

COMMISSION OF THE EUROPEAN COMMUNITIES

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REPORT ON THE ACTIVITIES

OF THE DIRECTORATE-GENERAL FOR INFORMATION IN 1975

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The Directorate-General for Information is, for the first time, reporting on all of its activities in the past year so as to enable the Commission to reach an assessment in general terms and on individual aspects.

The report concerns both the Brussels headquarters departments and the Information Offices in the Member States and elsewhere. The programmes implemented by twelve headquarters departments, fifteen outside offices and four suboffices were so numerous and so diverse that, to avoid generalization and keep to practical considerations, it has been found necessary to append a separate item for each of the programmes.

As instructed by the Commission, we concentrated the bulk of our efforts on the Community Member States, where the prime target was the general public. There was a lot of new activity in this field, much of it financed from additional funds entered in the budget at the suggestion of the European Parliament; these funds were used under a supplementary programme which was the source of most of the novel elements in last year's activities. In non-member countries, where a supplementary programme was also operated, priority was given to the mass media, and a number of new programmes were set up to meet the growing demand for information in those countries.

The overall picture can be summed up as follows :

1. INFORMATION IN THE MEMBER STATES

- The policy of decentralizing information activities, which has inspired much of what we have been doing in recent years, was taken a stage further in 1975 with a major attempt to organize information at regional level, both in specific circles (through conferences, symposia and seminars) and among the general public (through travelling exhibitions and press competitions).

The referendum in the United Kingdom provided the opportunity for a systematic publicity drive on the activities of the various Community Funds in individual regions.

The Cardiff and Edinburgh suboffices have begun their work in temporary accomodation.

- The general public

To ensure that its programmes were as closely suited to requirements as possible, the Directorate-General made extensive use of public opinion polls, and particularly of Eurobarometer, which has been a six-monthly event ever since 1974.

For the first time, large-scale information campaigns were organized, often with the assistance of specialized agencies, and particularly in regional contexts, so as to make the citizens of Europe aware, in terms simpler, more alive and more immediate, that what the Community did affected them directly in their everyday lives (objective set by the 1975 information programme). Typical activities included :

Belgium : Two travelling exhibitions with audio-visual facilities were used for two major operations: in Ostend, some 25.000 visitors viewed an exhibition in July and August, and in Liège there was a European week culminating in a lecture and debate in which numerous political personalities took part. A television programme of thirteen minutes was devoted to this, while thirty-four press articles, two television news items and six radio programmes dealt with the European week.

Denmark : An exhibition mounted in a railway carriage, with documentation of popular appeal and reception staff on hand, spent three months or so touring twenty-four towns in the country. Wherever it went, notices were published in the local press, posters were put up and a telephone answering service installed to deal with Community questions; there were also special meetings, particularly with local and regional authorities. Large numbers of articles (450 or so) appeared in the press and there were twenty-two regional radio programmes, one major national television programme and one on the radio.

Germany : A travelling exhibition with audio-visual facilities covered a circuit taking in twenty-two stops in Baden-Württemberg and Bavaria. Space was taken in the local press (with cartoons by Loriot), posters were put up, handouts and badges were distributed and lectures were held. There was extensive press, television and radio coverage. Of other measures to reach the general public, special mention should be given to the circulation of millions of handouts in firms.

France : A major competition in the French regional press, in which readers were invited to answer eight sets of questions on the Community, in eight issues of twenty-one newspapers, reached twelve and a half million readers. The extensive support operations surrounding this competition included pre-competition articles on Europe, the posting of 35.000 posters in kiosks and newsagents, window and bookshelf displays on Europe in the main bookshops in major provincial cities, local radio and television programmes, alerting various European movements and university centres for European documentation, and mobilizing schools documentation centres and secondary school teachers, to stimulate use of the competition as practical material for courses on Europe.

Ireland : A travelling exhibition at which brochures were distributed was launched at the Dublin Horse Show early in August and then moved on to the international education and training exhibition in September, as well as appearing at other events; the total number of visitors can be estimated at something like 200.000, and a large assortment of publications was distributed.

Italy : An information campaign directed at young people consisted of placing notices in five youth magazines, with a total circulation of seven million per issue. With each notice there was a coupon; the reader could send this in to receive a documentation file and admission to the competition (the main prizes were trips to certain European capitals).

Luxembourg : To celebrate the tenth anniversary of the Paul Finet Foundation (ECSC), information was put out on the young people who had so far received grants.

Netherlands : Two video-cassette programmes were prepared, on the fundamental principles of the European Community, for circulation among educational establishments and other interested groups.

United Kingdom : During the referendum period, special briefing visits to Brussels and Luxembourg were arranged for 150 groups, totalling some 3.000 visitors. A special publicity campaign was carried out, with publications such as "Europe at a glance" (200.000 copies), "Wales and Europe" (20.000 copies), "Scotland and Europe" (10.000 copies) and "Sources of Funds available from the European Community" (4.000 copies, mainly for local authorities).

- Priority targets

Side by side with all this, major attempts were made to reach certain specific targets regarded as deserving priority attention.

Among the circles given priority in the 1975 programme (unions, political circles, consumers, young people, teachers), attention is specifically drawn to four :

- * considerable work was devoted to seeing that trade unions had access to audio-visual materials in the six official languages, most of these being used at something like 200 meetings in the second half of the year; 300 copies in the six languages were prepared for trade union leaders, and extensive use of this material will again be made this year;
- * contacts with political circles were stepped up through periodic meetings and, in the Netherlands for instance, documentation was circulated among members of parliament when they were to debate matters of Community interest;
- * on the youth front, schools were reached more directly through audio-visual methods (video-cassettes and slides with commentaries, chiefly in Germany and the Netherlands) and by an overall campaign aimed at teachers and educational documentation centres (in France, among others);
- * contacts and briefing sessions with press, radio and television journalists specializing in consumer matters, were made more systematic.

- Media

These examples can also be taken to illustrate how ways and means in information policy have been brought up to date; activities involving radio and television, for instance, have been substantially stepped up :

- * as regards television and radio, headquarters departments have endeavoured to boost the range of facilities and services placed at the disposal of journalists (nearly 60 film sequences were supplied to television stations, some 650 radio items were prepared in the Commission's studio, and the Euradio bulletin, aimed chiefly at regional TV and radio was developed), while the outside offices stepped up their contacts with national broadcasting authorities (provision of documentation and in many cases actual participation in broadcasts);
- * the basic methods of reaching specific circles were still publications (such as the newsletters or the like put out by offices in Community countries, circulation remaining stable at around 180.000) plus briefing sessions (from the Community countries alone, over 450 groups totalling some 12.500 visitors came to Brussels, and nearly 120 groups, totalling 5.600 visitors to Luxembourg, an increase of about 20% over 1974);
- * one of the basic features of the offices' activities were the documentation and information services, where demand showed a steady increase.

2. INFORMATION IN NON-MEMBER COUNTRIES

- As regards the major industrialized countries, information activities were kept up in the United States and reorganized with the arrival of a new team at the Washington office; the Tokyo office is now organized and has worked out its basic programme.
 - In the Mediterranean area, the Ankara office is fully operational, an office was being set up in Greece at the end of the year, and an exhibition was put up at the Salonica International Fair, for subsequent showing at Athens and Patras; we have begun reaching out to Portugal and started up activities in the Mediterranean Arab countries, notably at the Casablanca Fair.
 - In the European industrialized countries (mainly EFTA), contacts were maintained with political and economic circles and the press.
 - The arrival of an information officer at the Santiago office enabled an initial programme to be worked out for Latin America, though it will inevitably have to be rather selective in view of the size of the territory to be covered.
 - In Asia, we were most active when Commission members paid visits; information sheets and documentation were distributed.
 - In the ACP countries, efforts have been made, particularly through radio, to extend our information to the English-speaking countries, and more will be achieved as Commission Delegates arrive in these countries.
- A film concerning the Lomé Convention has been made with separate copies in each Community language for circulation through non-commercial channels. This film is also for use in the ACP countries, where copies are now being distributed.
- When the Convention itself was signed, special endeavours were made to promote the attendance of TV and radio journalists.
- Finally, work with the information attachés in the Member States' embassies to non-member countries has been continued, and a number of improvements have been planned, particularly as regards short-term information.

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It is important to emphasize that all Press and Information offices both in Member States and in third countries together with the central services should receive each week an "Internal Information Note" reporting the main activities of the Commission and the Community, giving a selective calendar of meetings and pointing out or commenting upon important guidelines or decisions established or foreseeable. This Note constitutes an important link between the centre and the offices and complements the Notes and Telexes sent out by the Spokesman's Group on the day to day situation.

Equally, in addition to the Spokesman's daily briefings in Brussels, primarily for accredited or passing journalists covering Community news, the Directorate-General for Information has continued to keep in direct touch with the press, particularly the regional and specialist press (family press, consumer press, etc.), both via the headquarters departments and the information office.

As regards student journalists, in-depth activities were maintained with the organization of a number of conferences and seminars in individual countries or at European level. The "Journalists for Europe" initiative launched by the Centre de Formation pour Journalistes (President - Mr Beuve-Mery, former Director of Le Monde) was developed, and offers very encouraging prospects for the provision of additional information to young journalists, notably from non-Community countries, on Europe's day-to-day affairs.

Finally, as regards individual organizations, the Directorate-General for Information gave support both internationally and nationally, to a number of activities of the Association of European Journalists, while initial contacts have been made with the Federation of Associations of Periodical Publishers in the EEC, so that a number of large-scale projects should be possible in 1976.

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I - INFORMATION IN THE MEMBER STATES

Headquarters departments

TRADE UNIONS IN 1975

Trade unions are among the top priority targets for the Commission's information policy. One of the main tasks of the past year was to prepare material for trade union leaders in union schools.

1. WRITTEN INFORMATION

Unions representing labour both in individual trades or in a cross section of trades publish hundreds of national, regional and local newspapers, reviews, newsletters and magazines for leaders and active and passive members. Circulations run into thousands, and in some cases even into millions.

We have aimed at making full use of the facilities thus offered (the trade union press is carrying more and more articles and other items on European matters).

The main activities here last year were as follows :

- Ten issues of the bulletin "Trade Union Information" were put out in French, German, Dutch and English (Danish and Italian editions were produced with the assistance of the Copenhagen and Rome Offices)./ Average circulation per issue runs to 2.500.
- There were several special issues of Trade Union Information (among others: the trade union mouvement in the European Community, the European Community and nuclear safety, dialogue between the trade unions and the European Community).
- Articles for the trade union press were contributed or help was given in their preparation.
- Assistance was given to Federeuropa (press aimed at Italian migrant workers) and in the preparation of a CGT-FO general information brochure on Europe.
- Assistance was given in preparation of the "European Documentation" - Trade Union Series.
- Hundreds of miscellaneous documents were supplied to the trade union press, research offices and union organizations at European, national and regional level.
- Assistance was given to the London Office and the Federal Trust for the publication "European at work" circulated in English in 30.000 copies.

2. OPERATIONS AT REGIONAL LEVEL

In 1975 the Trade Union Division devoted much of its work and technical and financial resources to decentralized information in the various Community regions. Its operations took a variety of forms (one-day national or regional study sessions on Europe, week-end courses, regional or local seminars, trade union schools, works meetings) and concerned one or more trade. These lasted from half a day to a week. All this was organized with the unions under the general programme agreed with the European Trade Unions Confederation and the national affiliated confederations. Where possible, the mass media were brought in (radio, TV, national, regional and local press, etc.). All topics of current interest were dealt with.

In all, 149 operations were carried out and some 14.000 persons in the nine Community countries were reached.

3. MEETINGS AND VISITS

These were highly appreciated by the European, national and regional trade union leaders concerned and were one of the most effective methods of spreading information in the trade union world.

Apart from meetings organized specifically for the trade union press (three groups totalling 52 visitors), the main breakdown was between multinational groups (22 groups representing some 1.500 visitors) and national groups (25, totalling 560 visitors).

Mention might also be made of the 30 or so individual visits lasting from one to three days and passing visits (11 groups, 155 visitors).

Multinational meetings were occasionally held outside Brussels. This makes it easier to mobilize the mass media and is also another step in the direction of decentralization.

The total number of people reached through these operations was approximately 2.300.

4. AUDIOVISUAL

In 1975 the Trade Unions Division's work for trade union schools included preparing an eight-language audiovisual kit and a guide for organizers; organizing several dozen educational meetings; and displaying its kit at several general public meetings; a small kit on participation in the questionnaire was also prepared.

In all, six meetings were involved and total attendance ran to 160.

5. TRADE UNION CONGRESSES

The programmes invariably provide for time to be devoted to European and international questions. Members or senior officials of the Commission frequently attend and speak. The Trade Unions Division endeavours to circulate European documentation and to present its audiovisual programme. Such operations are not expensive but they have a major impact.

In 1975, seven congresses were involved in such activities and we were able to reach some 8.000 delegates.

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CONSUMERS IN 1975

The main aim of the information supplied 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.

1. CONSUMER AND ENVIRONMENTAL ORGANIZATIONS

Audio-visual programmes were prepared (on the Community consumer defence programme, detergents, bathing waters and so on) and made available to these organizations for use at group meetings.

