secondary and primary school teachers required under the reformed education system to give six courses at the EEC. The Office continued its activities in the universities, concentrating in particular on law and economics students and post-graduate institutes such as the Ecole de Guerre, organizing information days and taking part in round tables and seminars. It also helped to set up a Belgian branch of the Association of Institutes for European Studies. Two working and information sessions were organized with women's associations before and after the Women's Conference organized by the Commission in March 1976.

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The political parties, the press, radio and television are reacting more and more frequently and directly to European problems in essentially political terms in view of the forthcoming direct elections to the European Parliament.

The Office's activities must therefore be conducted with greater determination and on a larger scale. But the Office must also proceed with caution given the political approach which is being applied to problems and the confrontation of region with region.

Thanks to contacts established in 1976, the Office will be able to ensure greater continuity in its activities in relation to women's associations, youth organizations and political groups. Stronger links were also forged with regional circles.

COPENHAGEN OFFICE IN 1976

Our main objectives in 1976 were the following: to disseminate in an efficient and reliable way all available and relevant information about the European Communities and their activities to the Danish public, and to stimulate and increase the quality and the seriousness of the public debate about European questions, especially to add to it a clear and understandable Community dimension. In particular, we have considered it of great importance to pursue the same objectives in Greenland, taking into consideration the very special circumstances there.

1. Activities towards general public

The "target group" of 5 mill. Danes is, according to Gallup surveys, rather active and negative, but at the same time fairly ignorant when Community affairs are concerned. Around 75% of the population is informed about the European Community only through television, radio and newspapers. Therefore, our efforts to influence these "grands media" have been extensive and very diversified. Firstly, we have established personal contact to editors and journalists in all existing media. Secondly, we frequently supplied them with well-prepared and "ready-to-use" material and articles, including prewarning calendars and agendas of important events and developments. Thirdly, we arranged monthly "background briefings". Fourthly, we each day followed and reacted to the whole Danish press (about 80-100 press cuttings a day on Community affairs). The reaction was partly done by telephone, partly by written corrections and supplementary remarks.

In the case of Greenland, we established in 1976 similar close contacts and a similar vigilant service and "radar surveillance" to the local radio, television and the written press, in Danish as well as in Greenlandic language.

Results: Though it is impossible to measure our impact in any exact way, we are able to say that our actions have directly and indirectly appeared in TV and radio many times and in the written press several hundred times.

We also tried to reach the public directly. Firstly, we participated in 4 big fairs in different regions of the country. Around 50.000 visitors were our guests and were directly informed on our information stands. In addition, our exhibitions were covered comprehensively in the regional and the relevant professional press. Secondly, we arranged a travelling exhibition for public libraries. It has visited 23 different libraries.

2. Activities towards priority circles

In general, these circles may be identified with the so called "opinion leaders". Our most important means to reach them were our publications.

The monthly magazine "europa" was in 1976 more widespread than ever before, and it was very often quoted in the mass media. In particular, we experienced a satisfactory success in a subscription campaign vis-à-vis the university circles.

The general, bi-weekly newsletter "ef information" proved once again to be indispensable to thousands of readers. A check-up operation asking subscribers to react if they still wanted to receive the newsletter had a positive response of 75%. In a similar way, our documentary, bi-weekly publication "ef dokumentation" was reordered by about 70% of the readers.

On the brochure side we particularly published a 12-page four-coloured popular version of our basic brochure. It was received very enthusiastically by all priority circles and half the stock disappeared in three weeks. This type of publication undoubtedly corresponds to a recognized need. Furthermore, we produced and distributed special

brochures for Greenland (in Danish and Greenlandic) and for the Faroe Islands (in Danish and Faroese). In general, we have done our utmost to merge a number of Brussels-based publications with our own publications.

Another way to reach the active "opinion leaders" is to make speeches and to take part in discussions. The staff of the office has during 1976 made about a hundred speeches all over the country.

When the specific circles are concerned we must first of all mention the political parties. We have in 1976 very actively cooperated with all important political parties, especially with the aim of teaching their local and regional leaders European affairs. It has been a continuation of similar activities during previous years. We have arranged and taken active part in about 30 seminars, 15 study tours, distributed about 50.000 publications etc. Our close cooperation with the trade unions has continued (8 common seminars, 6 study tours, prepared articles for the trade union press etc.). We have also cooperated in a similar way with women and youth organizations, and main consumers' business, and educational organizations. This has all been an enlargement of our activities during previous years. During 1976 the office helped to establish a "Danish Society on European Research" (on university level) and a Danish branch of the "Centre for European Education" (on primary and secondary school level). Both bodies seem to become very active and enterprising.

We have also improved and enlarged our "Speakers' Service". Our "Panel of Speakers" now consists of about 300 names, all of whom we provide with "Speakers' Notes", audio-visual material and offer educational seminars on a regular basis.

When Greenland is concerned, we have extended our close cooperation with local organizations, in particular the local adult education association which has active branches all over Greenland.

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We considered it of great importance that most of the 1976 activities were enlarged and improved continuations of the most valuable activities of previous years. So they were. In that way, we have now penetrated efficiently the leading circles in the whole press, in all political parties and organizations, and our existence and offers are also known to an increasing part of the general public. Our appraisal of the already used media is that in order to obtain a maximum effect with the available resources we must particularly concentrate our future activities on: the press, especially television and radio; selected, direct actions vis-à-vis the general public; continuous education and support of regional and local leaders of the democratic political parties; and enlargement and improvement of our country-wide "Speaker's Service". Our own means, especially our publications must very clearly be "geared" to make these priority activities a maximum success.

BONN INFORMATION OFFICE IN 1976

Activity in 1976 centred on information for the media, regional information and information for the younger generation, with particular reference to school-gears.

1. General activities

Radio and television, in particular Bayerische Rundfunk, Südwestfunk (for its "Europe 2000" and "Plus Minus" broadcasts) and Westdeutsche Rundfunk, drew substantially on the information services of the Office. During the year, the Office visited the editors of twelve regional papers in the north and in the Frankfurt and Munich areas to define their need for information on how the Community's funds operate. A weekly bulletin "Berichte und Informationen" is prepared for the regional press and articles from it are frequently reproduced by the agencies and the big dailies. Ten flongs (articles and illustrations made up and ready for printing) were made available to the regional press and appeared in a total of 628 publications, corresponding to a sum of 5 900 000 copies.

The Office's mobile exhibition, a major outlet for information at regional level, was mounted in 23 townships, chiefly in Bavaria and Hesse, and was visited by thousands of people. It was given wide coverage by the local and regional press. In conjunction with the exhibition the Lorient "insert", Querschnitt aus dem Europäer-Alltag (Europe from day to day) was circulated via 14 local papers in northern Bavaria and Hesse and two papers in the Frankfurt area. The Office now has 7 collapsible information booths available in the Länder, which can be put up as the need arises.

Lectures, meetings of women's associations, evening events for young people and information weeks were organized wherever the mobile exhibition went. Since the Office has no "roving squad", it could not cope alone. For this reason the staff of the lecture service was expanded to 65 experts who were invited to attend a briefing session at the Office and make an information visit to Brussels.

In 1976, this service organized 186 talks and discussions and reached an audience of about 5 600.

2. Specific activities

Publications: The monthly EG-Magazin was given a new look (graphics and content) at the beginning of the year and now carries the monthly programme of major radio and television broadcasts on Europe (Von Europa hören und sehen). Of the total sum of 15 000 copies, 25% are sold, 60% are circulated free to "multipliers" and the remainder used for special campaigns. An article on the Court of Justice ruling in the case concerning free movement in professional sport was carried by almost all the German dailies.

Audio-visual material: In collaboration with the Bundeszentrale für politische Bildung, certain regional centres, the press and information offices of the Federal Government and private producers, the following was developed or perfected:

- a 16 mm (25 mm) film on "Europe's Problem: the Rhine for example" and regional policy;
- overhead-projector slides for schools ("The European Community");
- a series of sound features on "The EEC and the Developing Countries";
- a video-cassette on "Direct elections to the European Parliament".

Political parties, trade unions and other militant associations: The Office is working in close collaboration with the European Movement's training centres (European Academies), the political parties, the trade unions and other associations. During the year it arranged 91 briefing sessions with outside organizations which involved 3 000 participants in all.

It has also supplied audio-visual material (the same as that used for schools and young people) to these bodies.

Farming and the rural community: In collaboration with the Federal Ministry, the Land Ministries, the Landwirtschaftskammer and the Bauernverband, the Office ran three regional meetings ("Weser-Ems", "Südschwarzwald" and "Lüchow-Dannenberg"), attended by Brussels officials, at which questions of regional, social and agro-structural policy were discussed. Information in this field was consolidated by a monthly ("The European Regions") which has a sum of 700 copies and is sent to the press and radio and television networks. It deals with European issues which are controversial in Germany (for instance, nuclear energy supplies, youth unemployment, dairy surpluses, water protection, beef and veal production).

Youth and the schools: There was a growing demand for information from the schools in 1976. Of the 16 986 requests registered, approximately a quarter came from pupils and teachers. The Office issues Europäische Dokumentation and other literature to something like 4 000 teachers. Documentary material was also supplied to several publishers of school textbooks to help them with their publications.

The Office's press department published 12 news sheets (intended for young people; these were channelled to 750 school and youth radio broadcasts, school periodicals, youngsters' magazines and youth associations. Information seminars and a working visit to Brussels were arranged for editors of school papers and other youth publications.

Consumers, workers, women: The Office's major consumer information project was a four-page supplement ("Europe and the Consumer") for the November issue of "Test", the monthly published by the Warentest Foundation. This had a sum of 730 000 copies, of which 15 000 were distributed during the Grüne Woche in Berlin. The Office has since received more than 1 000 requests for further information from "Test" readers.

Information for industrial workers (part of the DGB's "Info" series) continued with two briefs (a million copies of each) on "Co-management in the European Community" and "The European Community and the Third World".

In connection with the Tripartite Conference, the Office published a 16-page supplement in the DGB's weekly, Welt der Arbeit (200 000 copies) and a 2-page supplement in Europa Union (25 000 copies).

Two briefing sessions were organized for representatives of the forty or so women's associations which belong to the Deutscher Frauenrat. Information was exchanged on a regular basis with the secretariat of this organization which has some 8 million members.

Documentation: The Office's documentation service dealt with some 11 360 written requests (of a total of 16 985). In addition to Dokumente und Publikationen (classifying titles of Community publications received each month by specific field), bibliographies are produced for certain topics (direct elections, and energy policy).

The documentation service also circulated periodic information material compiled by the Office plus communications from the Court of Justice and European Documentation.

Information for the book trade: The catalogue of publications was much in demand at the Commission's stand during the Frankfurt Book Fair; this prompted the Office to make a survey among 3 500 bookshops, offering them more information on Community publications. So far 656 shops have reacted.

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Information meetings were run every month at the European Club in Bonn; these included public debate between members of the European Parliament and journalists, chaired by Jürgen Lorenz, on "The Tindemans Report - a Challenge for Europe"; more than 250 people attended. Discussion evenings were arranged with experts and diplomats (including a talk with Ambassador Deane R. Hinton, Head of the U.S. Mission to the European Communities). Senior officials, experts and leading figures in the world of commerce took part.

The Munich European Club was revitalized and a European Club was founded in Frankfurt; its members include former Commission trainees.

PARIS INFORMATION OFFICE IN 1976

A major boost in regional activity was a main feature of 1976.