Regular written information was provided (notably through the weekly, Industry and Society), which the associations themselves frequently incorporate into their own publications ("50 millions de consommateurs", "Que Choisir", "Which", "Test", etc.).

The activities of these organizations was given support, either actively in the form of addresses, articles or the organization of information stands at their events, or by organizing working meetings with them (particularly with the European Environment Bureau) or assisting some of their activities.

In Germany an information campaign was organized with Stiftung Warentest (joint publication of articles in the German local press, Community slot in a special issue of Test (700.000 circulation), etc.).

2. THE MASS MEDIA

Regular multinational meetings were organized with the various media reaching consumers, and we were able to build up veritable Community Clubs of :

- * journalists responsible for specialist headings in the general press;
- * publishers of specifically consumer periodicals;
- * journalists on family and women's magazines;
- * those in charge of consumer radio programmes, in the nine countries;
- * those in charge of consumer television programmes.

Information files on various Community initiatives (in areas such as safety glass, red sludge, etc.) were prepared and circulated for producers of television programmes on consumer matters; these were used in the production of programmes with a regular audience of between 10 and 15 million viewers. They were also sent to the outside offices for circulation among the other media. Members of this staff personally noted that these files were used by the BBC (in a programme with an audience of 11 million), the BRT and the RTB.

Flongs (illustrated articles ready laid out for use by the printer) were prepared for the German local press on the consumer and environment policies of the Community (6 flongs, each incorporated in roughly 70 newspapers with a total readership of 1.5 million).

Individual visits and briefing sessions were organized in Brussels for journalists specializing in this field.

Written information was regularly put out through the weekly, Industry and Society, articles from which were regularly taken over by the press.

3. THE GENERAL PUBLIC ITSELF: for instance, a stand on Community consumer policy was set up at the Berlin Grüne Woche (support measures included a prize for the best European film for consumers).

UNIVERSITIES IN 1975 *

The aim of information for universities was to make university people more aware of the Europe being built; it drew a distinction between university teachers and students, whose fields would normally be expected to take in some understanding of matters European (law, economics, political science), and the broader university public which can be reached by general information operations, particularly via the information offices: one-day briefings, evening debates in faculties, seminars, etc.

The promotion of teaching and research on European integration continued in 1975 with the active assistance of teachers and their associations specializing in this field: Arbeitskreis Europäische Integration in Germany, Commission pour l'Etude des Communautés Européennes in France, University Association for Contemporary European Studies in the United Kingdom and, to a lesser degree, the Movimento per l'Integrazione Universitaria Europea in Italy. Special effort was devoted to stimulating cooperation at European level between these various specialized circles, notably through multinational meetings of teachers and support for joint symposia programmes, plus the provision of information and the organization of debates at Community level on the theme of European union.

1. SYMPOSIUMS AND SEMINARS

Headquarters departments gave priority to the following :

- First Community level meeting of associations of university teachers specializing in European integration - Brussels.
To step up their cooperation, those attending agreed that in 1976 there would be five multinational symposia for teachers, on European union.
- Symposium on economic and monetary union - Brussels.
This was organized with the Arbeitskreis Europäische Integration for 54 university teachers specializing in these questions, from the various Community countries.
- Participation in the symposium at the University of Aix-en-Provence, on the experiment in exchanging students of Community law, between Aix and Exeter.
- Assistance in organizing international meetings of research workers, including :
 - * the international seminar organized by the University of Geneva bringing together 35 young research workers in political science;
 - * the symposium on transfrontier regions organized by the AERI (Association of Institutes of European Studies), as part of the joint research being conducted by a number of European institutes;
 - * the meeting of the working party on European integration of the IPSA (International Political Science Association);
 - * the meeting of the Working Group on Policy Making in the European Communities - attended by European and American research-workers.

* For the activities of the information offices, see the individual items.

2. MAIN BASIC ACTIVITIES

We used several methods of promoting teaching and research on European integration :

- Individual visits by researchers (spending between two and five days in Brussels at our expense). In 1975, 145 researchers or teachers spent a total of 509 days here, giving an average of three and a half days; arrangements were made for each of them to discuss with the appropriate officials the matters of concern to them.
- Passing visits by some 250 students and researchers.
- Visits by groups of teachers and students specializing in European studies :
 - * teachers : 12 groups
 - * students : 52 groups.
- Research grants : 18 research grants of Bfrs 120.000 each (198 applications with research plans were submitted). Publicity was through 7.000 notices posted in universities, insertion of the rules in the specialized press, and dispatch of 10.000 circulars.
- European Communities Prize : preparation for the 1976 prize. 7.000 notices and 10.000 circulars were sent to the universities; 52 dissertations have been submitted for the 1976 prize.
- Assistance for the publication of doctoral theses : 19 grants of Bfrs 25.000.
- European Documentation Centres (EDC) providing universities which take an interest in European integration with a full set of Community documentation. 205 centres in all.
Six new centres were opened.
National meetings of those in charge of EDC were organized in France in January, in the Netherlands in May and in Germany in October.
- Reception of teachers, and assistance in preparing and organizing European activities in the universities (courses, seminars, exchanges, etc.).
- Publications :
 - * European University News : 8 issues annually, 7.000 circulation
 - * Reissue of the brochure on university education for Europe, in French and English : 1975 circulation - 2.000
 - * Summer courses on Europe (annual) : circulation - 2.000
 - * Student's guide : circulation - 6.000
 - * European Bibliography on microfilm : 8th updating, circulated to European documentation centres.
- University by university card-index of teachers : 2.750 university teachers taking a regular interest in information from the Commission.

YOUNG PEOPLE IN 1975*

In 1975, as before, the provision of Community information for young people was one of the main objectives of Commission information policy. The aim, of reaching the whole range of young people, was pursued through the provision of information to both schools and other outside-school bodies (the activities described here are financed under Article 273-information of youth - the major part being allocated to programmes at the outside offices).

1. INFORMATION TO SCHOOLS

The main aim is to make Europe a part of school curricula, notably in secondary school. The Commission has endeavoured to do this in three ways: it has tried to stimulate debate on Europe's place in education, to obtain the cooperation of teachers' organizations and to help in the preparation of teaching materials.

Towards a European dimension in education

Endeavours to introduce a European dimension into education were continued. The Commission made contacts and held or supported working meetings with those in charge of schools' curricula, and with representatives of teacher training colleges. Let us mention the fact that under Commission auspices a working party has been set up to consider ways of extending instruction in civics, and European education, to the European schools, and of making them compulsory in senior classes. The Commission is also playing an active part in work on setting up a European Association for Teacher Education, which would help to make teachers more aware of Europe. As a result of the programme of action on education adopted by the Council late in 1975, this work can be expected to go ahead on a larger scale in the next few years.

European information continued to flow on a systematic basis to teachers' organizations. The following were the main targets:

- The Centre for European Education (combining the European Schools Day, and the European Teachers Association);
- The European Teachers Trade Union Committee (representing over 1 million teachers in Community countries);
- The World Confederation of Organizations of the Teaching Profession;
- The Association "Echanges Internationaux au Service de l'Education Chrétienne" (combining Christian schools throughout the Community countries);
- The Commission of Socialist Teachers in the European Community.

* For the activities of the information offices, see the individual items.

Our activities in relation to these associations have consisted primarily in preparing programmes to provide information on Europe and create awareness of it, particularly for leading members. The multiplier effect means that several million teachers can be reached.

With our active assistance the Centre for European Education has also been pursuing both general and specific activities to make Europe a more widespread subject of study in the schools.

As in the past, there have been briefing sessions for leading members of teachers organizations and for teachers with a European commitment, and assistance here was given, among others, by the Bundeszentrale für politische Bildung in Germany.

Preparation of teaching materials

Endeavours to promote the preparation of teaching materials have been continued and intensified. The European Documentation Schools Series, which provides basic information on key aspects of European integration, appeared in the six Community languages in 45.000 copies. Production of teaching materials for the use of teachers and pupils was also continued in all countries. Particular attention was paid to the production of video cassettes for both schools and educational associations. Initially, video cassettes were produced in Germany and the Netherlands, and the first of a series of televised cartoon films was produced in Italy.

Cooperation with schools television

Cooperation with schools television stations continued within the European Committee for Educational Television and a number of programmes on the European transport market was produced. The Committee represents television stations in five Member States, the others having observer status. Future programmes on consumers, Europe and the third world, and the schooling of migrant workers children have also been prepared.

2. INFORMATION OUTSIDE THE SCHOOLS

Our main preoccupation was to extend and intensify our contacts and cooperation with youth organizations, so as to keep them informed on matters concerning European integration and to help them prepare European information programmes for their members, reflecting their centres of interest and their specific information requirements.

Youth organizations

With our assistance 18 international youth organizations or associations working for youth at European level have held a large number of briefing sessions in order to improve their members' knowledge of various aspects of European integration. The youth organizations concerned are those dependent on the major political parties, trade unions and educational organizations. Most of them are grouped in the European Coordination Bureau for International Youth Organizations, representing a major proportion of organized youth.

Apart from giving support to such activities, we have also offered briefing visits to individual or groups of leaders of youth movements, and the youth press.

International organizations specializing in information on Europe

Apart from youth movements as such, we have continued to work with international organizations specializing in European information and education.

For some years now these organizations have been operating large-scale European information programmes for potential multipliers in a wide range of fields, and they have had a definite impact in creating an awareness of Europe throughout broad strata of society. For example, the Centre International de Formation Européenne alone, with our assistance, has organized some 300 study sessions for 12.000 persons.

In 1975 the Council put proposals to the Council for the formation of a European Youth Forum and a Committee for Youth Questions. These proposals broadly reflected suggestions put forward by both the European Parliament and those youth organizations which were consulted.

FARMING CIRCLES IN 1975*

Aims

To inform farm and rural circles of the ins and outs of Community activities in all fields contributing to the development of a European entity. It is necessary, of course, to bear in mind their specific and legitimate interest in the common agricultural policy, which directly affects them.

To explain and justify the common agricultural policy to the general public.

1. INFORMING FARMING AND RURAL CIRCLES

The preferred approach to farming and rural circles continues to be dialogue with those who relay information. This takes the form of two to four day briefings for multinational projects, and of briefings and visits of one to two days for national and regional projects. These circles are out mainly for solid factual information and an information exchange. They are interested in written material insofar as it provides a clear account, statistical data and objective explanations.

Two multinational sessions in collaboration with the Centre Européen de Promotion et de Formation agricole et rurale (CEPFAR) (European Centre for the Promotion and Training of Workers in Agriculture) were devoted to a critical study of use of the mass media to provide information on Community matters, and specifically on the common agricultural policy. This made it possible to distinguish the main methodological, technical and psychological bottlenecks.

The chief farming and rural sectors involved in multinational sessions were young farmers, women and employed persons, the main topics dealt with being common agricultural policy stocktaking, regional policy and the Regional Development Fund, the opportunities provided by the Social Fund, and the effects of the economic and monetary crisis. The briefings directly involved close to five hundred multipliers.

The forty national or regional briefings held in Brussels at the request of the outside offices involved the following: farming and regional press (seven groups and 120 journalists), farming management (twenty groups or 750 people), teachers and multipliers (six groups, 140 people), parliamentary groups and locally elected persons (four groups, one hundred people), young people and women (three groups, one hundred people), a total of 2.230.

Apart from the general situation in the Community and the major topics previously cited, information was also provided on the major fields within agriculture. While it is not easy to quantify the multiplier effect achieved, it is a proven fact that the majority of visitors subsequently make use of our publications and request more, for others in their line of work. By the same token, experience shows that they retain vivid memories of their visit, which influence their judgment of the Community and, generally speaking, wean them of the excessively national attitudes previously held.

* For the activities of the information offices, see the individual items.

In addition, at the request of our information offices, the subject of the common agricultural policy was dealt with by CEPFAR speakers at thirty seminars and conferences organized by outside farming bodies, particularly in Maisons de l'Europe (Bergisch-Gladbach, Otzenhausen), Agricultural and Horticultural Centres (Grünberg, Garderen/Netherlands, Dijon) and in connection with International Fairs (Verona, Trieste), etc.

Otherwise, apart from the brochures and documents issued by Information Offices, the chief vehicle for written information continues to be the "News of the Common Agricultural Policy" newsletter, seven issues of which were published in 1975 in six languages i.e.:

The Position of Agriculture in the Community-

Instruments of the Common Organization of the Market, Cereal Sector -

A Stocktaking of the Common Agricultural Policy - Dairy Products, the

Market and Supply Situation - Updating the short and medium Term Prospects of Agricultural Markets - The Potato in the European Community.

2. INFORMING THE GENERAL PUBLIC

Informing the general public about agricultural policy is a very different matter. Efforts in this field must constantly aim at explaining why agriculture has not been treated the same as industry, with the aim of establishing a European common market, why the policy is to support agricultural prices, and protect the European from the world market, and why such a common policy is expensive. Explanations must, above all, be made available to the mass media: newspapers, radio and television.

In collaboration with the Spokesman, handouts containing explanation and argument have been sent to outside offices in capital cities to this end.

In the course of forty briefing visits and meetings of non-farming personalities, the agricultural information department explained the matter of the common agricultural policy and replied to arguments and questions. Experience has shown that critical attitudes to the common agricultural policy on the part of the general public vary in intensity from country to country, which means that Information Offices have to adapt their arguments accordingly.

BUSINESS MANAGEMENT IN 1975

Industrial circles in the Community are not a prime target for the Commission's information activities, for they are kept regularly informed by their own associations of Community initiatives likely to interest them, and have the means of organizing themselves for this purpose.

1. AIM

The aim in 1975 was therefore to feed information regularly to industrial organizations, particularly to their specialist publications, and to persuade business schools to include Community matters in their courses.

2. PROJECTS CARRIED OUT

The following projects were carried out :

- Weekly distribution in six languages of 8.000 copies of "Industry and Society" to information multipliers (particularly industrial publications) aimed at business management. The number of reprints of articles from this newsletter show that the project is worthwhile.
- Distribution of a document in six languages on methods of Community financing to help small and medium-sized undertakings.
- Organization of visits to Brussels by specialist journalists and briefings on the situation in the Community. One result of this activity is that "Vision" magazine was able to put together a "review of the Community situation", which is to appear in four languages at the beginning of 1976.
- Publication in the regional German press of flongs on the Community's industrial policy.
- In collaboration with the French management research and study centre - CRC (Centre de recherche et d'études des Chefs d'entreprises) at Jouy en Josas we invented an educational game based on the Community's external commercial relations, which our Information Offices were asked to try and place with business schools. A second game is being developed based on the Community's competition policy.

DEVELOPMENT AND COOPERATION IN 1975
Information in the Member States

Activities in this field revolve around two poles : one of these continues to be basic informative activity designed for the media (press, television, radio) or interested quarters in the various social and professional categories (universities, schools, business, etc.), while the other involves enlightening public opinion via those in specialist organizations who, whether from political or religious commitment, attempt to explain development problems in a way that departs from traditional ideas.

1. CHIEF MEDIA EMPLOYED

1975 was the year of the Lomé Convention and of food aid to countries in difficulty. As a result of Commission efforts, the negotiations for and signing of the Lomé Convention were covered by five television networks while Commission efforts also drew attention to the problems of the Sahel region, an area with problems ignored by world opinion (RTB to Somalia and subsequent broadcasting by sixteen stations of the film made by RTB about conditions there).

While the specialist press continues to be a prime target for our daily activities, special attention was paid to a number of women's and farming publications, as well as certain weeklies, via the organization of trips to Senegal, Niger and Upper Volta by twelve journalists, which made more than five million readers aware of the problems facing a number of African countries, and the Community's response.

Efforts in the educational field have consisted either of putting together radio programmes after on-the-spot inquiries (Germany - Ivory Coast - EDF) preparing television broadcasts (three by the European Committee for Education Television) or distributing of educational packages (Africa, Europe and Development) with slides and lecture notes in French and English.

Mention must also be made of our participation in seventy briefings for groups visiting Commission headquarters, or in the field, and the reception in our office of over a thousand visitors seeking information and documentation (students, non-governmental organizations, leaders of opinion, etc.).

2. EFFORTS DIRECTED AT NON-GOVERNMENTAL ORGANIZATIONS

More than 3.000 of these were discovered, 500 placed on file and forty of the most representatives were brought together in Brussels during the year in order to **finalize** the practical machinery of a collaboration.

In the fields in which these organizations operate, collaboration was developed in the matter of informing schools (slides, photographic posters) and providing lecturers with information packages and sheets on topical problems, including a series on raw materials and **Community development policy**.

A greater effort was made in countries not traditionally acquainted with African problems.

Decentralized information

BRUSSELS INFORMATION OFFICE IN 1975

1. BASIC AIMS

The activities of the Brussels Information Office cannot be assessed unless we bear in mind the volume of contacts which must be made in various circles in the country's two main language areas, plus the need to duplicate every project, and more than anywhere else decentralize, owing to the trend towards regionalization.

These circles, with which permanent contacts are maintained, are too numerous to quote here. We shall mention only political and, more particularly, parliamentary circles, the trade unions, universities and schools, youth and consumer movements, as well as the press, radio and television.

Emphasis should be laid on the decentralization achieved by large-scale projects at Ostend, Liège, Ypres, Tournai, Saint-Vith, Verviers, Charleroi, Antwerp, Halle, Mons and Hasselt.

2. MAIN PROJECTS CARRIED OUT

Publications

A new small-format eight-page, two-colour, bilingual monthly newsletter was launched (3.000 copies per language).

This newsletter, known as "Eur-info", is aimed at political circles, teachers, young people and, in general, at the main multipliers. A major part of the newsletter is devoted to Community activity affecting Belgium.

Exhibitions

Two new exhibitions (one for each language, with audiovisual presentation) were supplemented by a small brochure and a folder for visitors.

Schools were invited to visit the exhibitions, at which the pupils were met by a young lecturer who outlined Community topics and discussed them with the young visitors. Reactions were highly encouraging.

Talks and visits

The constant aim of our efforts has been to provide the citizen with a new standpoint when he reflects on Europe, the regions, his daily life and the future.

The head of the Brussels Information Office and his deputy gave ninetyseven talks (as compared with sixty-three in 1974).

Central and decentralized visits directly contacted 18.172 members of the public, as compared with 12.000 in 1974.

Documentation

Written requests for information increased from 8.250 to 10.000.

Universities and young people

The most outstanding examples of information projects were as follows :

day briefings covering the entire economics departments of the Dutch-speaking Universities of Louvain, Ghent, Brussels and Antwerp; a one day briefing for the French-speaking Institutes of European Studies of Louvain and Brussels; support for the series of lectures given at the European clubs of the two Universities of Louvain and the U.L.B. (Free University of Brussels); lecture at the Ecole Royale Militaire (Royal Military Academy); a seven-day briefing and open seminar aimed at various political youth groups; talks to young people by the Comité Central de Contact and the Europeese Contactcentrum (fifty-four talks), etc...

In 1975 the Brussels Office was able to distribute 20.000 packages of European data to teachers.

Programme, topics and targets are decided on jointly with the Association of Geography Teachers (Fédération des Professeurs de Géographie - FEGEPRO). The educational packages put together by the Brussels Information Office are recommended by the Ministry of Education, and inspectors encourage their use in the final classes of secondary schools.

In addition, a special campaign was carried out among teachers' unions, as well as several projects within the European Teachers Association.

Press, radio, television

Three one-day briefings for the regional press were conducted in collaboration with the Association of European Journalists at Saint-Vith, Tournai and Ypres.

An extra radio and television effort was made in the form of direct contacts with regional producing centres, especially Liège and Brussels, plus a share in launching a programme in German on European affairs, and in the Europalia broadcasts of the Brussels producing centre.

Regional projects

As regards decentralization, it should be made clear that as a result of regional preoccupations, demand grew to an extent that made it impossible for any outside Office without adequate technical capacity to cope. This made us concentrate our main efforts on activities in Liège and Ostend.

For farming, however, a specific project was tried out in Eastern Belgium, bringing together 250 local delegates at Verviers, while the information office took an active part in organizing and running the Ardennes-Eifel Day at Houffalize, which was devoted to the less-favoured farming areas and attended by Mr Lardinois.

Mention should be made also of activities in industrial and executives circles (two meetings - four talks).

Finally, a special project was launched as part of Women's Year. This included a number of events, such as a press conference by Dr. Hillery, a meeting with women journalists on the occasion of the launching of L.E. Troclet's work "La Femme devant le droit social international" (Women and International Social Legislation), the organization of a symposium at the Maison de l'Europe in Olloy-sur-Viroin, and a discussion evening at Liège.

COPENHAGEN INFORMATION OFFICE IN 1975

The most important objectives are: to disseminate in an efficient and reliable way all relevant information about the European Communities and their activities and to stimulate and increase the quality and seriousness of the public debate about important European questions. We can usefully pursue these objectives by, on the one hand our own publications, audio-visual means, documentation service, speakers, etc. and, on the other by extensive service to and common actions with the mass media, the political parties, and professional organizations of all kinds.

1. ACTIONS TOWARDS ALL CIRCLES

The office edits and publishes a fortnightly newsletter ("ef information"). The circulation rose in 1975 from 5.000 to 14.000 copies. The newsletter is often quoted and is used by politicians and other leading figures dealing with community affairs.

The month magazine "europa" is intended to stimulate debate on European questions, and 10.000 copies a month are circulated. 1975 has seen a 90% rise in the number of subscriptions.

The total number of direct requests for documentation (not brochures) rose to 7.500. A documentation newsletter is published each fortnight containing the names and reference numbers of all new documents and publications that are available; its circulation has increased to 4.400 copies.

During 1975, 10 printed brochures were produced.

2. ACTIONS TOWARDS PRIORITY CIRCLES

Press, radio and television

Written press : During 1975 there was a considerable increase in contacts with the general press as well as with weekly district and professional papers. Press briefings, including regional ones were arranged 35 times during 1975 and all received great coverage. 3 study tours to Brussels were organised for the press: one for 20 editors-in-chief, one for 22 agricultural journalists, and one for 40 senior students of journalism.

Radio and Television : In 1975 the office set up a group of a few important radio and television editors to exchange ideas, and on the basis of our discussions efficient ways to co-operate have been found. The office provides individual editors with such information as will keep them up-to-date in their own special fields of Community affairs. The head of the office or his deputy have been interviewed on radio broadcasts about 20 times during 1975.

Political Parties : During 1975 there has been a co-operation with all 10 political parties in the Danish parliament,

Twice-monthly meetings are held in our office for leaders of the more or less "pro-market" parties, the trade unions and business organisations. The office has supported and partly arranged 16 2-days conferences in co-operation with political parties. The head of the office and his deputy have made approx. 35 lectures to political meetings during 1975. A comprehensive list of speakers has been drawn up containing about 200 people.

Trade Union Movement, Agricultural Organisations, Consumer Organisations, Employers and Industrialists

The office has co-operated closely with the above in the organisation of conferences and informal meetings and the arrangement of group and individual visits to Brussels. In particular: 5 important three days conferences have been organised for the Trade Union Movement; 3 high priority group visits were made by Trade Union leaders to the Commission.

This co-operation extends to publications, notably in: the editing and distribution of 2 regular publications for trade union leaders on Community affairs. Monthly circulation 9.000 copies; a study book on Community affairs for trade unionists.

University, Youth and other circles

Organisations dealing with the third world : The office co-operated with DANIDA, the department of the Ministry of Foreign Affairs dealing with developing Countries and also with appropriate private organisations.

Women's Organisations : Close co-operation was established with 6 specific women's organisation, and with the central body, the Danske Kvinders Nationalraad. Their leaders participated in a 2 days conference and a study tour to Brussels. A special brochure and a special issue of the monthly magazine were devoted to women's problems and the Community.

The University Milieu : The study of European Integration in the Universities was furthered by visits to the Commission organised for specialised professors and senior students and lectures given by the head of the office.

Teachers and Youth Organisation : Close co-operation was established with teachers organisations, the Danish Youth Council, which comprises 50 member organisation (a 2 days study tour for the executive committee) and the main political youth organisation (4 study tours, 8 conferences, and a large number of lectures). 90.000 copies of items of educational material as well as 3.000 copies per month of the periodical "EurOrientering" were distributed to teachers. Fifteen school visits to Brussels and ten to the office were arranged, and there was a country-wide essay competition for schoolchildren.

Association for Adult Education : Thirty experienced teachers doing voluntary adult education were given a programme of 3 week-end seminars and a one week study tour to the European Institutions.

The Libraries : The office co-operated with the appropriate organisation to educate librarians on Community documentation. A fact-finding mission to the most important libraries was made and a two-days conference held.

3. ACTION TOWARDS CERTAIN GEOGRAPHICAL REGIONS

Greenland and Faroe Islands

Permanent contact was established with the local press and radio in Greenland and the Faroe Islands and special releases issued. Special brochures "Greenland and the Community" and "The Faroes and the Community" have been produced. Two leading politicians from Greenland came on a study tour to the Community, and a ten days conference was organized for leaders of Greenland's Trade Union Movement at which Mr Gundelach spoke.

The office also carried out important information work in other Nordic countries (notably: publications in the relevant languages; contacts with leading circles).

BONN INFORMATION OFFICE IN 1975

Last year the Bonn Office made every effort to continue along the lines indicated by the Commission in the area of information for the general public, while pursuing its contacts with circles of particular importance as multipliers.

1. INFORMING THE GENERAL PUBLIC

Activities in cooperation with some organizations

A million copies each of popular information bulletins on such topics as "The European Community", "The Community's Social Policy" and "Participation in Europe" were distributed in factories with the help of the DGB (German Trade Union Federation).

In collaboration with the "Warentest" foundation, the Office had four advertisements devoted to consumer policy placed in seventy to eighty local papers, each running to 1.200.000 to 1.400.000 copies, as well as a four-page special supplement in the magazine "Test" (700.000), during Consumer Week, on the subject of "Europe and the Consumer".

In collaboration with German unions 30.000 copies of a brochure devoted to the common agricultural policy were either sold, or distributed by the Ministry of Agriculture.

Publications with a wide circulation

Other valuable information media were the brochures distributed with an up-to-date graphical layout. Without any special advertising on our part the press publicised and commented on three of our brochures: "König Kunde in Europa", "In der Masse wie Unkraut" and "Im Mittelpunkt der Mensch", and also gave an analysis of them; the number of copies printed (some 50.000 each) were soon exhausted.