1. General activities

- Six European weeks or fortnights were organized in Bordeaux (Agence d'Urbanisme), Rennes (Centre Culturel Communal), Besançon (Centre Culturel), Lille (Centre de Documentation Pédagogique Régional), Douai (Bibliothèque Municipale) and Angoulême (Hôtel de Ville). A symposium was organized on Europe and the economic development of Franche Comté (Fondation Nicolas Ledoux) and two studies were undertaken, one on Nord-Pas de Calais, at the instigation of the Regional Chamber of Commerce, the other on Alpes Maritimes, sponsored by the Institut des Hautes Etudes Internationales.
- During the year, the Office produced a second 21-minute, lap dissolve audio-visual programme entitled "L'Europe dans la vie quotidienne des Français".
This programme is one of the audio-visual series started in 1976 with "Le monde change, voici l'Europe". Living examples of French daily life are used to illustrate the role of the Community in enhancing living and working conditions. Its purpose is to initiate discussion on the human effects of the construction of Europe and is mainly used in connection with information weeks organized in the provinces.
- Openings for regional and other information were offered by the regional television channel FR 3 ("twinning" of the Bordeaux and Munich stations, FR 3 programme from Marseille on the "Grand Delta" operation in Brussels, Rhône-Alpes travel programme,...). Generally speaking, the national television channels have become much more receptive to European problems and the Office has had far more frequent contacts with programme organizers.
- A number of press conferences were held during the year; Mr Gundelach met the Association des Journalistes de l'Information sociale, Mr Simonet was guest of the Association de la presse économique, as was Mr Cheysson and a number of Commission officials, particularly at the time of the European Council in Luxembourg and the Tripartite Conference.

2. Specific activities

- Publications continued to play their part in French top management circles. In addition to the magazine 30 Jours d'Europe, the Office published the Memento de la Communauté (1976 version), the Guide Pratique des Fonds Européens, L'Europe contre la Pollution and a reprinting of Europe pour les Femmes. Studies which appeared in the magazine were re-issued as off-prints: they included L'industrie française dans le Marché Commun and articles on the Council of Ministers and the European Parliament.
Its improved distribution system enables the Office to make more effective contact with those in authority in the regions as a back-up to its comprehensive links with political, administrative and business circles at national level. A regional diary has been included in 30 jours d'Europe. Regions which have been featured so far are : Franche Comté, Brittany, the Franco-Belgian frontier region, Rhône-Alpes, Nord-Pas de Calais, Aquitaine, Limousin, Alpes Maritimes and Poitou Charente.
- The Office's activity in relation to agriculture slackened for a time during the year as a result of some practical difficulties peculiar to the Office. It subsequently extended to take in the environment and consumer affairs.
Events organized in this context included a dinner and discussion with Mr Lardinois, the public presentation of the Statistical Office survey, a press conference by Mr Carpentier and a dinner and debate with MPs on the environment as well as 11 visits to Brussels for officials from farming areas and 22 lectures in various regions of France.

The publications of the *Dossiers de la Politique Agricole Commune* continued in conjunction with the Ministry of Agriculture and a set of slides on the CAP was produced in association with the Institut National de Promotion supérieure agricole.

- For industry, commerce and the professions, a lunch, hosted by Mr Simonet, was arranged for 55 chairmen and managing directors of industrial companies and senior French officials. The Office's activities also involved the medical profession, notably during the Congrès de la Fédération des Médecins de France. A meeting of the General Secretaries of the 22 regional chambers of industry and commerce was organized to discuss financial assistance granted by the Community.
- The Office's approach to the universities acquired a new dimension with the development of a European curriculum at the Instituts régionaux d'administration which provide retraining for officials from decentralized departments and local services. The success of the pilot project in Metz prompts the Office to expand this type of activity.
- The Office's work in the secondary schools continued according to the systematic investment plan which has been under way for two years now and has put the Office into direct contact with most of the secondary education establishments either indirectly through their documentalists, teachers and pupils with the *Dossiers pour l'enseignement*, or directly through the regional offices of the Ministry of Education which have agreed to redistribute the Office's material. Thirty-five lectures were given in education centres and 7 000 establishments were reached by our publications.
- The main feature of the Office's efforts to contact the younger generation was its presence at the Salon International de l'Enfance. The theme this year was the European Community; the Office had its own stand and many of the other stands featured Europe too. Over a million people visited the Salon.

Our activity vis-à-vis youth movements and adult education organizations was given a presto boost. Priority was given to the political youth movements (seminars of the "génération sociale et libérale", young social democrats and "jeunes équipes internationales") and training centres for organizers (Centre National de Formation de l'Union Française des Centres de Vacances, Culture et Liberté, Fédération Léo Lagrange, etc...). The Office also made a special effort to collaborate with women's associations, both by developing existing contacts with the Union féminine Civique et sociale and selecting new channels (Commission féminine du Mouvement Européen).

The Office also organized 60 lecture/discussions up and down the country.

- The documentation section and library receives between 800 and 1 000 telephone enquiries a month. Between 400 and 450 visitors call personally to make enquiries.

DUBLIN OFFICE IN 1976

During the year 1976 we have endeavoured to maintain and improve our services to the media with special emphasis on television news, regional press and regional radio.

1. Public at large

In addition to maintaining daily contact with the national newspapers, radio and television, we staged a number of press conferences and briefings and issued daily press releases and background notes. These obtained widespread coverage at both the national and regional level and, specially in the case of allocations from community funds (regional, Feoga etc.) Radio and television coverage has been extensive, particularly since the introduction last december of the new "politics programme" which, with our assistance, has already produced two 45-minute programmes on the Community.

Our mobile exhibition and its accompanying information leaflets continued to be an important attraction for the general public. It was visited by more than half a million people and resulted in a large number of requests for further information material.

The winners of the following competitions were brought to Brussels: Young scientist of the year - Slogagh - Michael Sweetman essay - Inniu - Irish press essay - Irish Missionary Union - Young citizen essay.

2. Priority groups in general

Our monthly bulletin Community Report, which is directed at opinion multipliers continued to be well received. A readership survey conducted during the year produced a very encouraging response. Our weekly newsletter, European Community news, and our weekly farm feature, specifically designed for the regional press, were both regularly reproduced and reached more than half the readership of the regional press (640.000). About 12 newspapers are reprinting the weekly newsletter and 15 newspapers carry the farm feature. Six articles both english and irish in the Trade Union Magazine "Liberty" are published. The office organised and part-financed a number of conferences and seminars and members of the staff undertook numerous speaking engagements. We have a number of films and an audio-visual programme in irish at our disposal which have been constantly on loan.

3. Specific priority groups

Agriculture: in addition to our weekly farm feature, our main effort in the agricultural area has been the publication of our quarterly information booklet series on the cap in co-operation with the Irish Department of Agriculture (circulation 5.000). In addition, we helped organise and part sponsor conferences and seminars, and we arranged the publication of a 24-page supplement on the cap in the largest regional newspaper "The Kerryman" and supported a 25-minute television documentary on the cap which was screened on RTE.

Universities: significant progress has been made at university level with the inauguration of a joint course of European Studies between the two Dublin Universities, partly financed by the Commission, and the Establishment of the Irish Association for European Studies comprising University professors and lecturers. We also helped organise and finance extra-mural courses in European Studies in Universities in Dublin and Cork. The University College Cork courses were held at 20 centres throughout the southern part of the country and were attended by 600 students.

schools: at the level of second-level and vocational schools, we provided information and special articles both in english and irish to the main magazines and produced a supplement for th "young citizen" magazine (c.12.000 teachers). We also organised and part-financed the first regional youth conference on the Community, which we plan as an annual event in the future, and organised a number of essay and project competitions.

Irish language: with regard to specific groups, we appear to have been successful in reaching irish language interests. This has been achieved by means of our monthly irish-language newsletter " EORASCAIL" (circulation 5.000) which has been regularly reproduced in the specialist press and on radio and television, a supplement in the main irish-language newspaper "Inniu", regular contacts with the Irish festival for schools, Slogagh.

Women: we kept in regular contact with the main trade union and women's organisations, particularly during the controversy over equal pay and made preparations for the establishment of an irish branch of the Community network of women's working groups.

ROME INFORMATION OFFICE IN 1976

It will be remembered that Italy went to the polls for the third time in three years in 1976 and that the economic crisis continued to have an adverse effect on the life of the country.

For this reason the Office had to take more account of developments on the home front to highlight the basic need to coordinate the measures to promote recovery in the context of Community commitments.

Attitudes towards the Community are still favourable. Public opinion fully appreciated the Commission's sympathetic efforts when the import deposit scheme was introduced in May 1976 and when currency transactions were taxed to the tune of 10 and 7 % respectively on two occasions in October.

The decision of the Nine to go ahead with Direct Elections to the European Parliament was very favourably received.

1. General activities

Approach to the media

Relations with the press, radio and television were the Office's first concern. Italy's economic situation and its repercussions on Europe, solidarity in action, implementation of the Mediterranean policy, the lures of a "two-tier" Europe and Direct Elections to the European Parliament were talking points for journalists throughout the year.

To take an example, the Community's solidarity in helping Friuli received wide coverage in the press. Detailed information on the activities of the Regional Fund, the Social Fund, the EAGGF Guidance Section and emergency measures to help Friuli was widely distributed to the regional press and local radio stations. The links established with the regional press were also availed in connection with many local events.

The Office held regular meetings for the press. Topics included: "Agriculture and Mediterranean policy" (13 February); "One year's activity of the Regional Fund" (30 April); "Removal of technical barriers to trade in industrial products" (15 July); "Activity of the EIB in Italy" (17 December). The Office also organized press campaigns to publicize Mr. Ortoli's lecture to the Centro Informazioni e Studi sul Mercato Comune in Milan, (8 October) and the inauguration of the European University Institute (15 November).

The Italian radio-television network (RAI-TV) completed its internal reorganization, giving the Office our opportunity of getting Community material included in the programmes of the two TV channels and three radio networks. The Office assisted and took an active part in broadcasts on agriculture, consumer affairs, education and so on. In December, for example, the weekly television programme Giorni d'Europa devoted 30 minutes to the activities of the Community and the work of the Office.

Exhibitions, competitions

The Office had a stand at the Verona and Foggia Agricultural Fairs in March and May and organized several supporting events, including a round table on the role of agriculture in modern society in Verona. The "Europe is your country" campaign started in 1975, was rounded off by sending all the young competitors a folder of information and organizing a round trip taking in Paris, Brussels and the Rhine Valley for twenty winners. A new competition is being planned for 1977. The aim is to get a large number of primary and secondary school teachers and pupils interested in Community affairs. At present 100 000 sets of the kit produced for the competition are being distributed, accompanied by survey-type questionnaires to be filled in by pupils following a talk by the teacher. The answers will be collated and published in a small booklet summarizing the attitude of youngsters to Europe.

Lastly, the Office took special care over its documentation and information for visitors; callers totalled 1.650. Approximately 2 260 letters went out in reply to requests for information. The Office's library was also reorganized.