Special projects involving the local press

Information devoted to certain topical subjects (the Lomé Convention, the European limited company, energy, the Green Paper) were dealt with by the distribution of flongs (ready-to-print articles set in type and provided with illustrations) to some 350 regional and local papers throughout the Federal Republic of Germany for use at their discretion. A very large number of copies, varying between one and two million, were printed.

The Office also sends the regional press a weekly newsletter entitled "Berichte und Informationen", as well as the monthly publications "Europa Informationen für die Jugendpresse" and "Europäische Regionen". A weekly magazine "Blick nach Brüssel" is distributed every Monday morning to journalists accredited in Bonn. When they arrive in time, the speeches of Members of the Commission can also be distributed through the same channels.

Television and radio

Collaboration was strengthened with radio and television, so that schools' radio programmes now include a larger number of features now devoted to Europe. Every month, since the summer of 1975, the Südwestfunk has been broadcasting its own programme "Europa-Magazin", while "Plus-Minus" (ARD) and "Bilanz" (ZDF), to cite only the most important programmes, are devoting a growing number of broadcasts to the Community.

Over the past year one of the most important achievements was the third programme's series of five broadcasts of about forty minutes each on the main Community policies.

2. ACTIVITIES AIMED AT SPECIFIC CIRCLES

Apart from the business of informing the general public, particular attention was also paid in certain areas to getting information over to multipliers, at whom our monthly magazine is aimed political circles particularly.

Since January 1976, this magazine has been appearing in a new format under the title "EG Magazin", with an initial circulation of 15.000. The number of copies sold (roughly one third) and the number given away to regular readers are increasing steadily.

Universities

The Bonn Office collaborates with 800 professors or institutes and with twenty-one European documentation centres.

Conferences, seminars and symposia for students, lecturers and professors are organized in collaboration with the "Arbeitskreis Europäische Integration".

Farming and rural circles

The agricultural information distributed in collaboration with the "Arbeitskreis Landwirtschaft" now includes, among other topics, regional and social policy. The aim of the conferences and seminars is to bring home to the rural population the need to carry out structural changes and achieve Community solidarity.

Young people

As regards youth, activities concentrate mainly on audiovisual media used chiefly in teaching, while at the same time contacts have been maintained with educational and youth periodicals, as well as with educational television and schools radio.

In addition, collaboration with the "Europe Houses" made it possible to organize thirty-two seminars and symposia.

Activities were also organized in cooperation with the European universities, the Friedrich Ebert, Jakob Kaiser and Friedrich Naumann Foundations and the "Arbeit und Leben" group, as well as numerous other projects.

In 1975, these were assisted in close to 150 cases by the liaison office and its staff of some 60 speakers. More and more, information sessions, mainly using audiovisual media are being held in schools, adult education institutes, youth groups, school groups and housewives associations.

Documentation

In 1975 the documentation centre received close to 15.000 requests, from both individuals, and groups and administrations, but mainly from teaching circles. The centre also issues monthly selective bibliographies (10.000 copies) and bibliographical material on the main Community topics.

"Europäischer Club"

In 1975, debates were held at the Bonn Information Office, notably with the participation of the Belgian Prime Minister, Mr Tindemans, and the United States ambassador to the OECD, Mr Turner. Other events are organized in collaboration with the German Foreign Policy Society (Deutsche Gesellschaft für Auswärtige Politik). One example was the address given by Mr Lardinois, Member of the Commission, on 10 December 1975.

PARIS INFORMATION OFFICE IN 1975

For a long period restricted chiefly to action at national level, the Paris Office in 1975 turned its attention towards the regions. It carried out an extensive, decentralized information programme and sought to familiarize the general public with the work of the Community, and establish closer links between the Community and the day-to-day problems of its citizens.

It was mainly with this in view that the normal action programme was considerably strengthened.

1. ACTIVITIES DIRECTED MAINLY TOWARDS THE GENERAL PUBLIC

In order to reach the citizen in his region, job and environment, the Office attempted to promote discussion and provoke thought about the Community and its aims, via a broadly open information programme.

Numerous activities were arranged in the regions in collaboration with the Centre d'Education et d'Information pour la Communauté Européenne (CEDICE). These activities, which were aimed at producing a greater public awareness of the Community, took various forms: surveys on the impact of the European Community, study days, and European weeks and fortnights involving the various economic and political circles, universities, trade unions and farmers. The general public was kept informed by the regional press, which was associated wherever possible with the activities.

The project centred mainly on the following eight towns and cities: Bordeaux, Brest, Besançon, Dijon, Angers, Nantes and Châtellerauld. Press, radio and television all took a very active and positive part.

The Office also produced accompanying audio-visual material (a twelve-second lap-dissolve, posters, hand-outs and photographs - all under the general title "Le monde change, voici l'Europe").

2. ACTIVITIES IN CERTAIN SPECIFIC AREAS

Youth, adult education, agriculture, the environment, consumers

Coordinating networks were established to provide effective and permanent links with the wide range of youth and adult education movements in France. This enabled the Office :

- to make use of work undertaken over a number of years with leaders and organisers of trade, youth and educational organizations;
- to use known and tested channels to extend the range of regional activities;
- to give priority to large sectors of public opinion (particularly in connection with "International Women's Year") by means of publications such as "L'Europe pour les femmes", regional meetings, briefings in Paris, 70 lecture-discussions and an information campaign directed towards rural, consumer and environmental circles.

Universities and secondary schools

In the field of secondary and higher education, two main types of activity were organized in conjunction with the Association pour la Diffusion de la Documentation Européenne (ADDE). Priority was given in the higher education sector :

- to activities relating to the study and development of European legal, economic, social and political topics within the universities. The programme was carried out with the help of teaching staff and supported by documentary material. The Office was also associated with the reorganization of "third stage" university studies and in preparing teaching programmes for the DESS and DEA (Diplôme d'Etudes Supérieures spécialisées and Diplôme d'Etudes Approfondies);
- to institutionalizing links with most higher educational establishments.

In secondary education, the Office directed its programme towards the whole of the school population (3.835.000 pupils in the public sector, 950.000 pupils in the private sector, and 240.000 teachers) by attempting to adapt the teaching of European affairs to the varying ages of pupils (courses for library staff and teachers, preparation of educational material for the use of teachers and first and second stage pupils, distribution of documents to high schools and Ministry of Education offices). The aim was therefore to help teachers to give a European dimension to school curricula, provide them with details of the documentation available and to adapt such documentation to the varying ages of pupils. Two sets of material (each covering a two-year age range) were made available for use as a basis for Community studies. Attempts were also made to capture the interest of young people generally by means of two extensive information campaigns entitled "Salon de l'enfance" and "Poste de l'amitié".

3. PUBLICATIONS AND DOCUMENTATION

Publications

The varied publications system linked to the magazine "30 Jours d'Europe" remained a favourite means of providing information in France. Great efforts were made to promote these, and European Community publications generally, among libraries, documentation centres, the general public and specific sectors of the population, and to link such promotion campaigns to the various events, symposia, regional meetings, etc., taking place. Since November, 4.000 copies of the magazine "30 Jours d'Europe" have been distributed in 800 French towns and cities by the NMPP (Nouvelles Messageries de la Presse Parisienne).

Apart from "30 Jours d'Europe" and "Communauté Européenne Informations", the main publications in 1975 were either reprints ("L'Europe pour les femmes", "L'Europe verte" and "Memento de la Communauté") or new issues ("Les Fonds européens" and a leaflet on European Union).

Documentation

The Paris Office considers the supply of documentation to be one of its most important if unspectacular, day-to-day functions. By means of its indexing system, library and documentation files, the Office continued to provide university, trade, economic, legal and many other circles with this essential service. It attended to almost 15.000 inquiries from various sources: immediate replies were given in 75% of cases, while the remainder required deeper research lasting between two and five days.

DUBLIN INFORMATION OFFICE IN 1975

1. GENERAL OBJECTIVES

During the first two years of Irish membership of the Community, the information services of the Dublin office were concentrated mainly on influencing the opinion multipliers - politicians, industry and trade union leaders, academics, heads of trade, professional and vocational organisations. These activities were extended during 1975 with additional emphasis on providing more information to the general public, the regions, Irish-language interests and the agricultural community.

2. PRINCIPAL ACTIVITIES

- Publications -

- * Community Report - monthly bulletin, circulation 10.000 (aimed mainly at opinion multipliers).
- * European Community News - weekly newsletter for regional press, used as regular column by approximately one dozen papers, also radio and TV.
- * Farm Feature - For regional press and used weekly by a dozen papers on average.
- * Common Agricultural Policy Information Series - Prepared and published in co-operation with the Irish Department of Agriculture. 3.000 copies distributed to agricultural leaders.
- * Euroscail - Irish language newsletter, published monthly. Reproduced by Irish language media.
- * Foras Feasa ar an gComhphobal Eorpach - "The facts" in the Irish language. 5.000 copies.
- * A Social Policy - Brochure. 10.000 copies

- The Press

We issued a total of 36 press releases, six background notes and eight news features in 1975 for the use of the national press. In addition, we kept in daily contact with the European correspondents and regularly with other journalists. Press conferences were arranged on the occasion of visits by Commissioners and a number of background briefings were held. A four page supplement on the Community was also produced by this office for a national news magazine.

- Radio - Television

We continued our close relationship with Radio Telefis Eireann and with other networks. Visits were arranged for RTE teams to Lomé and to Brussels, both of which resulted in extensive programmes. **Inter-**views were also arranged with Commissioners and Commission personnel. The Dublin Office co-operated closely with Ulster Television in the compilation of a programme on the European Council. There was also extensive radio/TV coverage of our press conferences and published material.

- Visits

During 1975 we organised 13 group visits and 10 individual visits to Brussels. These largely involved opinion multipliers such as politicians, academics and journalists.

- Seminars, Conferences

We helped to arrange or part financed: Michael Sweetman Memorial lecture; Young European Federalists Seminar "Human Rights and European Integration"; Junior Chamber Westport Conference on "Western Development within Europe; Réunion du Comité exécutif de la Femme, etc...

- Contacts with official and political circles

Ireland held the Presidency of the Council for the first six months of 1975 and this involved the Dublin Office in an unprecedented amount of contact with Government and political circles, the Civil Service, public bodies and the media. It also resulted in a massive increase in demand from the specialists and general public, and from foreign visitors for information and briefings. Political and media contacts were maintained for the rest of the year. Members of the staff also undertook a number of speaking engagements in Dublin and in the regions.

ROME INFORMATION OFFICE IN 1975

1. BASIC AIMS

Public opinion in Italy in 1975 centred on the following issues: the political scene (as a result of the regional elections in June), the economic situation and structural difficulties facing the economy, and unemployment. It was against this complex background that the Office centred its activities on current events and attempted to fit the prospects for European integration to national realities. The Office maintained an up-to-date network of contacts with political, parliamentary, social, economic, trade union and press circles, in order to be in a position to act and accurately assess public opinion trends.

Priority aims were as follows :

- to supply information to those administering the various national sectors - particularly people more directly concerned with European affairs;
- to increase contacts with regional and local authorities, within the context of developing Community regional policy;
- to test the new possibilities of keeping the general public informed.

2. MAIN PROJECTS

Publications

In view of the above, work continued on improving the range of publications for use by the main specific sectors and press. Two basic publications were involved :

- * "Comunità Europee" - a magazine, 40.000 copies of which appear eleven times a year. Reorganization of the card-index was undertaken to control distribution and relate it more closely to the intended recipients.
- * "CE-Informazioni" - a newsletter which takes various forms :
 - . "Rassegna Periodica" : eleven issues, 2.000 copies.
 - . "Notizie Sindacali" : five issues, 1.500 copies.
 - . "Dossiers" : eight titles, 2.000 copies (European political cooperation; consumer protection and information; social policy (2); energy policy; the Community and Mediterranean countries; raw materials; the EEC and Latin America).
 - . "Schede" : nine titles, 1.500 copies (regional policy; consumer policy within the Community; the Statute of the European Company; the Euro-Arab dialogue; European Union; the Lomé Convention (2); the European Council; Agreements with Tunisia and Morocco).
 - . "Dossier Stampa" : six issues of monographic press cuttings, 1.000 copies.
 - . "Servizi per la Stampa" : eight issues of articles already published, based on notes and features issued by the Centre, 250 copies.
 - . "Documenti" : dissemination of important Community texts - five issues, variable number of copies.

As part of "International Women's Year", 13.000 copies were printed of a publication entitled "La donna in Europa".

Meetings and other activities organized

The Office was directly responsible for organizing a number of activities during 1975. The most important of these were: a conference on "Women in Europe", in which Mrs Anselmi, Under-secretary of State at the Ministry of Labour, took part ; a briefing seminar for the regional press ; launching of the Italian edition of a work on European social legislation by Mr Troclet, the former Belgian Minister); a meeting of university teachers on European Union prior to publication of the Tindemans Report ; a symposium on social security problems in EEC countries ; a round-table conference on the Lomé Convention and the procedure for ratifying the Convention in Italy, attended by Mr Corona, Mr Bersani and Mr Sandri of the European Parliament.

Symposia, seminars and briefings organized in conjunction with outside organizations

Twenty-six decentralized information activities were organized. The symposia and seminars dealt with the themes of regional and agricultural policy. The most important of these were: a symposium of the 3 P Clubs (Provare, Produrre, Progredire) on "Young people in agriculture"; three symposia on agricultural structural policy held in conjunction with the CIPA (Centro per l'Istruzione Professionale Agricola dell'Alleanza Contadini); a symposium on "Women in agriculture" held jointly with the agricultural employee federations of the UIL (Unione Italiana Lavoratori - Sorrento); participation in a seminar held in Tuscany for regional executive staff; and a meeting with the chairmen and assessors of the regional "Giunte", held in conjunction with the Communes d'Europe.

In the university sphere, the Office helped to organize fifteen seminars and symposia of interest to universities and relating to various aspects of the integration process.

Courses for teachers held in conjunction with AEDE (Association of European Teachers) and activities organized with professional associations and European Information Centres formed the basis of the youth programme (32 projects in all, the most important being those organized jointly with Istituto Superiore Europeo di Studi Politici in Reggio Calabria, Centro Informazioni e Studi sul Mercato Comune in Milan, the Institut A. De Gasperi in Rome and Centro Informazioni

e Studi sulle Comunità Europee per il Salento in Brindisi)

Press, radio and television

Press conferences: A number of press conferences were held on a variety of topics, notably: the launching of the action programme for migrant workers, with Vice-President Dr. Hillery, and Mr. Granelli, Under-Secretary of State at the Ministry of Foreign Affairs; regional policy, with Mr. Ruggiero; the launching of the consumer protection and information programme, with Vice-President Scarascia Mugnozza; the draft European Company Statute; the Rome session of the ECSC Consultative Committee, with its President, Mr. Capanna; a meeting with Mr. Canonge, Chairman of the Economic and Social Committee; EIB activities in Italy, with the EIB Chairman, Mr. le Porz; preparation for the European Council meeting in Rome: Mr. Olivi and the Italian and the foreign press.

Specific activities : These included : assistance to press agencies and national newspapers on the occasion of President Ortolli's press conference of 10 January and his speech to the European Parliament on 18 February; to the regional press, on the occasion of the first two grants from the Regional Fund; a documentary and information programme throughout the "wine war" between Italy and France; collaboration with the Spokesman's Group on the occasion of the European Council meeting and the second meeting within the framework of the Euro-Arab dialogue (Rome, 21 to 25 July); a meeting with representatives of the trade union press; a meeting with those responsible for economic information in the news agencies; and assistance to the press during President Ortolli's visit to the Friuli-Venezia Giulia region (22 and 23 November).

Radio : Priority was given in 1975 to the regional broadcasts "Gazzettini regionali", the weekly programmes "Cronache del Mezzogiorno" and, for consumers, "Prima di spendere", and the programme entitled "Sicilia chiama Europa".

Television : In addition to assisting with the weekly agricultural programme "A come agricoltura", the Office helped to produce single five to eight minute items for inclusion in news programmes televised by the Second Channel (e.g. 25th anniversary of the Schuman declaration; referendum in Great Britain; European agriculture; etc.). Our information campaign for young people was launched on 11 November (eleven minutes screening time).

Library and documentation

The opening of the new reading room and the rearrangement and reorganization of documentation files were two of the more significant developments in 1975. About 1.800 visitors were received during the year and some 1.500 letters sent in reply to requests for information and documentation.

Agencies with which the Office has special links

The Office maintained close links with the following agencies : IAI (Istituto Affari Internazionali), IPALMO (Istituto per le Relazioni tra l'Italia e i Paesi dell'Africa, America Latina e Medio Oriente) and SIOI (Società Italiana per l'Organizzazione Internazionale). Close contacts were also maintained with the Italian Council of the European Movement, the Italian section of the Communes d'Europe and the Association of European Journalists.

LUXEMBOURG INFORMATION OFFICE IN 1975

Much of the activity of the Luxembourg Office is closely linked to the European activities and events taking place in the city, and in this way provides the public of Luxembourg with a permanent and steady stream of information.

1. ACTIVITIES RELATING TO EVENTS IN LUXEMBOURG

The Office actively collaborated with Commission departments in Luxembourg when the following meetings and discussions were held: Second conference on data-processing; Chronic respiratory diseases in miners; Tenth anniversary of the Paul Finet Foundation; Symposium on steel;

The Office regularly helped in preparing for plenary sessions of the ECSC Consultative Committee and kept the press in Luxembourg and the Spokesman's Group informed.

The Office also assisted the organisers of the various meetings and activities held in Luxembourg during the year, notably the: International Federation of Newspaper Publishers; European conference of court-registrars; European days for executive staff; Union européenne des fonctionnaires et employés des Finances; Comité des organisations familiales auprès des C.E.; Conference on the Community patent.

2. ACTIVITIES DIRECTED MAINLY TOWARDS THE LUXEMBOURG PUBLIC

Shortage of staff necessarily restricts the scope of Office activities and aims. In 1975, these were:

- To maintain the number and quality of its contacts with press, radio and television. The amount of documentation and number of articles sent to the press (including the trade union and trade press) increased considerably.
- To make the most effective use of the Robert Schuman Information Centre (the exhibition and projection and conference room in the Kirchberg building).

A total of 7.955 people visited the Centre during 1975. This figure is based on the 167 group visits only.

- To establish regular and direct links between the Office and the various circles in Luxembourg by publishing a monthly letter providing information on current problems and matters of particular interest to Luxembourg (the first such letter appeared in November).
- To reach the general public. We have been concerned mainly to point out the benefits which the Community provides for each of its citizens. In view of the particular circumstances in Luxembourg, we set out to achieve our aim by collaborating with the Union Luxembourgeoise des Consommateurs.

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THE HAGUE INFORMATION OFFICE IN 1975

1. BASIC AIMS

In 1975 the accent was placed mainly on relations between Europe and the rest of the world (energy and the Lomé Convention were the subjects which attracted most attention). The Office devoted much of its time to extending contacts with radio and television authorities (coverage given to European affairs increased during the year) and to developing the new audio-visual project - the video-cassette system (which began to operate in 1975).

2. MAIN PROJECTS

Press, radio and television

For the first time the Dutch television network established an Office in Brussels to cover Community affairs.

N.O.S. gave instructions for the programme "Panoramiek" to pay special attention to European affairs.

V.A.R.A. began, on Mondays, a weekly radio-programme, lasting between five and ten minutes, dealing with Community affairs.

Publications

Twenty sets of documentation material, booklets and other papers have been published. They dealt mainly with relations between the Community and the rest of the world, energy and "International Women's Year".

The weekly Newsletter achieved a total of 640 pages over the year. This publication (4.000 copies per issue) is intended primarily for journalists, politicians, universities and for other leading circles in the country.

A European glossary has prepared during 1975 and published early in the New Year in the "Europese Almanak".

Twenty thousand copies of the monthly magazine "Europese Gemeenschap" for Dutch and Flemish-speaking Belgians are now printed.

Documentation and information

The Office dealt with nearly 11.000 questions and requests for documentation during the year i.e. a monthly average of 880. A little less than half of these inquiries were received by telephone.

Political circles

Eight special files were produced for Members of Parliament and parliamentary journalists on subjects included on Parliament's agenda, which concerned the Community. The same arrangements have made for four political conference held during the year.

The officials of the The Hague Office are in regular contact with political circles, and meetings are frequently organized.

Consumers

6.500 copies of a booklet on European consumer policy were published.

Farming and rural circles

The agricultural organiser being unavailable for a considerable part of the year, there was less activity in this field than in previous years. The situation was to some extent remedied by three press conferences given by Mr Lardinois, Member of the Commission. Four farming groups visited Brussels in 1975, and four farming publications were also produced for readers at various levels.

Top and medium level executives

It was partly with these in mind that the following were published : "Energie en Europa" (8.000 copies), "Het statuut voor de Europese Vennootschap" (2.000 copies) and "Europa, grondstoffen en de derde wereld" (2.000 copies).

Development and Cooperation

"Europa en de derde wereld" (6.000 copies) and "Verdrag van Lomé" (7.000 copies) were published.

The many contacts with the numerous non-governmental organizations in the Netherlands were maintained.

Young people

School-books

An examination was made of the ways in which European integration is treated in 120 school-books used in the Netherlands.

Activities with specialized associations

The "Nederlands Onderwijs en Europese Integratie" Foundation (SNOEI) obtained assurances from the "Academische Raad" - that it would recommend its economics, political science, law, geography and history sections to monitor teaching relating to European integration.

The Office's contacts with teaching circles are largely maintained through the SNOEI and the CEVNO (Centrum voor Europese Vorming in het Nederlandse Onderwijs), which organize conferences, prepare sets of slides, publish booklets and posters and maintain links with the teaching world.

Conferences organized directly or by outside organizations

The Office collaborated with external organizations in arranging 35 meetings, conferences and courses. In conjunction with the European Movement, it organized four conferences for regional politicians.

LONDON INFORMATION OFFICE IN 1975

1. GENERAL CONSIDERATIONS

In the United Kingdom, the year 1975 was overshadowed and to a large extent occupied with the referendum on continued membership of the European Communities, voting for which took place on June 5. The situation was such that a large part of the resources available to the UK Office were devoted to informing the public prior to the vote, thus creating a somewhat lop-sided pattern of activity and expenditure, in which the bulk of one year's work was done in five months.

During that period, the UK Office was obliged, as Vice-President Soames and Mr Thomson subsequently put it, to "walk a tight-rope while maintaining a low profile". While we were in constant informal contact with both the British Government and the militant organizations seeking the suffrage of the UK citizens, we continued as always to present factual information about the Community by the various means at our disposal, including publications, press releases and background notes, contacts with the press both written and audio-visual, work with trade unions and industrial organizations, political parties, education establishments and organization, women's organizations, consumer organization, farmers' organizations, as well as the general public. The demands upon our services were multiplied to an unprecedented degree, and the pressure, particularly upon our library and data room, which by that time had become fully operational, was very considerable.

A very large part of the work of the UK Office, particularly during the crucial referendum period involved little or no expenditure. During the year, we intensified our practice of face-to-face meetings both in London and elsewhere in the UK, including private contacts and seminars held within the house. These, which made possible the very close liaison mentioned above remained the occasion for searching exchanges of information, briefings, and opinion forming.

The results of the 1975 information effort in the UK are perhaps best expressed, first, by the overwhelming verdict of the referendum vote, and secondly, by the most recent "Eurobarometer" (support for the European Community in the UK as having risen from 31% in September 1973 to 50% in 1975 - Eurobarometer n° 4).

Nevertheless, the gap between UK support for the Community and that evinced by the original member countries remains large although it appears to be diminishing. The task for the future will be to build on the progress and experience already on hand.

Beyond these general considerations, the technical work of the UK Office in 1975 can be divided into the traditional categories which may be summarised as follows :

2. PRINCIPAL ACTIVITIES

Queries and research

During the referendum period and subsequently, the day-to-day work of answering enquiries and undertaking research for individual members of the public was increased by questions from the mass media, politicians, interest groups, and other organisation. The press in particular required large quantities of tailored information for the preparation of articles, features, television and radio programmes; and the same was true of a number of organisations, as well as MPs. As the year progressed, the office found itself dealing increasingly with enquiries from local authorities, many of them seeking Community funds, in response to which a special booklet was prepared, and for whom we have also organized a number of seminars, particularly in conjunction with the European Union of Local Authorities.

One major lesson from this experience is the need for our information work to be responsive to particular needs: thus, for example, in our regional seminars we have adopted the policy of first inviting our guests to tell us their problems and criticism, and then enabling us and our Brussels colleagues to respond and expound Community policies, rather than the other way round.

Specific instances of tailored information include briefing notes for MPs and Shadow Ministers and a dossier on the common agricultural policy which was used among others by the National Referendum Campaign ("anti"). A further instance was the May issue of the consumer Magazine "Which?", for which the UK Office supplied both written material and a detailed briefing.

In addition to these activities, the library and newly-created data room handled an unprecedented number of telephone enquiries.

Work with trade unions

During the referendum period, in addition to individual briefing of particular trade union leaders and the preparation of dossiers and background notes, the UK Office issued a revised version of the existing publication "The Common Market and the common man", renamed "The Common Market and the common good", as well as "Trade Union News" which reached some 6.000 readers. Subsequently, we produced a brochure on the Community's social policy entitled "People come first".

Speaking engagements

During 1975, the UK Office undertook or sponsored through its volunteer lecturing panel well over 400 speaking engagements throughout the UK. We had previously reviewed and rejuvenated the volunteer panel, and inaugurated a series of special briefings for its members in this office, as well as preparing the first of a series of speakers' notes to supplement and anticipate other written material.

We also helped to brief and stimulate similar activities by Britain in Europe and the Federal Trust, whose trade union seminars were of particular value although kept carefully distinct from the official activities of the UK Office.

Press releases and background notes

During 1975, and particularly during the referendum period, the UK Office intensified its regular issue of press releases and its programme of background notes. One of the conclusions to be drawn from this activity is that

journalists keep background notes on file, and that it is desirable to issue them in a regular series rather than on an ad-hoc basis.