2. Specific activities

General

* Publications :

Comunità Europea, magazine, 11 issues (40 000 copies)
Jean Monnet racconta
L'Università Europea) off prints from the magazine

I partiti e l'Europa (booklet) (20 000 copies)

CE INFORMATZIONI (various series)

Rassegna periodica, 11 issues (2000 copies)

Notizie sindacali, 11 issues (2000 copies)

Dossiers, (8 titles : 4 on Mediterranean policy, 2 on social policy, 1 on technical barriers, 1 on Direct Elections - 1 800 copies)

Schede (7 titles) (2 000 copies)

Dossiers stampa (6 issues of press cuttings on specific topics - 1 500 copies)

Documenti (major Community text : 8 issues, 2000 to 10 000 copies depending on interest and importance)

* Symposia, conferences :

While the Direct Elections theme dominated, particularly in the second half of the year, Mediterranean policy (especially after the Agreements with the Maghreb countries had been signed) was a recurring theme at many symposia and conferences.

These included the UCEI (Ufficio Centrale per l'Emigrazione Italiana) seminar held in Palermo on 3 and 4 April where one of the main topics was migration in the Mediterranean area (rapporteur, Mr; Bersani, Vice-President of the European Parliament); the round table on the role of small and medium-sized companies in the Mediterranean (Cagliari, 13 May); the ISPI (Istituto per gli Studi di Politica Internazionale)-Conference held in Milan on 28 April, the ACLI-EEC seminar (Associazioni Cristiane Lavoratori Italiani) on Italian Agriculture and Mediterranean policy (Messina, 15-16 October); the symposium on

"The Community and the Mediterranean" (Rome, 26 November) which was attended by Mr. Guazzaroni.

Other general activities and events included the seminar run in collaboration with Bologna University on relations between regions, States and the European Community (3 - 7 May); the XVth course on Community economies and law (Milan, January - June); the course run by CERDE (Centro Ricerche e Documentazione Europea) on "Europe Tomorrow" (Florence, 30 November to 18 December; the EEC/De Gasperi Institute symposium on "Control of the Community budget" (Rome, 18 May); the meeting of the 2 000 Club on the Green Paper on employee participation (Rome, 3 June); the CESFER (Centro di Studi, Informazione e Documentazione sul Federalismo, il Regionalismo e l'Unità Europea) symposium on monetary problems (Pavia, 10-11 December).

The Office developed close links (discussions, documentation, participation) in events over the year with the IAI (Istituto Affari Internazionali), IPALMO (Istituto per le Relazioni tra Italia e i Paesi dell'Africa, America Latina e Medio Oriente), the SIOI (Società Italiana per l'Organizzazione Internazionale), the Italian section of the Association of European Journalists and the European affairs departments of the Senate and the Chamber of Deputies. Relations with the Scuola Superiore della Amministrazione Pubblica were amplified and European subjects were included in school programmes.

It might be mentioned that the Office works in complete harmony with the European Parliament's Information Office in Italy.

- Specific events

The major Italian universities were involved in 14 symposia, round tables and series of conferences. The MIUE (Movement for European University Integration) held its annual symposium in Turin in association with the Office. The theme was "The citizen and the European Community" and approximately forty university professors attended.

Providing information for regional circles continued to be a priority task. Collaboration with the Italian Association of the Council of European Municipalities has proved highly successful. One example was the seminar for regional Officials (Rome, 31 May - 2 June). A second seminar was run in association with FORMEZ (Istituto di Formazione nel Mezzogiorno) in Naples from 18 to 22 October. In November Italian regional officials began periods of in-service training with the Commission. Marche, Campagna and Basilicata were the first regions to avail themselves of this facility.

On the youth front, the Riccione seminar (27 September - 10 October) run in collaboration with the Italian Council of the European Movement and the three CIFE (Centro Italiano di Formazione Europea) round tables on economic and monetary union, Direct Elections and North-South Dialogue attracted active participation by young management in politics, the unions and the federalist movement.

Interest in the development of Mediterranean policy was also a focal point of information activity directed at the farming community (the symposium organized by Federbraccianti CGIL (Rome, 28 September) and that organized by the Unione Italiana

Mezzadri e Coltivatori Diretti (Lavinio, 11 December). The CESFER briefing day (Pavia, 12 June) gave Mr. Lardinois and Mr. Marcora an opportunity to take stock of the common agricultural policy. In December the Office opened its information campaign for women's organizations; this will be stepped up in 1977.

On the trade union side, the Office collaborated in various projects organized by the Trade Unions Division. Other noteworthy events were the round table held at Bologna University on the role of the trade unions in the Community (30 March) and the symposium on workers and the economic crisis in Europe (Florence, 29 May) organized in association with the CGIL-ICFTU-UIL Federation and the Federalist Movement.

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LUXEMBOURG INFORMATION OFFICE IN 1976

During the last quarter of 1976 the Information Office transferred to the Jean Monnet Building, the Commission's Luxembourg headquarters. The Information Centre in the tower block will now be used by Parliament's information service, which has taken over responsibility for group visits. This new arrangement leaves the Office free to concentrate on Luxembourg and neighbouring regions.

1. Activities aimed at the general public

One of the Office's priorities is to keep the general public informed by providing the press, radio and television with regular, usable information on Community affairs.

This is supplemented by a newsletter dealing almost exclusively with Community action of interest to Luxembourg, with problems likely to affect the country's economy and with social affairs.

The Office also works in close collaboration with the Union luxembourgeoise pour la protection des consommateurs and is allocated 2 to 4 pages in its monthly magazine, De Konsument, which has a circulation of 12 000. The Office uses this space to comment on European affairs, special emphasis being placed on what the Community is doing to protect consumers and promote free trade.

2. Activities aimed at specific groups

In 1976, a total of 129 groups or some 4 500 persons in all visited the Office. Office staff attended a number of symposia and congresses, including the Congress of the World Confederation of Organizations of the Teaching Profession and the briefings organized by the European Association of Teachers (AEDE) and the Socialist Teachers of the European Communities.

Also worth mentioning is the visit organized for Paul Finet Foundation scholarship holders and the Office's active involvement in training courses run by the Chambre de Travail.

A two-fold youth information programme was implemented in the form of meetings and teach-ins at the Office and active support for seminars on European affairs organized at the Maison de l'Europe in Luxembourg.

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The Office supplied the Spokesman's Group and the other Offices Community events in Luxembourg, including sessions of ECSC Consultative Committee, meetings of the Council and the Executive Committee of the Paul Finet Foundation, and symposia and briefings on health protection and technical and social research.

THE HAGUE INFORMATION OFFICE IN 1976

The Office continued to pursue its main aim of reaching as wide a public as possible, devoting special attention to young people and the universities.

Its work load increased significantly during the second half of the year, when the Netherlands was in the chair at the Council.

1. Activities aimed mainly at the general public

Radio and television

The Dutch Presidency led to increased coverage of European affairs on radio and television - a trend which gathered momentum with the announcement of the decision on direct elections to the European Parliament. News programmes covered European affairs several times a week. The Office took part in thirteen radio programmes (mostly interviews) and at least ten television programmes. N.O.S.'s "Panoramiek" is still the most important programme, but other radio and television networks are beginning to show more interest.

Video-cassettes

The Office has produced a video-cassette programme for secondary teachers and another for university lecturers; both programmes are also available on film. A two series of slides, one for twelve yearolds, the other dealing with European agriculture, have been complemented; these are also available as video-cassettes. Approximately 250 video-cassettes are now in circulation and all the universities have been supplied with the special "university" cassette. Approximately 50 000 people a year are reached by this audio-visual material, which is also distributed to interested groups and associations.

Press

Its newsletter Europa van Morgen, which has a circulation of 4 300, is the Office's main contact with the press. Forty-four issues were published in the course of the year. The newsletter is also supplied to selected groups.

It is estimated that there are approximately 20 individual meetings with journalists each week. Nine press conferences and briefings were organized in the Office during the year.

2. Activities aimed at specific groups

- The monthly magazine Europese Gemeenschap appears eleven times a year and has a circulation of 22 000.

Documentation and other booklets

Brochures and leaflets printed by the Office include ; Daaronder Europa (3 500 copies), Europa Waarom (1 750 copies), Europa : Onderwijs (900 copies); Eerlijk alles delen (6 000 copies); Democratie en Europa (2 000 copies); Rekeneenheden (5 000 copies); Monetaire compenserende bedragen (5 000 copies); Rapport Tindemans (5 000 copies).

Re-runs ; Set of maps for schools (9 000 copies);
Europese Gemeenschap (13 750 copies); Geschiedenis
eenwoesinf (2 500 copies); Landbouwregels (2 500 copies);
Bouwen aan nieuw Europa (6 000 copies); Europese Parlement
(5 100 copies); Medezeggenschap in EG (1 500 copies);
250 miljoen Europeanen (1 100 copies).

Brochures and leaflets printed for the Office :Europese
Almanak (5 000 copies); Europa en de Derde Wereld(5 000
copies); Europese Commissie (5 600 copies); Mini-Almanak
(5 100 copies); ACP (10 200 copies);
Daarom Europa (16 050 copies); Eerlijk alles delen (re-run
- 10 050 copies).

Documentation : Migrerende werknemers (300 copies);
Europa (200 copies); Europa (200 copies); Films on the
European Community (500 copies); Europese Unie (475 copies);
Rekenkamer (200 copies); Voorwoorden EOF (500 copies);
Landbouw (200 copies); Sociale Zaken (200 copies); Economische
Zaken (200 copies); Ontwikkelingssamenwerking (200 copies);
Onderwijs (200 copies); Verkeer(200 copies); Lomé (200 copies)/

The Hague Office also contributed to five publications com-
piled by other organizations (CEVNO, Conseil des Femmes,
and so on).

- Visits

Forty groups visited the Commission and interviews were ar-
ranged for six "American visitors"to the Netherlands.

- Documentation and information

The documentation section received approximately 5 250 tele-
phone enquiries and 4 900 written enquiries. Of this total
of more than 10 000 enquiries 5 % came from official in-
stitutions, 35 % from industry and 60 % from private
individuals or educational establishments. An additional
800 enquiries relating to agriculture and university matters
were received. In all the documentation section dispatched
51 000 documents.

- Conference, symposia and congresses

The Office held seventeen conferences and contributed to thirty-
three congresses, conferences and symposia arranged by out-
side organizations.

- Political Circles

Six special briefs were produced for members of Parliament
and parliamentary journalists in preparation for parliamentary
debates bearing on European affairs.

- Young people

The Office's travelling exhibitions were used on twenty-six
occasions and a new exhibition comprising ten posters (10 000
prints) was completed. This was mounted in 8 000 schools.

- Universities

The Asser Instituut, in conjunction with the Office, produced five compendia of Community rulings and regulations, notably on restrictive practices for students of European law. An interdisciplinary study group on European integration has been set up and will collaborate with the Europacentrum. It is hoped that the Office will succeed in persuading specialists in other subjects to follow the good example of the Asser Instituut.

- Women's associations

The Office has begun to cooperate with the Nederlandse Vrouwenraad (a coordination centre for women's association with a total membership of 1 200 000). The centre is planning numerous seminars at all levels and intends to publish its own background material.

- Publicity campaigns

Special mention should be made of the publicity campaign mounted by the Office in connection with the opening of a new road (part-financed by the Community) in the province of Limburg.

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LONDON OFFICE IN 1976

The main objectives of the United-Kingdom offices' information programme in 1976 were:

- to contribute to transform passive acceptance of British membership into active support for European unification;
- to help individuals and organisations to "operate" the Community;
- to help show specifically national and regional problems in their Community context.

1. The general public

- The United Kingdom offices continued to develop their work with the press, radio, and television. In Scotland, with a distinctive press, radio and television network which is unrepresented in Brussels except for stringers, the majority of Community news is written and filmed not in Brussels but locally. In these circumstances the close working relationship which has been established with the Scottish Office, quasi-governmental organisations, local authorities, etc., has been of particular importance.