Publications

"Europe at a glance" (as well as "Wales in Europe", "Scotland and Europe" and "Sources of Funds") is mentioned in general section of this report. In essence, it is a drastically shortened and simplified version of the completely re-written version of the "brochure de base" formerly called "The Facts" and now re-named "Facts and Figures". This originally produced in 1974, was reprinted several times during 1975. Other publications issued during 1975 included: The magazine "European Community", re-designed and tailored specifically to the needs of the moment and sent to an average of 45.000 readers each month; an updated version of "Now we are Nine - a brief guide to the enlarged Community", originally produced in 1972 (75.000 copies); a re-written version of "Uniting Europe", a short history of the Community (87.000 copies); a re-designed version of "How the European Community institutions work", re-named "Working Together" (30.000 copies); the revised version of "The Common Market and the common man", mentioned above (50.000 copies); a new consumer policy brochure "Everyday Europe" (50.000 copies); "People Come first", a brochure on the Social Action Programme (10.000 copies); two small leaflets on consumer affairs and the environment, based on a text originating in Brussels (27.000 and 40.000 copies respectively); an updated version of "The Common Agricultural Policy" (38.000 copies); "The European Community and the third world 1975", intended for non-governmental organisations, roneod (2.000 copies).

Also a number of more technical and universal centrally produced publications in Brussels were distributed.

Visual aids

During 1975, having decided to scrap the existing travelling exhibitions, we inaugurated a series of wallcharts. The first of these, "Why Europe is Uniting" and "The European Community" (a wall map), rapidly became out of print during the first five months of the year.

The existing films were in very great demand throughout 1975.

Visits to Brussels

On the occasion of the referendum an outstanding effort was made in this field. During that period, some 150 groups of British visitors travelled to Brussels or Luxembourg under the auspices of or in liaison with the UK Office: a total of some 3.000 people. At least 200 individual visits were made during the same period.

Wales and Scotland

Although the Welsh and Scottish offices were not officially opened during 1975, members of the staff were generally active in both Cardiff and Edinburgh during this period, preparing for the establishment of the permanent presence there. These activities were invaluable both in preparing the ground and in establishing a central liaison with government offices, trade unions, business, the press, and local interest groups, all of whom have proved extremely favourable to the Commission's initiative in deciding to set up the "antennae".

II - INFORMATION IN NON-MEMBER COUNTRIES

Headquarters departments

EXTERNAL RELATIONS IN 1975

(ACP and Soth Mediterranean countries excepted)

Before trying to appraise activities in what is by definition a very diversified sector, the main guidelines followed by the Directorate-General for Information should be restated:

- Prime targets: in contrast to information in the Community where the Commission tries to reach the citizen, information in non-member countries is beamed at the leading political, economic and social figures and at the information media.
- First call on resources: Since the Commission's information action in non-Community countries scarcely touches eth public at large, the Directorate-General for Information is going instead for direct contacts; briefing tours conducted around the Community institutions, symposia, seminars and conferences backed up by adequate literature.
- Main topics: besides the topic of "external relations" in a broad sense (including agricultural policy, development policy, energy policy etc.), other subjects arouse interest in non-member countries, depending on whether they are developed or developing, or in one way or another associated with the Community. Clearly subjects have to be slanted towards the centres of interest foci in the various geographical regions.
- Target countries:
 - * In Europe, information for Greece and Turkey was intensified via the new Offices in An̄kara and Athens, whilst briefing for the EFTA countries was maintained at its previous level.
 - * The information drive in respect of the major industrial partners (United States, Canada and Japan) was sustained, and in the case of Japan intensified, as the Commission's Tokyo Delegation became operational in 1975.
 - * In Asia and Latin America, the need for information on the Community has increased substantially as a result of the United Kingdom accession; these countries regard the Community as a prominent partner both bilaterally (negotiation of agreements, generalized preference scheme, food aid, technical and financial assistance) and multilaterally in international areas, especially within UN agencies.

1. INDUSTRIALIZED EUROPEAN COUNTRIES (chiefly EFTA)

The Directorate-General for Information maintains regular contact with European organizations in Austria, Sweden, Norway, Finland and Iceland. Still closer links are maintained with Swiss organizations via the Geneva Office. These organizations constitute a pool of correspondents who act as a collecting point.

Individual and group visits are the best way of reaching political and economic leaders, and the medias of countries whose chief parliamentary Committees and leading journalists have been invited to Brussels since the enlargement of the Community in 1973 (Austria: 5 groups, Norway: 5, Sweden: 7, Iceland: 3, Finland: 2).

In the EFTA countries within its resources, the Directorate-General for Information assists seminars and symposia on European topics by sending out literature, lecturers and on occasion, a financial contribution. Ten seminars and symposia were thus supported in Austria, Norway, Sweden and Finland.

For publications, treatment varies. The Bonn Office and Brussels information services send out literature to a number of addressees in Austria. Basic documentary material has been published by the Copenhagen Office in Swedish and Norwegian. Some publications by the Copenhagen and London Offices are also despatched to addressees in Sweden, Norway and Finland.

2. EUROPEAN MEDITERRANEAN BASIN

The Directorate-General did its utmost to meet the increased need for information in the Mediterranean. Setting up Press and Information Offices in Turkey and then Greece enabled us to get an all-round programme started in both countries. Projects for Portugal (visits, seminars, publications) began in 1975 and will be amplified in 1976. Several information projects were implemented at the Brussels end to meet the demand from Malta, Cyprus and Yugoslavia.

Besides the information on-the-spot activities of the Press and Information Offices, the External Relations specialized service compiled briefs on relations between the European Mediterranean countries and the Community, to be distributed from Brussels. These were published in all the Community languages, plus Greek and Turkish, and were distributed to the press, Member States' embassies and consulates, and the very many visitors who expressed interest in that part of Europe.

3. MAJOR INDUSTRIAL PARTNERS: UNITED STATES, CANADA, JAPAN

The details of information drives in the United States and Japan in 1975 are included in the assessments submitted by the Press and Information Services of the Commission's Washington, New York and Tokyo Delegations.

Some of this activity, however, particularly the briefing tours was largely organized and run in Brussels.

United States

Groups of visitors from the United States numbered 57, 37 of which came from universities. The other 20 represented: economic circles and business (4), agriculture (4), politics (3), the military (3), the press (3), trade unions (2) and the legal profession (1).

Among the most important calls were visits by a group of journalists from the US farming press and one by the US President's Commission on Personnel Interchange, made up of senior officials and industrialists.

Lecture tours in the United States were again organized and a total of 10 speakers participated.

Since 1974 the programme of Community visits for young American leaders, sponsored jointly by the Commission and the European Parliament, has been a new activity for the External Relations Specialized Service whose Head also acts as head of the programme secretariat.

Under the programme Steering Committee, the secretariat organized the visit to Europe of 23 scholarship holders. Most of the visitors met Members of the Commission and the European Parliament and officials of both institutions, the

Economic and Social Committee, the Court of Justice, the European Investment Bank etc. Usually the visitors spent the first week in Brussels, Luxembourg and Strasbourg and the three following weeks in the Member States.

Japan

During 1975 the Press and Information Service of the Commission's Delegation in Japan set up its basic programme (see the assessment presented by that Office).

A close touch has been kept with Tokyo, especially in preparing and running eight visits by Japanese groups, and preparing topics and publicity material for use at the 1975/1976 Oceanic Exhibition in Okinawa (an information note on relations between the EEC and Japan was published for European Day at the exhibition).

Canada

The programme for Canada stayed on a small scale because of the delays in installing the Delegation, and, in particular, its information service. Ten groups of Canadians were received on Community briefing tours; one consisting of 15 Canadian journalists assigned to Paris. In 1976 this experiment will be extended to other groups of journalists assigned to the capitals of the Member States from countries outside Europe.

4. LATIN AMERICA

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

The head of information in the Commission's Santiago Delegation has steadily expanded his contact network. He has worked closely with the headquarters departments in preparing and activating publicity and information campaigns prior to and during Sir Christopher Soames' visit to Latin America (publication of a joint Member States' Embassy Bulletin was organized). He also collaborated in organizing seminars on generalized preferences in some of the Latin American countries. Five groups of visitors, nationals of several Latin-American countries, were received in 1975 (including SIECA officials and representatives of the Andean Groupe). Two Brazilian and one Mexican group were also received.

5. OTHER COUNTRIES

Asia (apart from Japan)

In 1975 every opportunity was utilized to tie publicity campaigns in with certain Community events, such as :

- * the official visits to China, Iran, India and other countries by the President of the Commission or the Vice-President responsible for external relations;
- * seminars on generalized preferences in the ASEAN countries and India.

The Specialized Service also compiled briefs for visits or seminars on the following topics: the Community's generalized preference scheme; the Community and India; the Community and Iran; the Community and the People's Republic of China.

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DEVELOPMENT AND COOPERATION INTENDED FOR THE COUNTRIES CONCERNED IN 1975
(ACP and South Mediterranean)

1. INFORMATION FOR THE ACP COUNTRIES

The enlargement of the Lomé Convention has caused us to point our activities in two directions: for the old associated countries, more of the information projects which proved their worth over the years and can be perfected or adjusted to local conditions; for the new countries, designing and mounting new actions, in the knowledge that their information agencies have long maintained a certain reserve regarding European Information.

Main resources: press agencies and radio

Press agencies remain a key factor in information, their speedy dispatches constituting the core of international news in dailies or radio newsreels. Our business was therefore to ensure that agency reporters could handle all the general or specific news items of concern to their audience. But unless they are familiar with Community affairs, and sources of information are on a personal basis, the desired impact will be blunted. During the year, therefore, African reporters travelling in Europe, or resident in London, were invited personally to Commission headquarters; journalists were also invited to come from the countries where the press plays an important rôle (Ghana and Nigeria).

Radio nevertheless remains a key medium for influencing public opinion. As in previous years, the Directorate-General's broadcasting work provided networks in the associated countries with much varied material (news, commentaries, interviews etc.) covering the latest European or Euro-African developments. Special features were also sent out: the European monthly magazine, the special magazine "Zaire", the Radio Rwanda and Radio Burundi's weekly broadcasts to Central Africa in local languages via the RTB, Deutsche Welle programmes etc.. The same type of broadcast has been developed by the BBC's African service through various programmes covering Community news (in parallel with Brussels) or providing weekly coverage and reports which, as indicated by surveys in Senegal and the Ivory Coast, have made the new listeners familiar with financial and technical cooperation in the 1st and 2nd Yaoundé Agreements.

Notes, booklets and documentary material

To sum up, all the information activities for the ACP can find expression only via this intricate interplay of every technique commanded by an information service, which for Euro-African events (visits, signing a finance agreement, etc...) will in addition to press agencies, use the radio, films shot for television, and photographs with legends. This almost daily work (with visits by African students, lectures etc...) still remains the staple activity in this sector. It is backed up by general or detailed literature specially compiled to afford readers a clear picture of the items treated, in the form of documentary material booklets covering all the facets of cooperation already achieved or outlined in the Lomé Convention, and questions on the agenda for international cooperation. (food aid, raw materials etc...).

2. MEDITERRANEAN ARAB COUNTRIES

The card-index is being updated and expanded so that representatives of certain socio-occupational groups can receive Community publications of possible interest to them.

Commission participation in the Casablanca Fair was the occasion for a publicity campaign, even though for the Community this type of event is tantamount to leaving a prestige visiting card rather than spreading the word in any depth.

It should be mentioned that certain countries have a press correspondent accredited to the Commission and that Euro-Arab news is well-covered.

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Decentralized information

GENEVA OFFICE IN 1975

BASIC AIMS

- The Community and international organizations

To inform the international press and delegations of Member States and non-member states in Geneva of the Community's position in international negotiations and conferences held in Geneva; to inform the following in the same way: the Swiss press.

- The Community and Switzerland

To inform the Swiss and the international press about relations between the Community and Switzerland; as well as to inform the various Swiss and International bodies in Switzerland about Community policies.

To inform universities and the various Swiss and international study groups about Community activities and organize conferences with them (Switzerland very often acts as a forum in international negotiations). (Example: International Institute for Labour Studies, Geneva; Institut für Auslandsstudien, Zürich; Centre de recherches européennes, Lausanne).

HOW THESE OBJECTIVES HAVE BEEN ACHIEVED

1. The Geneva Office information letter, press releases, briefings, spokesman's activities

- In July 1975 the Geneva Office began publishing an information letter ("La lettre d'Information") which has been appearing twice a month in French and English, running to some 1.000 copies (8 issues appeared last year). This gives answers to questions under discussion in the international organizations and is the only publication in which the Commission states an official position on matters under negotiation.
- "Press releases" also make statements on current international events in Geneva, as required.
- Subjects are discussed in greater detail at press meetings and briefings given at the Office by the Head of the Office or a member of the Commission Delegation in Geneva.
- In addition the Head of the Office and his adviser daily answer questions from correspondents accredited to the Palais des Nations in Geneva and the Palais Fédéral in Berne, and from visiting journalists.