As regards the press, three developments are worth recording:

- * an expansion of the "weekly timetable" sent to some 300 newspapers, making it virtually a newsletter;
- * the inauguration of a first regional newsletter, designed largely for the press in Wales;
- * considerable expansion of the existing series of background notes, re-titled "Background Reports", of which 71 were issued during the year, compared with 54 in 1975 .

We were particularly glad to consolidate our news of Community grants and loans to the British press. These receive extensive local publicity.

We have contacts with every daily newspaper in the country (about 280-300).

As regards radio and television, very close cooperation continued with programmes such as BBC Nationwide, Panorama, Tonight (radio and TV), Today, BBC TV News, BBC Radio News, Money Programme, Analysis and most BBC regional stations, BBC World Service, Women's Hour, World at One, plus Independent Television News, several independent television current affairs programmes, independent Radio News, BBC Scotland's Current Account and Good Morning Scotland, and similar programmes in Wales.

We have had several press briefings in the London Office; the most successful, with press, radio and television, was on the EEC medical directives.

- Direct action intended for the general public included exhibitions at the main agricultural shows: the Royal Show at Kenilworth, the Royal Welsh Show, and the Royal Highland Show (see agriculture).

In Wales, an essay competition for schoolchildren attracted entries from all parts of the Principality in both English and Welsh.

2. Priority milieux

- General actions in this area included:

- * an experimental new format for the magazine "European Community", making possible the issue of special numbers devoted to the Tindemans Report, and the opening of the Cardiff and Edinburgh offices;

- * New publications: "Scotland in Europe" and five leaflets for the agricultural shows; and new editions of existing publications, including "Europe at a Glance", "Working Together", "Wales in Europe", "The Common Agricultural Policy", "People Come First", and "Sources of Funds".
 - * A further series of regional seminars were held in conjunction with the International Union of Local Authorities. These took place in Truro, Humberside, Merseyside, Scotland's Central Region, and South Wales. These seminars included representatives of local authorities and also of local interest groups (political parties, trade union, chambers of commerce, National Farmer's Union, catering industry, etc.).
 - * Some 580 speaking engagements were undertaken by members of staff and of the lecturers' panel throughout the year and in all parts of the country. These included several day-long programmes organised for such bodies as the Administrative Staff College, etc. and a large number of lectures undertaken for the various branches of the United Kingdom Civil Service College.
 - * A large number of queries and research inquiries continued to be handled by the Data Room, the Library, and the rest of the staff. During 1976 there were some 3.000 visitors to the London Office; some 40 telephone calls a day; and some 40 daily letters of miscellaneous inquiry, in addition to individually addressed mail.
- Specific actions directed at particular milieux included:
- * Political and administrative circles: close contacts with and research for individual members of parliament, including members of the scrutiny committees; and - a major innovation - organized cooperation with Whitehall information officers, including a visit to Brussels.
 - * Trade Unions
Conferences: Three major trade union/Commission conferences were arranged by the London Office to discuss the Green Paper on Employee Participation. These were held at Glasgow (with the Scottish TUC), Southampton and Leeds. Trade Union Schools: During 1976, regular lectures were given at the GMWU (General and Municipal Workers Union) training schools, the NUM (National Union of Mineworkers) summer schools, the EETPU (Electrical, Electronic, Telecommunication, Plumbing Union) and other ad hoc trade union seminars. Trade Union Liaison Work: Regular contact was maintained with the major trade unions via meetings with senior officials and with the TUC secretariat on a variety of policy matters. Progress was made with the TUC towards an agreement on our participation in TUC education programmes.
 - * Voluntary Organisations: Principal contact in this field has been via the National Council of Social Service, European Desk operation; contact has also been made with a variety of voluntary organisations, e.g. Disablement Income Group, British Youth Council, Scottish YMCA. In co-operation with the NCSS, speeches were given at three seminars held under the auspices of the Northern Ireland Council for Social Services and at three seminars for Community groups in Northern Ireland.

Wales: A regular and close liaison has been established with the Wales TUC.
 - * Consumers: We maintained links with consumer organisations and addressed the National Consumer Council staff on working of EEC and on agricultural policy. We also provided background reports on aspects of consumer protection policy (e.g. food labelling, product liability).

* Universities, youth and education : Close liaison was maintained with the School Information Unit of Sussex University especially in the production of the final issues of European Community Studies.

Editorial work was conducted on a schools pack.

Talks were given to schools, universities and educational organisations, notably: The Association of College Registrars and Administrators, United Kingdom Council for Overseas Student Affairs, Sixth form conferences in the Grampian Region and Fife.

* Agricultural Milieux:

Agricultural Shows: We had a stand at the Royal Highland Show, the Royal Welsh Show and the Royal Show (total attendance 400.000) showing aspects of the common agricultural policy from the farmer's and consumer's points of view.

Seminar arranged with Federal Trust: a seminar on development of the common agricultural policy with participants from farming, consumer bodies, political parties, academics. Two Ministers attended.

Food standards: We arranged a conference for food industry and academics for explaining and discussing of Commission work on food standards. 60 participants.

Fish: We have made some effort to establish close contact with fisheries organisations and the trade and press.

We took part in the television discussion on BBC Television (Scotland) and gave a paper at a major fisheries conference in Aberdeen. This paper was subsequently published in full in Fishing News.

In addition to these positive initiatives we had to respond to a considerable volume of detailed enquiries by letter and telephone from the press, radio and television, professional organisations, companies and individuals. These enquiries amounted to 150 per week.

* Industrial and business circles: On March 26 a one-day conference was organised at the London Business School with their cooperation on the Commission's competition policy. On December 8, one representative of the Commission talked to the press and later to trade associations about the elimination of trade barriers, at the London Office. A series of all-day seminars was also arranged with the Administrative Staff College, run by members of the London Office staff.

* Women's organisations: Activities in 1976 included: briefing at London Office for senior members of the Townswomen's Guild in January 1976; one-day seminar, with speakers from Brussels, at the London Office for the fifty members of the Women's National Commission on March 30; organisation of the United Kingdom representation at the women's symposium in Brussels in March 1976; one-day seminar in Cardiff for about 200 members of women's organisations in Wales with speakers from Brussels; meeting held at London Office in July - follow-up to this continued throughout the rest of 1976 resulting in joint WNC/EEC programme now being launched.

Also during 1976, considerable contact with Equal Opportunities Commission (EOC) including organisation of a visit to Brussels by the Chairman and Deputy Chairman of EOC.

* Northern Ireland: The case of Northern Ireland being unique; efforts have been made to overcome its sense of isolation and deprivation. A variety of contacts have been made and maintained with the Northern Ireland administration, trade union, employers' organisations and voluntary organisations and political groups in Northern Ireland, including the Department of Agriculture and the National Farmers' Union.

This has led to the holding of seminars and conferences in Northern Ireland, and to a number of visits to Brussels, including 45 members and officials of the NFU and a number of agricultural journalists.

II - INFORMATION IN NON-MEMBER STATES

Headquarters departments

EXTERNAL RELATIONS IN 1976
(excluding ACP and South Mediterranean countries)

Information activities in non-member countries generally are aimed not at the individual citizen but at specific groups, the main targets being leading figures in political, economic, social and university circles.

Priority as far as resources are concerned is given to direct contacts : fact-finding missions (1) conducted in and around the Community institutions and seminars, symposia and conferences backed up by appropriate documentation; the other media are not, however, neglected.

As far as themes are concerned " external relations" is interpreted in a broad sense to include all Community policies. Within this framework the treatment of specific subjects is slanted towards centres of interest in the various geographical regions and tailored to the nature of their ties with the Community.

1. Major industrial partners

Top of the list are the United States, Canada, and Japan; details of the information activities in these countries will be found in the reports submitted by the Press and Information Services of the Commission's Washington, New York, Ottawa and Tokyo Delegations.

Out of these activities, notably fact-finding missions, were largely a matter for Brussels. The same is true of certain exchange, symposium and seminar programmes.

- United States

- * In 1976 the Directorate-General for Information organised fact-finding visits for approximately 1 170 US citizens, mainly journalists, politicians, agriculturalists, trade unionists, economists, and groups of students passing through Brussels.
- * Under the "Community Visits" programmes sponsored jointly by the European Parliament and the Commission fourteen scholarship holders visited the European Community. These scholarship holders, most of them in their thirties, are "leaders" in their respective professions. They are an opportunity of meeting people well-placed in all the Community institutions and in professional circles in the Nine. The first week of what is normally a one-month visit is generally spent in Brussels, the remaining three weeks in the Member States.

(1) There were 3.034 visitors to the Commission from non-member countries in 1976 (467 from EFTA countries, 342 from non-member countries in the European Mediterranean Basin, from south Mediterranean countries, 1.173 from the United States, 242 from Canada, Australia and New Zealand, 105 from Japan, 93 from Latin America and 16 from Asia, 309 were members of "multinational" groups, composing African, Latin American, and Asian nationals.)

* Lecture tours in the United States were organized again this year, a total of nine speakers participating.

* A seminar organized jointly by the Directorate-General for Information in Brussels, and the Commission's Delegation in Washington for American and European journalists was held in Airlie House, near Washington, in September. It was attended by leading politicians from Washington and Europe.

- Canada

The setting-up of a Commission Delegation and an Information Office in Ottawa in 1976 made it possible to step up information activities in Canada. The opening of the Office was marked by publication of the findings of a Canadian opinion poll on the European Community and the distribution of a basic information brochure in English and French.

Six groups of Canadians, including two groups of parliamentarians, one group of young Quebec civil servants and three groups of students, visited the Community on fact-finding missions. Six Canadian journalists paid individual visits to the Community.

The programme of Community visits for young American "leaders" was extended to Canada in 1976. The first invitations for visits in 1977 were issued.

- Japan

The Information Office set up in Tokyo in 1975 became fully operational in 1976.

Six groups of Japanese, mainly economists, came to Brussels on fact-finding missions. Six Japanese journalists paid individual visits to the Community.

- Australia

The Directorate-General for Information received around one hundred Australian visitors and fifteen New Zealand visitors, including two groups of journalists assigned to Community capitals.

2. EFTA countries (excluding Portugal)

Selective information operations aimed at press and political circles were continued in 1976 and the demand for information, from economic circles in particular, showed a slight increase. Contacts with European and international organizations based in these countries have been maintained.

- Visits: Individual and group visits are the main way of reaching both political and economic leaders and the media. The number of visitors (journalists, politicians, trade unionists, teachers and students) from EFTA countries increased to nearly 470. The Directorate-General for Information made a point of inviting at least one group of journalists and one group of parliamentarians from each EFTA country.