2. The weekly Swiss press survey, symposia, external events, group visits to Brussels, Ispra and Geneva, travelling exhibition

- Weekly Swiss press survey: this summarizes subjects of Community or international interest relating to international organizations or Switzerland.
- Symposia organized by the Office:
 - * On third world development policy together with the Institut de Développement in Geneva;

- * on the new international economic order, together with the "Stiftung Wissenschaft und Politik" in Munich;
 - * on raw materials together with the Centre de recherche sur les institutions internationales of Geneva;
 - * on the Community position in the Tokyo Round, with some 30 research students, assistants and heads of research in 5 Swiss universities, at the Headquarters of our Delegation and with the participation of Members of the Delegation .
- Office participation in external events (the Office ensures that the Community is properly represented at these events):
- * discussion on European regional policy at the Institut universitaire d'études européennes in Geneva;
 - * the European Management Symposium in Davos - organization of a one-day briefing on the Community and a press conference by President Ortolí;
 - * a conference by Mr. Scarascia Mugnozza on Community consumer protection policy, organized by the Swiss branch of the European Union and Swiss consumer protection organizations.
- Group visits to Brussels, Ispra and Geneva: the most noteworthy were a visit to Geneva by a group of journalists from Berlin, a visit to Ispra by two groups of students from the Ecole Polytechnique Fédérale, a visit to Brussels by a group of economic and social science students and a visit to Geneva by a group of Commission trainees; there were also several individual visits to Brussels by students preparing doctorates on various aspects of the Community, and several individual by Americans under the "European Community Visitors Programme".
- Travelling exhibition: This is designed for the general public and has been lent to organizations requesting it.

Mention should also be made of the documentation service which answers numerous requests from different Swiss and international organizations and companies located in Switzerland.

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ANKARA OFFICE IN 1975

BASIC AIMS

As the Office was only opened in January 1975 the first priority was to give it publicity and make initial contact with the various bodies interested in political, economic , intellectual and information matters.

MAIN PROJECTS

1. Information visits

- To Brussels: Visits were organized for the following in priority: Turkish professors of economic science; mayors of the chief communes in Turkey; industrialists and Presidents of Chambers of Commerce; economic advisers to the President of the Council, Mr.Demirel (Justice Party). Individual visits were made mainly by journalists,officials and economics professors.
- Visits to Turkey by leading European figures : Three journalists particularly well informed on Mediterranean problems were invited to Turkey to take part in discussions and meetings.

2. Publications

- The periodical "Avrupa Toplulugu"(for "European Community"):6 issues appeared in 1975; the original 6.000 copies printed had to be increased owing to the public demand to 8.000 - 7.000 of them to adresses. Each issue carries a pull-out supplement on special subjects like EEC-Greece-Turkey-Cyprus relations, development policy,energy policy, the environment, East-West trade, the Community textile industry. The circulation of these supplement has increased to 10.000 (8.000 included in the magazine, and some 2.000 sent separately).
- Avrupa Toplulugu Enformasyon Bürosu, a booklet introducing the Office, of which some 15.000 copies have been printed.

- Avrupa Toplulugu Nedir? (What is the European Community?), with preface by Mr Bilsay Kuruc, 6.000 copies, on sale in December.
- Schuman Bildirgesinin 25. yildönümü (25th anniversary of the Schuman Declaration of 9 May 1950), text of a radio broadcast.

3. Press, radio and television

Press conferences and meetings have been organized whenever European leaders have been visiting Turkey on official or private business or to coincide with special events. The coverage of Mr. Scarascia Mugnozza in April, by the President of the Council Mr Fitzgerald in June, and by the Joint Parliamentary Committee in September was realised via the Office (which distributed documentation, background material, organized press conferences and television interviews etc.).

A "Eurogroup" (of journalists) also set up, has already met eight times, when officials or representatives of the European press have been visiting Ankara.

4. Seminars and documentation

The office has helped to organize University seminars (METÜ, Hacettepe, SBF, Bosphorus University, Antalya) some of which have been attended by officials from Brussels.

Cooperation has been rapidly inaugurated with the main scientific and documentation institutes in Turkey (National Library, Parliamentary Library, the Institute of Scientific Research, the Standards Institute, the Union of Chambers of Commerce, various university libraries, etc).: Visits have been made, and librarians invited to a meeting organized by the Office, of which they now make full use.

5. Special contacts with political and diplomatic channels

Apart from its regular contact with politicians and diplomats, the Office has begun to play a special role:

- in preparing material and organizing the joint Parliamentary Committee of the EEC - Turkey Associations (September 1977);
- in cooperating with the embassies of the Nine (particularly commercial and information advisory staff, and in drawing up the initial report of information advisors in Turkey).

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INFORMATION IN GREECE IN 1975

The Athens office has been officially inaugurated in may 1976, but began some of its activities at the end of 1975.

In the past, information services in Greece have been provided by the central departments in Brussels and by the Information Centre on the European Communities (a private organization).

The main tasks of the Informa' on Centre in 1975 were to disseminate information on the Community and give special coverage to the renewal of relations between the Community and Greece after the July 1974 change of government.

This event occasioned a real thirst for information on Europe throughout the whole country at all levels, and as European integration had been one of the most cherished aims of the resistance throughout the years of oppression, once the dictatorship had been swept away, in the beginning at least - there arose a virtually unanimous current of opinion in favour of the Community.

The Documentation Centre supported and fuelled this interest with all the means at its disposal.

In 1975, activities and resources were devoted mainly to publishing a monthly magazine (10.000 copies published in Brussels) and disseminating Commission documents in Greek. The Centre also organized visits to Brussels (especially for journalists) and arranged meetings locally.

In addition, the Directorate General for Information achieved an enormous amount by taking part in the International Fair in Salonica. The exhibition was then mounted in Athens and Patras and on both occasions maximum results were achieved at the same time by staging a number of other information activities (opening ceremony, conferences, special documentation).

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WASHINGTON OFFICE IN 1975

MAIN OBJECTIVES

The principal objective of the Information program has been to persuade American "elites" to accept the European Community, not merely as a giant trading unit, but as an organic and developing Community of nine member states striving to add a political dimension to its established role in economic, technical, and social fields.

Such so-called elites are much larger and broader in the United States than is generally supposed. Numerically, they can involve millions and cannot be adequately informed merely through personal contacts and word of mouth. Thus efforts have been done on the mass-media television, radio, and the press.

PRINCIPAL ACTIVITIES

1. Radio, Television, Cinema

An extensive market research project was begun to identify the types of Community material producers could best use.

In radio, two five-minute and two three-minute tapes a month were sent to 400 stations around the country.

In television, efforts have been directed toward interesting the network in producing programs on Europe, interviewing European personalities, and co-sponsoring with Office programs on Europe.

The film "Europe United" has been shortened, updated, and its soundtrack rewritten. The shortened version is scheduled for release in June.

In 1975, the film had about 4.630 bookings and 8.400 showings to a total estimated audience of 7.120.000. In addition, the film was shown 271 times on television.

2. Publications

* Magazine : Ten 24-page issues of the magazine were published and sent to 37.500 per issue readers from all walks of life.

During the year, seven magazine articles were reprinted in 12 other magazines and newsletters, and there were innumerable requests for reproducing magazine photos and illustrations.

* Newsletter and newsfeatures : Twenty-eight issues of the newsletter were published and distributed to 2.300 people before it was discontinued in September. Five newsfeatures were published and distributed to the background note and press release list.

* Press releases and background notes: Forty-Seven background notes and 25 press releases were published and distributed, mainly to media, government, and diplomatic corps.

* Brochures: The first edition of Directory of Government and Media was published and revised once. It was sent to many of the people listed in it. Three brochures were written: "Europe's Women" published in the magazine in shortened form; "The European Community and the GATT" (10.000 copies), distributed to business, government, international organizations, universities, and the diplomatic corps; "United States and European Community, their Common Interests" (20.000 copies), distributed to the groups named above.

3. Exhibits

The large mobile exhibit went to five destinations, including the Annual Conference of the International Studies Association and the World Future Society. The table top exhibits went to 10 destinations, including universities, high schools, and the World Trade Institute.

4. Visits and lectures

* Visits and lecture visits

Visits to Europe: Nineteen visits were arranged (one of the most important was made by a group of US agricultural editors).

Lecture visits by european personalities: Ten Europeans toured the United States on visits ranging from one week to three weeks, covering collectively every part of the country.

* Speaking engagements

38 speaking engagements were undertaken, nine of them locally and the rest around the country.

5. Reference and documentation

* Inquiries

The Washington Bureau received about 8.700 requests for information in 1975. This figure includes 880 visitors to the library, 2.000 telephone inquiries, and 5.800 inquiries answered with written materials and by letter.

The breakdown by chief milieu follows: **Universities**; Commercial sector; Government and Int'l Organizations; Secondary Schools.

* Briefing Sessions

The library held 10 general briefing sessions on the Community in the office, mainly for university groups. However, a briefing session on Community documentation was also held for the DC Librarians Association.

6. Miscellaneous

* Information Counselors of the Nine

The Information Counselors of the Nine in Washington met nine times during 1975. In addition to which, under the Irish presidency, Mr. Michael Lillis, the Irish Press Counselor in New York, and Mr. Mulligan visited personally New York, Boston, Chicago, Los Angeles, and San Francisco to talk to influential circles in the media and public life as well as to meet with the Consuls General of the Nine.

* European Community visitors program

Twenty Americans were sent to visit Community institutions and persons involved in their special areas of interest in the member states.

TOKYO OFFICE IN 1975

MAIN OBJECTIVES

The activity of the Information Office in Tokyo in 1975 was devoted mainly to the building up of a working structure: (It must be underlined that the Head of the Office arrived in May and the documentalist in April).

However, in the last quarter of the year the office reached a satisfactory level of organization, so that it was possible to start regular activities in various fields.

PRINCIPAL ACTIVITIES

1. Publications

- * Newsletter: Monthly in Japanese; 2.500 copies .

This is a publication of general information about the EC, aimed at a public of varied composition. Priority is given to information about relations between the European Community and Japan. The emphasis is placed on items designed 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.

- * Press releases: The first service of this occasional publication in Japanese or in English was published towards the end of the year.

- * Background notes: Occasional publication in Japanese or English. (In 1975 the background note on the relations between EC and Japan was published in Japanese and English).

- * Brochure about the institutions: in Japanese, 25.000 copies. Distribution to universities, press and public administration is in progress.

- * Basic booklet : In Japanese; 25.000 copies. In preparation.

2. Documentation and Information

- * Documentation: In spite of its slender resources, the documentation staff has sorted and catalogued the materials coming from Brussels, arranged the files and assembled a basic library.

- * From the commencement of the office here, the documentation section has also developed its activity, giving information to visitors and replying to questions received by telephone or mail. During autumn this activity became considerable. The questions come mostly from the public administration, the banks and trading firms, and academic circles.

3. Mass media and press conferences

- * Mass Media: intense activity has been carried out to develop personal relations with people working in the mass-media. The contacts, in this first stage have been concentrated on Tokyo (and Okinawa, in relation to the Expo).

- * Press conferences: The main ones have been the following: Mr. Scarascia Mugnozza, for the European Press correspondents and for the Japanese Press- Joint press-conference Mr. Wellenstein and Mr. Yoshino,

press conference hall of Ministry of Foreign Affairs - Mr. De Bauw, Japanese National Press Club. Individual interviews have been arranged with press, radio and television.

4. Universities

Formal contact with the academic world is very intense and has been extended to Kyoto-Osaka-Nagoya area, where scholars of European Community problems are very active.

The two main operations were : Symposium on European Studies sponsored by the Japanese Association for the International Political Sciences; Visits of a high official to five Universities in Tokyo and Kyoto, with lectures.

5. Okinawa Expo

In connection with the European Day in Okinawa, a reception was held in the presence of Vice-President Scarascia Mugnozza in the offices of the Delegation in Tokyo. It was attended by some five hundred people, belonging to government, public administration, diplomatic corps, universities, mass media and economic fields. The reception, that also marked the opening of the Delegation in Tokyo, proved to be very effective in launching our office.

6. Information Counsellors of Member States

Formal contacts with information counsellors are very frequent. The office is supplying the counsellors with information on EC activities. The information counsellors are very interested in European problems and ready to cooperate with the office.

LATIN AMERICA (SANTIAGO OFFICE) IN 1975

BASIC OBJECTIVES

The appointment in 1975 of a Press and Information Office based in the Delegation in Santiago opened a new phase in the Community's information work in Latin America.

The geographic range and diversity of economic and cultural levels in some twenty developing countries gives the information work of the Santiago Delegation a character distinct from that of other existing Delegations of the Community. A first priority in 1975 was to set up a network of contacts throughout the area. Given the limited means available, this effort was concentrated on the élites of the various countries - in particular: government, civil service and state economic institutions; member State embassies; international organisations notably institutions of regional integration; the media, especially the written press; academic circles; other "special interest" targets such as parliamentary bodies, chambers of commerce, trade unions, the judiciary, cultural institutes, etc.