- * Austria : Six groups (making a total of 114 visitors) including the Agriculture Committee of the Austrian Parliament and a group of journalists.
 - * Switzerland : Five groups (making a total of 153 visitors) including a group of parliamentarians and party secretaries, a group of journalists and a group of trade unionists.
 - * Norway : Four groups (making a total of 42 visitors) including a group of senior civil servants, a group of young liberal party organizers and a group of ministerial press attachés.
 - * Sweden : Four groups (making a total of 80 visitors) including a group of parliamentarians elected for the first time in 1976 and a group from the Swedish Chamber of Commerce.
 - * Norway and Sweden : A group of fifteen Norwegian and Swedish journalists.
 - * Finland : four groups (making a total of 66 visitors) including a group of parliamentarians, a group of young political organizers, a group from the Industrial Federation and a group from the Agricultural Federation.
 - * Iceland : a group of twelve young political leaders.
- Films - radio - television : Regular contacts were established or maintained with the Austrian, Swiss and Finnish radio and television networks. Steps will be taken in the near future to establish similar contacts with Norwegian and Swedish networks.
 - Publications : Distribution of the basic information brochures in Norwegian and Swedish published last year continued. (New editions of these publications are planned to mark the inauguration of the free trade area between the Community and EFTA on 1 July 1977). The newsletter published by the Copenhagen Office has been distributed to a number of Norwegian and Swedish readers.
 - Seminars and symposia : Seminars and symposia on European topics are an important aspect of information activity. The Directorate-General for Information provides literature, lecturers and, on occasions, financial backing. Nine seminars and symposia received financial support in Austria, Norway, Sweden and Finland.

3. European Mediterranean Basin

An overall information programme, involving visits, seminars, publications and radio and television broadcasts, was launched in collaboration with the Information Offices in Turkey and Greece. Projects for Portugal, initiated in 1975, were stepped up in 1976.

- Visits :

- * Greece : Six groups (making a total of 105 visitors) including the Greek Council of State, two groups of trade unionists, a group of industrialists and a group of farmers.
- * Turkey : fifteen groups (making a total of 57 visitors) including television journalists, members of the main political parties, general secretaries of the Chambers of Commerce and Industry, a group of parliamentarians and a group of university professors.

- * Portugal : three groups (making a total of 94 visitors) including press, radio and television journalists and leading politicians and economists.
- * Spain : Three groups (making a total of 83 visitors) including a group of members of political movements and two university groups.
- Publications: A comprehensive range of periodic and irregular publications in Greek and Turkish are available for distribution in the Athens and Ankara Offices.
The Directorate-General for Information has published basic information brochures in Spanish and Portuguese.

In addition, a number of hand-outs, including one on the generalized preference system, have been translated into Greek, Turkish, Spanish and/or Portuguese.

4. Latin America

The development of relations with Latin America since 1975 has led to increased demand for information; the slender information resources available in Brussels and Santiago have to be used extremely selectively.

Headquarters departments helped considerably in the organization of seminars on generalized preferences in Venezuela, Costa Rica, Mexico and Brazil.

Six groups (making 13 visitors in all) were received in 1976. These included American journalists based in Paris and Rome, two groups of senior civil servants from various Latin-American countries and Latin-American trainees from the Journalists Training Centre in Paris.

Contacts were established at the end of the year with the BBC (London), the Deutsche Welle (Cologne), Transtel (Cologne), E.T.E.S. (the European Television Service- Cologne), Radio Nederland (Hilversum), Radio-France International (Paris) and BRT-RTB (Brussels) in an attempt to persuade them to step up the number of European broadcasts,

Films produced by the Directorate-General for Information are now available in the Santiago Office, notably for use by the Member States' Embassies in Latin America.

5. Asia (excluding Japan)

Information activities centred around official visits to Pakistan and the ASEAN countries by the Commission's President or the Member holding the external relations portfolio.

Seminars on generalized preferences in the ASEAN countries, Indonesia and India as a springboard for the pursuit of more general information activities.

In connection with these visits the Directorate-General for Information published a number of hand-outs on relations between the Community and the countries concerned.

Some ten Asians made individual visits to the Commission.

In addition most of the 309 visitors making up the "multinational" groups were Asian nationals; this was particularly true of the Commonwealth Financial Journalists group.

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DEVELOPMENT AND COOPERATION IN 1976
(ACP and South Mediterranean)

Individual and group meetings with Commission delegates in Lomé Convention countries made it possible to deploy resources more realistically and to re-define a programme for the continuation, improvement and/or development of projects already under way. The signing of cooperation agreements with the MAGHREB and MACHRAK countries gave the go-ahead to work on a number of projects tailored to available resources and local reactions to our proposals.

1. ACP countries

In 1976 priority was given to the new ACP countries. The main medium employed was radio which gives coverage to Lomé Convention activities (financing decisions, visits, meetings and so on) in daily current affairs programmes and special broadcasts and remains the key to any local information effort.

Programmes or broadcasts include those produced by the specialized division of the Directorate-General for Information, the BBC's African Service (which has a correspondent in Brussels and broadcast a series of reports on the EDF in 1975 and 1976), Deutsche Welle, RTB and Radio France (short-wave). Special broadcasts include a monthly magazine programme covering major European or Euro-African events, a special magazine programme called "Zaire" and local language broadcasts by Radio Rwanda and Radio Burundi.

The local radio and press in ACP countries rely on international press agencies for their European news. It is therefore essential to ensure that ACP journalists are familiar with Commission activities, particularly on the development front. For this reason some 40 radio and press journalists attending courses in Europe (BBC) or travelling in the Community have been invited to Commission headquarters since the Lomé Convention was signed.

2. Southern Mediterranean countries

Steps were taken to initiate cooperation with Tunisia; these included a visit to Commission headquarters by press, radio and television journalists, the preparation of a brief discussing the EEC-Tunisia agreement to ensure that interested members of the public can read all about it, and collaboration in various television programmes. In Egypt the daily newspaper "Al Ahram", which has a circulation of 800 000, organized publication of a series of surveys and interviews (a profile of the Community, Mediterranean policy and so on). The conclusion of negotiations with Lebanon, on what is the final phase of the Community's overall policy vis-à-vis the Mashrek countries, will provide a golden opportunity for the publication of a general review of the various agreements (in English and Arabic) for local distribution.

Stands at fairs and exhibitions (as in Zambia and Botswana), combined with lectures, provide a prestige element and are a sure way of reaching a wide public. However, the key to our information activities is daily recourse to the media (agencies, radio, press, photographs, television documentaries) to cover developments under the Lomé Convention or the Mediterranean agreements. This is followed up by documentation, in the form of press releases and reviews supplied either direct or in response to requests from radio and press journalists in the countries concerned.

Information Offices

GENEVA OFFICE IN 1976

BASIC AIMS

The Community and international organizations

The Office's basic aims here are:

- to inform the international press, the Swiss press and the Geneva delegations of member and non-member countries of the Community's stance in international negotiations and conferences held in Geneva (for instance, multilateral GATT trade negotiations).
- inform the Spokesman's Group and the other Information Offices on the same topics and to suggest or supply articles for their publications;
- inform members of the European Parliament (Committee on External Relations) and the Economic and Social Committee (External Relations Section) on the same topics.

The Community and Switzerland

The Office's basic aims here are:

- inform the Swiss and international press on EEC-Switzerland relations; to keep the Swiss and the international community in Switzerland informed of Community activities.
- to keep the Spokesman's Group and DG I up to date on press and other reactions to Community activities.
- to inform the universities and the Swiss and international study centres about Community activities; to take part in conferences organized by them and to invite their representatives to take part in conferences organized by the Office.

HOW THESE OBJECTIVES HAVE BEEN ACHIEVED

1. Information letter, press releases, briefings, spokesman's activities

- Publication of 20 issues of the bilingual (French/English) information letter (1 500 copies) which regularly states the Community in stance not only on international negotiations and conferences held in Geneva but also on external relations in general.
- Communication to the press of statements made by Community representatives in the international context in Geneva.
- Organization of press conferences at delegation headquarters and press interviews with Community negotiators in Geneva for important meeting (GATT, UNCTAD, ILO).
- Visit by a group of correspondents accredited to the Commission (Brussels) interested in the Tokyo Round.
- Visits by groups of Austrian, Finnish, Norwegian and Swedish journalists in Geneva at the invitation of the US Information Service .
- Spokesman's activities in response to questions from journalists accredited to Geneva (Palais des Nations) and Berne (Palais Fédéral).

2. Weekly press survey, symposia, participation in events organized by outside agencies, group visits to Brussels and Luxembourg, audio-visual show.

- Symposia organized by the Office

- Seminar on raw materials, in conjunction with the Centre de recherche sur les institutions internationales (La Mainaz, March 2976).
- An information meeting on the Community's role in international organizations headquartered in Geneva, in cooperation with the Management Committee of "Europa Archiv" (Geneva, October 1976);
- Conference for Swiss businessman on "How to invest in the European Community", in association with the Swiss European Union (Berne, November 1976).

* Participation in events organized by outside agencies (a few examples)

- European Management Symposium, Davos (January/February); organization of Community days and a press conference by Sir Christopher Soames.
- 14th Euro-Didacta, Bâle, (March 1976).
- Inaugural meeting of the Cadmos Group on the state of European opinion, organized by the Centre européen de la culture, Geneva (May 1976).
- Symposium on Community law, organized by the Centre d'études juridiques européennes, Geneva (October 1976).
- First Euro-Arab Symposium on economic cooperation, organized by the European Management Forum, Montreux (October 1976).
- 42nd annual congress of the Swiss European Union, Berne (October 1976).

* Group visits to Brussels and Luxembourg

- Three groups visited Brussels, namely Swiss parliamentarians and party secretaries, managers from the l'Union des Banques Suisses, and members of the Swiss Confederation of Christian Trade Unions.
- An official delegation from the two Chambers (the National Council and the Council of States) visited the European Parliament in Luxembourg following the official visit made by Mr. Spénale, President of the European Parliament, to Berne in October 1975.
- A series of individual visits to Brussels was organised for journalists, teachers and students preparing theses on Community topics.

* Audio-visual show

The Office commissioned an audio-visual show on the Community's external relations from the Société de productions audio-visuelles 16-36 (Geneva). This mulivision show on three screens with six cross-fading projectors and quadrophonic sound will be set up for groups passing through Geneva and made available to organizers of European events in Switzerland.

3. Other activities

The libraries of the Community's Permanent Delegation and the Information Office were merged, the card-index reorganized and the library opened to the public, thus supplementing the documentation service which remains very active.

The Office organized liaison activities with the European Broadcasting Union, Standing Conference of Rectors and Vice-Chancellors of European Universities, the Association of Institutes for European Studies and so on.

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ATHENS OFFICE IN 1976

In its first year, the Athens Office concentrated on making itself, and hence the Community and its institutions, known.

Its activities have been dictated in part by special situations resulting from Greece's application for membership of the Community and above all by the tardy and rather vague debate on the issue among political and economic groups, trade unions, university circles and the general public. Since the country has no journalists specializing in European and Community affairs, the Office has had to break new ground.

The Office has also been endeavouring to guide the research work of the large numbers of students who use its documentation and library. It regards this as a first step towards the establishment of more specialized university-level courses in European integration.

1. General activities

These included :

- The Greek magazine, produced in Brussels, which now has a run of 13 000 copies (instead of 10 000) to meet increased demand. Some changes have been made in layout and content.
- Since 1 March 1976 the Office has been publishing a newsletter (5 000 copies). It is mainly directed to the press, particularly publications with no direct access to the major agencies (regional press, periodicals), and to groups with a special interest in Community affairs (political movements, trade unions and so on).
- The Office helped with the organization of a "European Day" on 8 September, in connection with the International Thessaloniki Fair. The Ministry for Northern Greece, the Chambers of Commerce, Industry and Artisanat, and other important occupational groupings were involved. Representatives of the Commission and of the European and Greek Parliaments attended. Particular emphasis was placed on small and medium-sized businesses.
- The Office dealt with requests to supply speakers for conferences and seminars organized by the Greek Exporters Association, the Agricultural Bank, the Greek Productivity Centre and so on.