MAIN ACTIVITIES

1. Contact missions - missions were undertaken in Argentina, Brazil, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Peru, Uruguay and Venezuela, with emphasis on principal multipliers, namely media and embassies of member States.
2. Seminars on the EC generalised tariff preferences - preparatory and on-the-spot information coverage was given to the three seminars held at Quito (Ecuador), Guatemala City (Guatemala), and Asuncion (Paraguay), each of which ended with a press conference.
3. UNIDO Second General Conference - On-the-spot press coverage was provided at the second General Conference at Lima. Mr. Cheysson gave a press conference during his visit.
4. Official visit of Sir Christopher Soames to Latin America - Special Information contacts with the media and various authorities were established

prior and subsequent to the visits of Sir Christopher to Guatemala City, Caracas, Lima, Rio de Janeiro, Brasilia. Special press interviews are arranged.

5. Relations with organisations of regional integration and cooperation

Working relations were strengthened with the press departments of the Andean Group (Lima), SIECA (Guatemala City), ALALC/LAFTA (Montevideo), CEPAL/ECLA (Santiago) and INTAL (Buenos Aires).

6. Relations with Latin American Parliaments - publicity was made for the Second Joint Conference of the European and Latin American Parliaments held at Luxembourg 19-21 nov '75, and help was supplied in the pre-selection of candidates under the European Parliament's new programme of scholarships for young Latin American professionals.

7. Publications - A number of articles were prepared for the Latin American press and a programme of press releases addressed to both general and specialised readerships was inaugurated. Worthy of particular mention was the establishment, under the aegis of member State embassies at Brasilia of a regular Portuguese-language bulletin entitled "Comunidade Europeia" aimed at a readership of some 2.500 persons in Brazil.

III - THE RESOURCES DEPLOYED

VISITS DIVISION*

The briefing visits programme in 1975, was able to provide greater information than in the past on important matters such as renegotiation with the United Kingdom, the use of Community financial instruments, development policy following the Lomé Convention, the evolution of the European Parliament and the stage-by-stage transformation of the European Community into a political union, as a result of the growing concertation of the Nine. The number of briefing visits increased, with 644 groups, totalling 17.887 visitors, as compared with the previous years 527 groups, totalling 15.271 visitors; the number of individual visits also rose, from 62 to 175.

1. MEMBER STATES: MAIN CIRCLES CONCERNED

As far as results are concerned, the UK members of the Commission state that briefing visits arranged in liaison with the London Office and the British European Movement, made an outstanding contribution to the success of the referendum campaign. In five months, the Visits Division, working with other appropriate departments in the Commission, managed to organize meetings in Brussels for 108 groups, representing 2.195 "opinion creators" from the United Kingdom, plus several dozen individual visitors, in addition to their work of receiving visitors from other countries.

The growing number of delegations from national Parliaments and political parties (74), and of regional and local representatives seeking direct contact with the Commission in Brussels last year, bears witness to the effectiveness of this type of grass-roots information, as well as to the interest which Community activities arouse.

Special attention was paid to visits organized for Parliamentary Committees or groups of national Parliamentarians (25 visits).

65 groups of journalists, another priority area, visited the Commission with the assistance of the Spokesmen's Group. Five groups of journalists specializing in transport matters were invited to come in the course of a special campaign to provide information enabling the press in the member countries to establish the progress made in working out a common transport policy.

Another interesting development in this field was the growing number of visits organized for Schools of Journalism, particularly in France and Germany.

* Including the Robert Schuman Information Centre, but not the 167 groups, totalling 7 955 visitors, who went to Luxembourg.

Finally, the visit organized for Canadian press correspondents in Paris was the starting point for a major operation to make direct contact with international press correspondents in the capitals of the member countries.

2. NON-MEMBER COUNTRIES: ROUGHLY 30% OF VISITS

Since 70% of all briefing visits were made by groups from Community countries, the other 30% obviously had to come from non-member countries.

The Lomé Convention provided an opportunity for enlarging upon the theme of development, not only with groups of visitors from the former associated countries but also with visitors from Commonwealth countries.

Special endeavours were devoted to work with Latin America, Greece following the reintroduction of democratic liberties and the opening of the Athens Office, and Turkey, following the opening of the Ankara Office. 1975 was also the year of the first visit by a group from post-revolutionary Portugal.

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We tried where possible to replace straight talks by discussion and debate. This change has been welcomed by most groups, particularly by politicians, unionists, teachers and journalists.

PUBLICATIONS DIVISION IN 1975

Publications policy is worked out with the Information Offices, which handle much of the actual work. The work of the Publications Division dealt with here therefore concerns both the issuing of publications and its coordinating activity.

1. BASIC BOOKLETS

Two basic booklets were published in 1975 - "The Community: The Facts", which is addressed to the complete layman, and "How the European Community Institutions work", which is addressed to a better informed public.

The first was put out in an edition of 616.000 (464.000 for Community countries and 152.000 for elsewhere) and the second in 240.000 copies (220.000 and 34.000).

2. THE NEW EUROPEAN DOCUMENTATION SERIES

In 1975 the new series of European Documentation got under way. Booklets in the general series deal with the main Community policies, and in the specific series, designed for teachers or trade unions, with subjects which are likely to be of more interest to them: Education of migrant workers' children; 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 aim of the European Documentation series, the texts of which are prepared in close consultation with the appropriate Commission departments, is to provide a kind of popular encyclopedia of Community policies.

To check the effectiveness of European Documentation, 34.500 addressees were surveyed last year. Roughly half of those asked wrote back saying that they would like to continue receiving the series on a regular basis.

3. MONTHLY MAGAZINES

The monthly magazines, which appeared eleven times in nine languages (total circulation per issue: 235.000) endeavoured to concentrate on the highlights of Community news. The views of the Commission and of the Community were set out in common articles carried by all of them.

An efficiency control on the German magazine carried out by two specialist agencies was completed and the magazine has been completely redesigned this year.

4. OTHER ACTIVITIES

The Publications Division has been working with the Information Offices in order to publicise the Commission's main publications (reports, inquiries, studies).

Contacts have been made with independent publishers who will be taking over some of DG X's publication work. It has been agreed for instance, that two publishing houses will publish all or part of "Europe in maps" (a set of maps with explanatory Texts).

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AUDIO VISUAL DIVISION IN 1975

The Commissions's policy being to arouse interest in Community activities on the part of the general public, the Audio-visual Division singled out television and radio for special attention, although other areas, traditional (film and photos) or new (video-cassettes), were not neglected.

Serious endeavours were made to work out more efficient and better coordinated programmes especially by acquiring colour television recording equipment and appointing a member of the staff of each Information Office to take charge of audio-visual matters.

1. TELEVISION

There are two main points to be made here. Firstly, working relationships were established with television centres and producers. The result has been a major increase in the number of requests for interviews or other services received from producers and correspondents, notably at the time of the United Kingdom's referendum. Moreover, contacts with the European Broadcasting Union have been reactivated and plans for future cooperation are being worked out.

The second point is to have bought and installed basic technical equipment for colour-television recording in its studio.

Otherwise, a number of new technical services have been developed:

- Stock shots: 57 requests for filmed sequences from the historical archives were received.
- Unedited film sequences: this new possibility was tried out on the Tindemans Report. Three stations (London Weekend, BRT and ARD) used the sequences immediately; a number of others requested them for future use.
- Film productions: 79 flashes, films and stock shots were produced either in response to requests from outside or for the Division's own purposes. Although the Division itself does not produce films for television centres, it did respond to a number of specific requests:
 - TV flashes: 16 flashes of between two and four minutes were produced, ten of them for a German distributor supplying 55 TV centres in 45 countries. The others were for the Ivory Coast TV (which retransmitted three of them by satellite throughout Africa or passed them on to various African Embassies and institutions).
- Films:
 - * LOME (28') - an analysis of the ACP Agreement distributed in 52 countries;
 - * COLEAMA (16'), a film promoting tropical fruits from the AASM, distributed at the expense of European fruit importers in 21 copies (15 in French and 6 in German).

Technical and financial support was also given to the following:
BEATRICE (25th anniversary of the Schuman plan); L'EUROPE DES FRONTIERES;
LES ALPES; EUROPAS 10er STAAT (migrant workers); I NOVE CAVALIERI (pilot run of a cartoon serial for young people).

2. RADIO

The main activities here were:

- * stepping up personal contacts with radio producers, particularly in local radio;
- * providing technical support and other services to accredited and passing correspondents.

- Euradio: the main method of attaining the first objective was the monthly publication of Euradio, which deals with the specific interests of local and regional stations. Eleven issues of the French and English editions appeared from January 1975 onwards; the German edition was launched in April and seven issues appeared. In response to considerable demand, an Italian edition will be published in 1976.

In addition to Euradio, information is given by telex and telephone, and freelance radio journalists frequently use it.

- Broadcasting: the radio studio is used not only for producing and broadcasting the Division's own programmes but is also used by accredited journalists. A total of 653 broadcasts were made, nearly half of them (316) for German stations.
- Production: most of the radio programmes produced here were items such as news commentaries, interviews, features and recorded debates for the African Office which supplies African ACP countries which have no correspondent in Brussels. 254 such items were produced, 51 of them in English. They were supplied to Radio-France Coopération (which has a twice-daily half hour of news on local African radio), Deutsche-Welle at Cologne (which retransmits from Kigali in Rwanda for Africa) and Wereld-Omroep Hilversu.

3. FILMS

- Distribution: Most of the material filmed, produced or distributed was primarily for use by television. But a number of films were distributed to cinemas. Contracts were concluded with distribution agencies in the nine Community countries for distribution through non-commercial channels (clubs, parties, youth clubs), and, as our control slips show, films distributed through these agencies had 4.000 showings with a total of 350.000 viewers. The film "Europe en march" was distributed via the commercial circuit in France and over 50 copies of the film "Lomé" were distributed in Community countries; 46 copies were sent to ACP governments.

4. VIDEO-CASSETTES AND SLIDE SEQUENCES

The division also produces and distributes video cassettes (films recorded on magnetic tape) and slide sequences (with soundtrack). Twelve TV flashes were translated into German, recorded and converted into video cassettes by the Schuman Reception Centre. In addition, two seven-language audio-visual sequences on cassette (giving 14 versions altogether) were produced for the trade unions. Sequences of 48 slides were also prepared in several languages.

5. PHOTOS

- Production: the photographic library produced report sequences averaging 12 photos each on 163 subjects: visits to the Commission, Council meetings, accreditation ceremonies, etc.
- Distribution: The photographic library distributed 11.500 black and white photographs to agencies, periodicals and Commission offices, and 46.078 slides to TV centres, newspapers, magazines, schools and the outside offices.

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EXHIBITIONS DIVISION IN 1975

The general approach to exhibitions is that in the Member States we only take part in major industrial or commercial fairs where there are specific reasons for taking an interest, whereas participation in events in non-member countries is decided on in line with the Community's external relations priorities.

1. MEMBER STATES

Grüne Woche 1975 (Berlin, 24 January to 2 February): in view of the special position of Berlin, the Community participated in the Grüne Woche, regarded as the most important event in Berlin.

The fair was inaugurated by the German Minister of Agriculture, accompanied by Dr. Hillery, Mr. Lardinois and Mr. Brunner from the Commission. The Community stand, which dealt primarily with consumer and environmental protection, covered 450 m² and received some 400.000 visitors.

Two films - Verbraucher in Europa, and Industrie und Gesellschaft - were on permanent show in video-cassette form. Widely varying documentation (some 70.000 booklets, and handouts) and a sticker stating "Für bessere Lebensqualität", produced in 30.000 copies for this event, were distributed among the public.

Other projects

Decoration of the Schuman underground station in Brussels: a new series of wall panels on the Community was prepared, and then installed.

Posters: as one means of reaching the general public, a poster on the theme of "The European Community: a better quality of life", was prepared in five languages and 25.000 copies for the offices in Member States.

2. NON-MEMBER COUNTRIES

- Casablanca International Fair (24 April to 11 May): The Community stand covered 270 m² and 40.000 handouts were distributed. One of the most important events here was Mr. Scarascia Mugnozza's press conference and a lecture, with debate on cooperation between Morocco and the European Community.
- Exhibitions in Greece:
 - Thessalonica International Fair (31 August to 14 September): the 100m² stand was visited by some 200.000 people and an assortment of 30.000 handouts distributed; there was widespread radio and television coverage, particularly when Vice-President Scarascia Mugnozza gave a press conference on European Day.
 - European Week in Athens (22 to 28 September): The stand was then taken from Thessalonica to Athens, where it was open to the public for one week, and received some 10.000 visitors.
 - European Week in Patras (15 to 19 October): the exhibition was subsequently set up in Patras, where it was operated jointly with the local Chamber of Commerce.

International Oceanography Exhibition in Okinawa (where the Community was represented):

As the Commission's policy is to take part in universal or international exhibitions of general interest, it had a stand of 500 m² at the Okinawa International Oceanography Exhibition from 19 July to 18 January 1976; the theme was "The Sea and its Future". As this stand the public could learn the origins of the Community and its Member States' links with the sea through out history; the Community's objects and main achievements; its relations with Japan; its policy on fisheries, the environment and energy, and the resources to be obtained from the sea in the future.

Apart from a large number of political and economic personalities from Japan and elsewhere, around half a million visitors saw the stand during the six month period of the exhibition and more than 400.000 publications and 200.000 stickers were distributed.

At the European Day, the Community was represented by Commission Vice-President Scarascia Mugnozza. The fact that the Community was represented at the exhibition provided good publicity support for the opening of a Community Delegation and Information Office in Tokyo.

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