2. Specific activities

These included :

- The organization of information visits to Brussels by a group of magistrates from the State Council, led by its President (Mr. Marangopoulos), a group of industrialists, led by the Chairman of the Greek Industrialists Association (Mr. Marinopoulos), and a group of trade union leaders, led by the Chairman and the Secretary-General of the Greek General Confederation of Workers (Mr. Papageorgiou and Mr. Karakitsos).

There was extensive radio and press coverage of these visits which provided considerable discussion of Community affairs within the organisations concerned.

- The visit to Greece by staff and Members of the Commission enabled contacts to be established with those responsible for regional policy in Athens and Northern Greece, with teaching staff and students of the University of Athens, Thessaloniki and Komotini and with the trade union movement in Athens and Thessaloniki.
- We would also mention the support provided by the Commission and the Office for the organization of the first month-long seminar held by the Pantheios School of Political Science last May for serving and future public servants. Senior Commission officials read papers at the seminar which concluded with a round table chaired by Mr. Haferkamp, Vice-President of the Commission, in which the Ministers for Coordination and Finance, the Governors of the Bank of Greece and the National Bank and other leading Greek figures took part.

3. Approach to the media

- The Office has established contact with journalists covering Community affairs. The interest shown by the large attendance at press conferences given at the Office by Members of the Commission or Members of the European Parliament passing through Athens is encouraging.
- As far as television is concerned, we would mention that Greek television is preparing a series of twenty 30-minute programmes on different aspects of the Community in cooperation with the Directorate-General for Information.

ANKARA OFFICE IN 1976

1. Main aims

In 1976 the Ankara Office has been trying to take the heat out of discussions on problems connected with EEC-Turkey relations by supplying hard information to the media and to political and administrative circles.

2. Activities for priority groups

- General activities (for all groups)

- * It was decided to step up issues of the Office's periodical Avrupa Toplulugu from six to ten a year in 1976. The formula is a good one for many articles have been reproduced in the Turkish press and requests for subscriptions have increased (circulation at the end of 1976 was 8 900 as against 7 000 at the end of 1975).

Each issue carries a pull-out supplement on Community topics (e.g. the sole of the Commission; the Tindemans Report, the Economic and Social Committee, the European Parliament; current EEC-Turkey relations; consultive bodies within the EEC, Europe's political parties, migrant workers, Mr. Noël's speech on EEC-Turkey relations) allowing readers to build a collection of Turkish-language documentation on the Community. The run is the same as for the periodical, plus 2 000 extra copies.

- * "How the European Community institutions work" (updated in December 1976) was followed by a translation of the main articles of the Treaty of Rome in March (2 000 copies).
- * "EEC-Turkey relations" : a booklet presenting EEC-Turkey relations plus annexes containing the text of the agreements, a history of EEC-Turkey relations; key official declarations and statistics (8 000 copies). The booklet, which has been on sale since 20 December, received wide press coverage.
- * Three further booklets on "Trade unions in the EEC", the Community's environment policy and the common agricultural policy have gone to press.

- Specific activities

- * Visits to Brussels : approximately 40 Turks, including politicians, journalists, academics and Chamber of Commerce representatives, visited the Commission in 1976. These visits were either specially organized by the Office or arranged in conjunction with other trips.

Following a visit to Brussels by a group of politicians, the Turkish cooperative organization became associated with its Community counterpart (COGECZ). A visit by university representatives will lead to the establishment of a Turkish consumers association. Visits by groups of journalists were widely reported in the press. These were combined with in-service training on English papers or with trips to other Member States (in conjunction with Member States' embassies in Ankara) and provided the

individuals concerned with a clear picture of Europe in the making.

- * Seminars and conferences in Turkey : several seminars organized by Turkish universities on EEC-Turkey relations or international economic relations were attended by officials from Brussels. During their time in Turkey they gave lectures to specialist audiences on European affairs, either at the Office or in one of the universities.

The Office organized a meeting of Turkish economics teachers on 26 - 27 November which drew an attendance of sixty. The contacts the Office has established with the universities over the last two years has enabled it to influence opinion in these circles. The universities have now moved from being opposed to the EEC in principle and are conducting research into various aspects of EEC-Turkey relations.

A meeting of former Community stagiaires was organized in Istanbul in December.

- * Contacts with the business community : the Turkish business community is relatively small and the Office had little difficulty in arranging working meetings between Turkish businessmen and visiting Commission representatives (notably Mr. Scarascia Mugnozza, Mr. Noël and Mr. Caporale). A visit by 13 Secretary-Generals of Turkish Chambers of Commerce complemented this activity.

3. Approach to the media

Hand-outs and press releases were prepared in connection with official visits; press conferences were organized for Mr. Scarascia Mugnozza, Mr. Spenale and Mr. Noël and were well attended.

The streamlining of contacts with press agencies and radio and television has encouraged journalists to make more and more use of the Office and devote more space and time to Community affairs.

Increased contact with the press has led to more objective treatment of EEC-Turkey relations in the dailies.

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The Office also

- made practical arrangements for official EEC-Turkey meetings (visits by experts, visits by Sir Christopher Soames and Mr. Van der Stoel, meetings of the Joint Parliamentary Committee);
- cooperated with the Embassies of the Nine (commercial councellors and press and cultural attachés).

WASHINGTON OFFICE IN 1976

Background and objectives

The information policy of the European Community in the United States continued to evolve in 1976 and, as specified in information programs for 1975 and 1976, it was necessary to devise and execute a strategy which would achieve a wider awareness and understanding of the European Community by the American people.

It is worth recording that the main objectives were :

- to get coverage for the Community in all the media
- to improve standards of accuracy and balance in ECIS information output
- to increase coverage of the Community by audio-visual means at both national and local level
- to improve contact with political circles on Capitol Hill, in the White House, and government agencies
- to develop centers of european study in selected academic milieux.

1. Polyvalent actions

- Magazine : Following detailed market research and consolidation in 1975, the new magazine was totally revamped. Seven 52-page issues were published in 1976 (more than double the number of pages for 1975). Format, including four color cover, was radically changed. Current circulation: 39.500 and readership estimated at 100.000. Thirty magazine articles and features were reprinted in 50 other magazines and newsletters during 1976. Jimmy Carter's article, specially commissioned by "European Community", remains the only definitive U.S. administration statement on US-EC relations. Readership letters have increased.
- Non-periodical publications (background notes and press releases): Fifty-seven background notes and twenty-five press releases were published. Seven specialized agricultural background notes were issued to a specialized list of recipients. The policy of introducing specialized background notes will be further implemented in 1977.
- Movie manual and film : The movie manual was revised and 200 copies were printed and distributed with film "Europe United". "Europe United", recut and re-written, has been redistributed for television, and the estimated audience for the year was 10.000.000.
- Reference library and documentation : The Washington Bureau received about 9.200 (compared with 8.700 for 1975) requests for information in 1976. This figure includes 10% visitors to the library, 24% telephone inquiries, and 66% inquiries answered with written material and by letter. The principal circles using these facilities are as follows: commercial sector, government and international organizations, universities, secondary schools. The library held 12 general briefing sessions on the Community, mainly for university groups.
- Lecture tours and speaking engagements in the United States : Fourteen Europeans toured the United States on visits from one to four weeks in specially selected areas. The Head of Delegation spoke on 12 occasions in different parts of the United States and the Delegation Staff in Washington - New York spoke 35 times.

- U.S. Visitors to Europe : There were three priority visits by World Affairs Council Leaders, the White House Commission on personnel interchange, and Labor Leaders. There were 23 non-priority visits organized in Brussels, including specialized visit for John Moriarty, aide to Congressman Harington who studied regional policy.
- European Community Visitors Program and Eisenhower Exchange Fellowships/E.C. Exchange Program :
The European Community Visitors Program, after early teething problems, settled down during the year. Twenty grantees visited the European Community. Out of the 39 who visited the European Community since its inception, 11 have reached prominent positions with the new Carter Administration. The policy of selecting potential leaders with real influence on development and government policy has proved fruitful.
The Eisenhower Exchange Fellowships/E.C. Exchange Program enabled five U.S. Officials and four E.C. Officials to study each others prospective administrations.

2. Activities in certain specific areas

- Political and economic circles : The European Community Information Service, as part of the Delegation in Washington, maintained constant contact with congressmen, senators, their aides, with the White House, government agencies, economic and financial circles in Washington and throughout the United States. In all there is probably direct contact with between 50 and 100 influential "notables" of the Washington Establishment per week.
- Academic circles : As in previous years, close contacts were maintained with US Universities. The European Community Information Service cosponsored four university seminars on the European Community: University of New Orleans, Grinnell College (Iowa), University of Milwaukee and Princeton University. With regard to secondary schools, the full set of teaching material suitable for secondary schools has just been completed.
- An exceptional operation : The Airlie House seminar
The Airlie House joint US/EC media seminar took place on the 12th of september. Thirteen distinguished European journalists and ten distinguished American journalists participated. The conference was attended by prominent diplomatic and political figures, including Ambassador Frederick Dent, special trade representatives, the Right Honourable Shirley Williams, member of Parliament.

3. Media

- Press : Press coverage has notably improved in both quantity and quality through careful cultivation of editors and writers. European Community affairs have been increasingly written about. There have been innumerable press interviews by the Head of Delegation and a number of European Community Officials throughout the United States.
- Radio : With the professionalizing of the Audio-visual Division in Brussels, direct coverage of European Community news events from Brussels has been encouraged. One major breakthrough was the interview of Mr Tindemans by Charles Wheeler, Henry Owen and Phillip Tresize on national public radio.

- Television : The Office has continued to build contacts with the major networks. It backed PBS (Public Broadcasting System) network's current affairs program "Agronsky at large".

The Head of Delegation has appeared on TV with great frequency during his extensive travels in the United States as have the 14 Community lecturers. Two members of the European Parliament also appeared on television during the visit of the European Parliament Delegation. In all there were well over 100 TV appearances by Official of the European Community during the year.

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A close contact was maintained with the Embassies of the Nine as well as their Consulates. The Information Counselors met five times in 1976 and Cultural Counselors once. This was less than previously, notably because of heavy bicentennial commitments and the presidential election.

OTTAWA OFFICE IN 1976

1. Basic aims

As overall goal Commission's press and Information Service in Ottawa, set up in 1976, keeps Canadians informed about all aspects of Community's activities. It also has more specific task of supporting delegation in carrying out provisions of EC - Canada framework agreement. It must, in other words, help promote economic cooperation between two partners.

2. Activities directed towards priority circles

As Canada's comparatively small population is spread across huge area, press and information concentrates activities on Canadians likely to lead and influence public at large. Thus seeks to establish contacts with :

- politicians interested in world affairs, and european questions in particular;
- senior federal government officials, especially in department of external affairs;
- senior officials in provincial governments likely to be involved in aspects of EC - Canada relations;
- journalists who follow international political and economic developments;
- university teachers and leaders of organizations such as Canadian institute for international affairs;
- finance and business leaders and associations.

Polyvalent activities

Activities in 1976 concentrated on recruitment, equipment, documentation and informing Canadian government departments, media, etc. of our existence and services we would be providing.

Its main accomplishments were :

- production, in english and french, of a 40 page brochure about the Community;
- establishment of mailing list, issue of various press release and background notes, and completion of negotiations with printers for production of newsletter;
- organization of press conference in Ottawa to launch public opinion survey "Canada looks at Europe";
- preparation, with department of external affairs, of a mobile exhibition;
- selection of nominees for first European Community Visitors programme for Canadians.

Activities in certain specific areas :

- speech by delegation head on European Community regional policy at international conference in Sherbrooke, Quebec;
- visit to Montreal University and lecture there on European Community;
- talk to Ottawa University postgraduates;
- contact with ten Universities about European Documentation Centres or Depository Libraries status;
- initial contacts with Carleton University about conference on Community;
- Office also building up contacts with government departments and Member States' information personnel.

3. Media

Partly through membership of press club, Office is known to several leading radio, TV and press journalists, some of whom interviewed Delegation Head and other members.

TOKYO OFFICE IN 1976

During 1976 the information office in Tokyo developed a full scale activity. While the general aim of the activity remained the deepening of knowledge of the European Community among the qualified Japanese public, a main theme emerged, i.e. the problem of the growing imbalance of trade between the European Community and Japan. This office drew the attention of the Japanese public to this problem with all the means at its disposal and such efforts contributed to some extent to make this problem one of the major issues in the Japanese mass media in the last quarter of the year. Milieux remained opinion makers, administration, business circles and universities.

1. Polyvalent actions

Newsletter: monthly in Japanese, 5,000 copies, 8 pages.

It is a publication of general information, aimed at a public of varied composition. The relations between the Community and Japan have priority. The highlight is on matters able to correct the opinion of the Japanese public that the European Community is only an economic apparatus. Emphasis is also put on relations with third countries to give the reader the impression that the European Community is an active member of the international Community. Our news have been carried by the Japanese press.

European Documentation: bimonthly publication in Japanese, sometimes supplements in English, 19 numbers in 1976.

They are background notes to be sent to selected milieux. The publication has proved to be welcomed by the public.

E.C. News: press release to be addressed mostly to opinion makers, in Japanese or English, 24 numbers in 1976.

Non periodical publications:

About ten thousand copies of the brochure "Working Together" in Japanese have been distributed during the year. The brochure de base in Japanese (80 pages, 28,000 copies) has been completed and distribution will begin in the shortest delay. Two more brochures (on environment and external trade) are under publication.

Documentation and Information:

Visitors coming to our Office and questions asked by telephone or mail are increasing. The staff is giving a service highly appreciated by the public, although questions often imply exhaustive research.

2. Specific actions

Our actions in Universities gave important results. Japanese scholars of Communities problems on our invitation met for two days in Tokyo last November to discuss the promotion of their studies. The congress was attended by some 150 professors coming from more than 50 of the country's universities. Studies on the European Community are increasing and the annual meeting of the Society of international law studies was devoted to European Community problems.

Mass media: During 1976 a number of interviews have been given while information to the press have been continuously supplied.

Press conferences: were held in connection with missions here. The visit of Takeyama - executive director of a leading paper - proved to be effective. As a problem of imbalance of trade with Europe became acute, the interest of mass media for the Community increased enormously particularly after Mr. Doko - President of Keidanren - and Vice Minister Yoshino visited Brussels.

Newspapers: are carrying news every day on the Community.

Magazines, Radio and Television too had several features concerning the Community.

LATIN AMERICA (SANTIAGO OFFICE) IN 1976

1. Basic objectives

In its second year of operation from its base within the Delegation for Latin America, the Press and Information Office was able to consolidate its programme for Latin America as a whole and to enlarge substantially its network in more than twenty developing countries. The Office concentrated his action on the élites of the various countries, in particular: the media, especially the written press; government, civil service and state economic institutions; member State embassies; international organisations, notably institutions of regional integration; trade unions; universities and research institutes; other "special interest" targets such as chambers of commerce, the judiciary, cultural institutes, etc.; parliamentary, ecclesiastic, human rights and other democratic and humanitarian bodies.

2. Main activities

- Contact missions were undertaken in Argentina, Brazil, Colombia and Venezuela, with emphasis on principal multipliers, namely media and embassies of member States, in addition to regular contacts with Chileans.
- Cooperation with member State Embassies : a systematic flow of information and documentation to member State Embassies throughout Latin America was introduced, thus enabling a better coordination of information policy between the Embassies themselves. Meetings of member State Embassy Information Officers were held in Argentina, Brazil, Chile, Colombia and Venezuela.

- Seminars on the European Community generalised tariff preferences and on export promotion : preparatory and on-the-spot information coverage was given to the seminars held at Caracas (Venezuela) on 16-18 February, San José (Costa Rica) on 23-24 February, Mexico City, Guadalajara and Monterrey (Mexico) on 2-9 March, Porto Alegre, Sao Paulo, Rio de Janeiro and Recife (Brazil) on 22-29 November, each of which ended with a press conference.

In the Brazilian series, for instance, some 90 articles were published in the press of Brazilian cities. A special effort was made, through the media, to publicise Community's food aid and export promotion schemes, such as the seminar for the Central American countries (Managua, 29 November - 3 December) on export promotion, the European importers' mission to Colombia, Paraguay, Peru and Venezuela (15-31 October) and publicity for the Commission's assistance to developing countries seeking participation in European trade fairs. A number of special articles were prepared for individual newspapers (e.g., in Uruguay to counteract criticisms of Community's beef policy).

- Relations with organisations of regional integration and cooperation : working relations were reinforced with the press departments of the Andean Group (Lima), SIECA (Guatemala City), ALALC/LAFTA (Montevideo) and CEPAL/ECLA (Santiago). First contacts were established with SELA, the Sistema Economico Latinoamericano, at Caracas.
- Publications : Press-releases, in Spanish and English, of which 4 or 5 appeared per month, were sent to a basic list of 1500 institutions and persons. The response of press and general public was much more active than in 1975, suggesting a growing awareness of our existence. The Spanish-language magazine "Comunidad Europea", published in Brussels, now reached 10.000 subscribers while the occasional Portuguese-language bulletin jointly produced by member State Embassies at Brasilia, was directed to a readership of 2.500 persons in Brazil.

- Documentation : Documentation of Community institutions was widely diffused, wherever possible in Spanish and Portuguese (e.g., the "brochures de base" and the bulletin of the Secretariat General).
- Documentation centres : Requests for the status of European Documentation Centre and/or Depository Library came from INTAL (Buenos Aires), ICAP (San José, Costa Rica) and IMCE (Mexico City).
- Visits of Latin American journalists to Brussels : This programme was substantially enlarged to include for the first time groups of Latin American journalists resident in Europe (a seminar was held at Brussels for correspondents working in France and Italy).
- Radio, television and films : Local radio and television reporting was lively at several of the seminars and conferences on export promotion and generalised tariff preferences. For the first time, the Latin American services of European broadcasting companies were invited to a seminar at Brussels for the purpose of promoting the Community's image in Latin America and encouraging collaboration between the Latin American services of European Community member States. In particular BRT (Belgium) undertook to consider a regular European Community "radio-magazine" beamed to Latin America in Spanish. It was also decided that it should start production of feature films on themes specifically chosen for Latin American TV and general release.
- European Parliament's Latin American Visitors Programme : The Press and Information Office assisted the Latin American Parliament (Lima) in the pre-selection of candidates for the European Parliament's scholarship programme for young citizens of Latin America.

III - MEDIA

VISITS DIVISION IN 1976

The main aim of briefing visits in 1976 was to inform the public in the Member States and make it aware of the various factors connected with the building of Europe.

1. Member States : diversification of formulas

Operations intended for opinion-makers were stepped up, in support of the Spokesman's daily supply of information to accredited correspondents, by arranging visits and providing specific and detailed information for the many journalists (91 groups in all) who had requested such visits or were invited by the Information Offices in the various capitals as part of a concerted measure aimed at putting the Community message across to the general public. These large-scale operations were supplemented by visits by sixteen other groups representing the mass media such as TV, radio and cinema.

Alongside these activities for the general public, attempts were made to provide broader and more detailed information for decision-makers not only by increasing contact but also via wider and more concrete discussions on the essential role of Community institutions in the current international economic crisis. Information visits were arranged in 1976 for 77 groups of national Members of Parliament and of regional and local councils, 111 groups of senior civil servants, 52 groups of executives and managers from the private sector, six groups of diplomats, 70 groups of trade union leaders, 19 groups from universities and 36 groups of economists, teachers and instructors. The programme generally covered two days of meetings, briefings, discussions, contacts with Members of the Commission, senior officials from the various Directorates-General, experts and occasionally representatives from the other institutions. In this connection, cooperation with Parliament's information departments was particularly valuable.

More extensive use was also made of opportunities for cooperation with the information departments in the different Ministries of the Member States and with experts from the Offices of the Permanent Representatives. Spokesmen from the various United Kingdom Ministries came to Brussels following similar visits from the Netherlands and Ireland.

With the aim of providing information for the international press on events concerning the Community, last year we organized information trips for groups of specialist journalists, to the Hague for the European Council meeting, to Florence for the inauguration of the European University Institute, to Athens for the opening of our Information Office, to southern Italy to see on the spot the use made of the Regional Development Fund and to Paris to examine problems connected with Community migrant workers.

As regards overall statistics, 1976 saw a great increase in the number of information visits as the figures below show :

1974 : 527 groups comprising 15 271 visitors;

1975 : 644 groups comprising 17 887 visitors;

1976 : 801 groups comprising 22 706 visitors.

2. Non-member countries

Information visits from non-Community countries (134) accounted for 16 % of visitors (2 966).

Special mention must be made of the increase in visits from Turkey (15 groups in 1976) at the prompting of the Ankara Office, the number of visits from Scandinavia (14 groups), the initial visits from Greece (3 groups), Portuguese and Spanish visitors (6 groups), the number of Japanese visitors (11 groups) and finally the steady and substantial stream of American and Canadian groups (63 and 9 respectively), plus visits by selected young American leaders under the special European Community visitors programme (ECVP) organized with the cooperation of the European Parliament.

The information trip formula was also successfully used last November for a group of twenty-five important US investors who during a week-long visit were able to see for themselves the numerous investment opportunities existing in Community countries for guaranteed Community loans.

PUBLICATIONS. DIVISION IN 1976

Publications brought out in 1976 were designed either to supply general basic information or to explain Community policies and measures. As in previous years they were mainly aimed at public opinion "multipliers", defined each year in the information programme.

1. Basic and specific booklets

Runs of booklets for the Member States (all languages) varied between 100 000 for booklets on Community policies to 350 000 for basic booklets containing general information. These figures were dictated by budgetary and organizational factors and the Commission's desire to keep expenditure on publications to a strict minimum.

A more vigorous distribution policy, backed by publicity campaigns or the use of specialist agencies, could easily bring runs to much higher figures.

Two basic booklets were prepared in 1976 : "The Community : The Facts", a general information booklet, and "How the Community's Institutions Work".

Seven booklets were published in the European Documentation Series. These deal with specific topics and on average 100 000 copies (all languages) of each brochure. The series began in 1975 and has been very successful. It concentrates on Community policies and subjects of particular interest to trade unions and teachers. The following have appeared to date :

- The European Community and the Developing Countries
- The European Community and the Energy Problem
- A new Regional Policy for Europe
- The European Community's Financial System
- The European Community and Nuclear Safety
- The Protection of Workers in multinational Companies
- The Education of Migrant Workers' Children in the European Community
- The European Community's External Trade
- Teacher Training in the European Community
- The Elimination of Non-Tariff Barriers to Intra-Community Trade
- The Court of Justice of the European Community
- The European Community's Competition Policy
- The Agricultural Policy of the European Community.

Nine editions of a booklet entitled "Grants and Loans from the European Community"(90 000 copies in all languages), providing information on the Community's financial instruments and procedures for using them were also published.

Booklets geared to individual non-member countries or groups of non-member countries continued to appear in 1976. Runs varied between 2 000 and 60 000 copies. These included general booklets and booklets explaining how the institutions work.

In this connection, a booklet on the EEC-Greece association was published in Greek (20 000 copies) and a booklet on the EEC-Turkey association was published in Turkish; three other booklets dealt with the common agricultural policy, the environment and trade unions in the European Community. A basic booklet in Arabic was published for the first time in connection with the Euro-Arab Dialogue.

A new edition of the booklet "How the European Communities Work" was produced for Spanish-speaking countries.

A first edition of a basic booklet in Portuguese was published.

A basic booklet on the Community in French and English was prepared in association with the Canadian authorities. Finally, two booklets on external trade and the environment were published in Japanese.

2. Magazines, bulletins and newsletters

The Commission produces ten monthly magazines in nine languages, total circulation amounting to 250 000 copies. In addition, six monthly bulletins are published in countries where no magazine appears. All publications concentrate on Community news highlights. Publication of these magazines and bulletins is decentralized so that they can be tailored to the public for which they are intended.

A full list of magazines is given below :

Europa	Denmark
EG Magazin	Germany
30 Jours d'Europe	France
Comunità Europea	Italy
Europese Gemeenschap	Netherlands
European Community	United Kingdom
European Community	United States
Europaiki-Koinotis	Greece
Avrupa Toploluğu	Turkey
Comunidad Europea	Spanish-speaking countries

The following bulletins also appear :

Euro Info	in French and Dutch	Belgium
Community - Report	in English	Ireland
Bulletin d'infor- mation	in French	Luxembourg
Lettre d'infor- mation	in French and English	Switzerland

Most Information Offices regularly publish newsletters or information sheets to back up these publications and provide information for a more specialized public.

Discussions with private publishers led to publication by a Franco-Belgian group towards the end of the year of "Les Rouages de l'Europe" by Mr. E. Noël, Secretary-General of the Commission.

AUDIO-VISUAL DIVISION IN 1976

INTRODUCTION

The principal objective of the Division during 1976 was to achieve a breakthrough in its relations with TV and radio networks in the Community. The means adopted to fulfil this objective were:

- a determined effort to establish a close working relationship with the European Broadcasting Union;
- the provision of expanded technical facilities to TV stations in order to enable them to increase their coverage of Community affairs;
- the provision of conference facilities for TV and radio networks, providing them with a forum in which to discuss and arrange co-productions and exchanges of technical facilities in programmes dealing with European themes.

The Division was invited to join key working groups of the EBU on a permanent basis with full observer status. The Division was in daily contact with TV and radio networks in the Community and was supplying an increasing quantity of audio-visual material to them.

In 1976 resources in one particular area of activity were decisively strengthened: the Commission authorised a capital development programme for the TV studio of 9.555.000 FB over three years. This investment means that in 1977 the TV studio will become fully operational and will be linked by a microwave transmitter to the Eurovision network.

The purpose is to enable the Commission to communicate directly with the great mass of the Community citizens. Broadcasting - radio and television - commands a vast audience in the Community. By establishing a close cooperative relationship with the EBU, and with the networks individually and by offering audio-visual material to the Eurovision News Exchange system and to all national networks, the Commission can defend its reputation, promote its policies and further the cause of European integration. 1976 saw the foundation of the means for doing this.

1. Television and Radio Studios

As in previous years, no direct TV transmissions were possible as the studio was not linked to Eurovision. However, during the year the studio was re-wired in preparation for 1977, new lighting was installed, a new set designed and a cyclorama was constructed. The radio studio transmitted a record 731 programmes and recorded 254. A record 108 film sequences were dubbed using our studio facilities and our film editor cut 134 major film sequences. The cinema was used for 226 film projections.

2. Film News Coverage

The Division made heavy use of its film equipment during 1976, filming both inside the TV studio and on exterior locations. In total the Division was responsible for 121 major film sequences, as opposed to 79 during 1975. No filming was undertaken unless specifically requested by at least two TV networks. Thus all 121 sequences have been transmitted, many of them by more than one network. Our policy is now to film all major European Community events in Brussels for our own archives, and in time this will produce an important specialised film library.

3. Documentary film production

The emphasis during 1976 was not on major new film production but on the completion and re-working of films already under way, and a rigorous examination of film distribution and requirements. The following films were completed in 1976: on Equality of Opportunity for Women in the Community; on the Community Institutions; on the island of Mauritius as an illustration of Lomé in operation; a short report on Ispra illustrating the practical benefits of high technology research; a report on Community policy on Migrant Workers. "Beatrice", a film originally produced to commemorate the founding of the Coal and Steel Community in 1950, has been re-edited as a commemoration of the Treaty of Rome.

4. Film Library and Distribution

The above films and others existing in our film library were used in part or in whole in transmissions by TV networks in 97 programmes. This represents a 50% increase in actual utilisation of our documentary films by stations. Our films were also distributed on the non-commercial film circuit. There were 4.000 individual showings reaching an estimated quarter-of-a-million spectators. In particular it is worth noting that ERT Greek Television drew heavily on our film library for the production of a special series of television documentaries dealing with Greece and the EEC and that this was in addition to assistance given to ERT in news film coverage.

During the year it was decided to commission a new major documentary film describing the contemporary Community for the use, principally, of the Bureaux.

5. Organisation of TV and Radio Conferences

During 1976 the Division began to provide a forum for the discussion of co-productions between TV and radio stations. This was done principally by providing conference facilities. In all, eight major conferences were held in Brussels involving radio stations from France, Germany, Belgium and Holland and TV stations from all Member States. One conference brought together senior editors of popular science programmes and resulted in a series of co-productions entitled "Tomorrow's Europe", dealing with the Community's dimension of European technology, and transmitted in five Member States.

In addition during 1976 the Division was instrumental in the setting up of a permanent working group of the EBU dealing with coverage of themes relevant to direct elections in 1978. The Division has the status of permanent observer on this group and attendance was also guaranteed of relevant meetings of the EBU working groups on Eurovision News Exchange and on news and special events.

6. Visits to Broadcasting Organizations

During 1976 the Head of the Division visited TF 1, Antenne 2, France 3 (France), RTB/BRT (Belgium), NOS and AVRO (Netherlands), Danskradio (Denmark), RAI (Italy), ARD- Bayerischer Rundfunk and ZDF (Germany), RTE (Republic of Ireland), BBC 1, BBC 2, ITN, Granada, Visnews (United-Kingdom). He also attended, by invitation of the EBU, all three principal EBU news and current affairs meetings held in 1976 in Toulouse, London and Geneva. Visits were also made to the following non-EEC stations - ERT (Greece) in Athens and Swiss Radio and Television in Geneva. These visits have resulted in an extremely valuable and comprehensive range which is indispensable in achieving a sound working relationship with the networks.

7. Broadcasts to ACP Countries

During 1976 a record number of radio and TV items were produced for broadcasting to ACP countries: 241 radio items in French, 53 in English and 17 short TV items. The latter were principally distributed by the European TV Service (E.T.E.S.) in Cologne. This serves 108 TV stations the majority of which also reaches stations in the Middle East and Latin America. However during 1976 the Division undertook intensive research into the feasibility of an Anglophone topical tape service to English-speaking ACP countries. Two pilot programmes were produced and considerable technical assistance and advice was given to the Division by the BBC and the Central Office of Information.

A further diversification which already took place in 1976 is important - 43 telexes were supplied to users (mainly for France, the Netherlands, Germany and Belgium).

8. Photo Library

The demand for pictures from the photo library has doubled during 1976, with particular emphasis on the provision of colour slides for TV stations. A total of 6.500 black and white photographs were produced - primarily for newspapers and publications of the Bureaux - and 20.445 colour slides. TV networks in Denmark, United-Kingdom, France, Germany and Holland have sent representatives to view the photo library slides and stills and this has resulted in requests for whole series of slides of Community Institutions, buildings, Commissioners, etc. which the stations then hold for use in news bulletins.

9. Euradio

During 1976 a new national edition of Euradio was introduced, in Italian.

The British and German editions have achieved considerable success. They are welcomed and valued by the Bureaux in those countries. They are widely read by local and regional radio in those countries.

In the case of the French and Italian editions there is a need to strengthen editorial policy and establish a closer working relationship between the editors and the Paris and Rome Bureaux.

EXHIBITIONS DIVISION IN 1976

The Division stuck to its basic approach to participation in fairs and exhibitions, namely :

- in the Member States participation in fairs and exhibitions is confined to international events where there are specific reasons for taking an interest;
- in non-member countries the decision to participate is dictated by the Community's external relations priorities.

However, a recent development has been the preparation of a programme for cooperation between the Commission and the Member States as regards participation in international fairs organized outside the Community. The outcome of this collaboration, which should ensure that the Community's presence is felt at these events, will be seen in the 1977 programme.

1. NON MEMBER COUNTRIES

- ACP Countries

Following the signature of the Lomé Convention, activities in the ACP countries, notably those covered by the Yaoundé Convention, have been developed further :

In Zambia a touring exhibit (approximately 100 m²), devoted to Community relations with the developing countries with particular reference to the Lomé Convention and its consequences for Zambia, was set up at fairs at Ndola (1 to 6 July) and Lusaka (6 to 9 August). At both fairs, press conferences, radio and television interviews, European days and conferences for a more specialised public were also organized.

In Botswana the same stand, decorated with new panels of special interest to Botswana, was set up at the fair at Gaborone (26 September to 3 October), part of the celebrations marking the tenth anniversary of independence. The occasion assumed a special importance since Mr. Ortoli, President of the Commission, attended. A lecture was also organized with the cooperation of the university for teaching staff and students.

Mediterranean Basin

Egypt : With the development of the Euro-Arab Dialogue, an information stand of approximately 200m² was set up at the Cairo International Fair. There were approximately 300 000 visitors and 30 000 copies of a leaflet in English and Arabic were distributed.

2. MEMBER STATES

- Germany : Industrial exhibition in Berlin from 18 to 26 September

The Commission took part in the exhibition with a 200m² stand devoted to "Energy for Tomorrow". A symposium, attended by Commission representatives was held on the same topic. Approximately 350 000 people visited the exhibition and 10 000 copies of a leaflet were published for the event.

United Kingdom

A touring exhibit of approximately 100 m² was prepared for Commission participation in three major agricultural events :

- Royal Highland Show - Ingliston (22 to 25 June)
- Royal Agricultural Show - Kenilworth (5 to 8 July)
- Royal Welsh Agricultural Show - Llanellwedd (20 to 22 July).

Approximately 400 000 visitors attended the three events.

Italy

A stand of approximately 100 m² was prepared for Commission participation in Verona's 78th International Agricultural Fair from 12 to 19 March. Something like 900 000 visitors attended and approximately 60 000 leaflets and booklets were distributed. Approximately 200 000 visitors attended Foggia's 27th International Agricultural Fair held from 30 April to 9 May and 15 000 leaflets and booklets were distributed.

3. OTHER PROJECTS

- Posters : A poster "L'Europe vous concerne" was prepared for display in trade union offices.
 - Window displays: New window displays were prepared on the Kurfürstendamm for the Berlin Office. The new premises of the Brussels Office were refurnished and new window displays arranged.
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