

# COMMISSION OF THE EUROPEAN COMMUNITIES

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IMPLEMENTATION OF COMMISSION'S 1977 INFORMATION PROGRAMME  
FOR THE DIRECT ELECTIONS TO THE EUROPEAN PARLIAMENT

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(COMMISSION STAFF PAPER)

WORKING PAPER

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Implementation of Commission's 1977 Information Programme  
for the direct elections to the European Parliament

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1. A special appropriation of 1 million u.s. dollars to finance an information programme concerning direct elections was written into the Commission's 1977 budget. The programme was proposed by the Commission and adopted by Parliament on 12 May 1977.

2. It was specified in the programme that it was only a preparation for the campaigns to be mounted at the time of the elections and that, bearing in mind the relatively slender resources, this special 1977 direct elections programme would be directed more particularly towards opinion-leaders.

The programme therefore focused on two main areas :

- (i) providing the news media - the press, radio and television - with appropriate material and services, and
- (ii) briefing opinion-leaders in political organisations, trade unions, university associations, women's organisations, farmers' associations, etc...

3. The programme has been carried out satisfactorily, despite the fact that the time left in 1977 to carry it through was cut short by several months because of the procedure followed which meant that the necessary funds were not available at the beginning of the year.

In practical terms, the programme comprised four major elements :

- (i) the media;
- (ii) information and guidance for opinion-leaders;
- (iii) documentary and information material;
- (iv) contributions to programmes of outside bodies.

The media

4. Links with radio and television stations were considerably expanded, in particular by :

- (i) close cooperation with the European Broadcasting Union, which set up two working parties to prepare for the elections; representatives of the appropriate Parliament and Commission departments took part as observers in their meetings;
- (ii) collaboration with a group of radio stations which are proposing to set up a Radio Europe network for the elections.

Several working meetings were arranged to discuss these projects and were attended by some forty people representing sixteen radio and television stations in all nine Community countries.

5. Radio and television stations made more extensive use of our studios, and we provided more technical assistance by supplying services, news items, documentary film, sound recordings and photographs.

6. Contributions were made to the production of television broadcasts, including a series of fourteen programmes by the BRT and a film for television entitled "Dies ist dein Europa" prepared by the Bundeskomitee Europawahl and Europa Union Deutschland.

7. As regards the press, besides more active links with the regional and specialised press, a special effort was made for the trade unions by organising six information meetings in Brussels for trade union journalists, and by compiling a series of information sheets for magazines, bulletins and other trade union publications, both national and regional.

The cost of all these operations was 80 993 u.a

Information for opinion-leaders

8. This type of action was undertaken directly by Commission departments, which organised their own meetings and seminars at national or Community level. Briefing seminars were run in each member country for organisers belonging to political, social and cultural organisations.

9. In Belgium, some fifty briefing sessions were run for leaders of such bodies as the Council of European Municipalities, the European Movement, Les Maisons de l'Europe and training and research centres of political movements.

10. In Denmark, two 2-full day seminars were attended by 80 organisers; two more specialised one-day meetings were attended each by 25 speakers and discussion leaders for a more thorough briefing.

11. In Germany, with the assistance of the Europäische Bildungs-und Aktionsgemeinschaft e.V (E.B.A.G), some 150 briefing sessions were organised; four residential seminars were held with the "Europa Hauser", and a series of seminars was run in conjunction with "Arbeit und Leben" and foundations such as the Friedrich-Ebert-Stiftung, the Jakob-Kaiser-Stiftung and the Friedrich Naumann Stiftung.

12. In France, twelve information seminars for an average of forty persons - speakers and organisers - were arranged for regional and local government officers, young party leaders, trade unionists and teachers; some of the seminars were arranged in conjunction with the International Centre for European Training (CIFE).

13. In Ireland, the information programme was a joint effort with the European Movement; some forty lecturers representing various socio-economic circles were involved.

14. In Italy, ten residential seminars were organised; they were attended by nearly 550 persons from among leaders of the European Movement, the 'Associazione Nazionale Giovani Agricoltori', the 'Associazione Internazionale Gioventu Europea' and the Council of European Municipalities.

15. In Luxembourg, five information seminars were organised with the 'Maison de l'Europe', the 'Conseil national des Femmes' and the Chamber of Commerce, and a series of informative meetings was arranged directly for speakers from the teaching profession and the civil service.

16. In the Netherlands, the National Committee for the European Elections organised three weekend seminars with the Commission for mayors, secondary-school teachers and leaders of women's organisations; each seminar was attended by about 40 people.

17. In the United Kingdom, nine briefing seminars were organised in London and the provinces, each of these one-day events being attended by 40 to 80 people. They were arranged with the National and Local Government Officers Association, the National Council of Social Service, St Martin's College - Lancaster, the London International Press Centre and the Northern Ireland Polytechnic.

18. In Brussels, ten more intensive seminars were organised over the latter part of the year. These events were attended by a total of 175 people from most of the Community countries. The total appropriations allocated for these centralised and decentralised seminars, the number and size of which was larger than originally anticipated, was 233 920 u.a

### Documentary material

19. To facilitate the work of opinion-leaders, the Commission, in response to numerous requests, prepared both audio-visual and printed material.

At centralised level, instead of the two publications originally planned (a basic booklet and a popular booklet), a single basic brochure was prepared (64 pages, 6 languages, 400 000 copies) to meet the needs of opinion-leaders more effectively. It will be published in May.

On the audio-visual side, a set of slides was produced and widely circulated covering Eurobarometer n° 7 'Direct Elections!'. Three more sets of slides on the history of the Community, Community policies and the institutions are being prepared.

The two short feature films originally planned were combined into one 16 and 35 mm production entitled 'Europe, yesterday, today and tomorrow' intended for cinemas, television and social and cultural centres. This film, in six language versions, is expected to be available in July.

At national level, documentation material was assembled for lecturers; popular booklets were published and certain booklets likely to be in demand in view of the elections were updated and reprinted.

All of this material, both printed and audio-visual, already produced or being prepared at Community or national level, represents an expenditure of roughly 277.800 u.a

### Contributions to outside bodies

20. The Commission contributed to information programmes on the Community developed by movements particularly concerned with European integration and to projects mounted with the support of the universities and, in particular, institutes and centres or associations for European studies at both national and European level. Here the Commission maintained

close links with the national committees responsible for ensuring effective coordination between projects carried out by various organisations.

In selecting these programmes or projects, the Commission was guided by the following criteria : detailed programmes, political balance, impact on public opinion, multiplier effect and how much the movement or body concerned was itself putting into the programme.

In implementing programmes qualifying for a financial contribution, the Commission carefully monitored the contributions so as to be sure that they were actually spent in connection with the elections.

These contributions represented an outlay of 320 000 u.a

21. Eurobarometer n° 7, put out by the Commission in July 1977, was predominantly a survey on the attitude of Europeans to the direct elections; it was extensively used as the basis for a large number of broadcasts and articles - funds used : 40 000 u.a.

Summary of expenditure

22. - Projects for the media	80 993 u.a
- Briefing of opinion-leaders	233 920 u.a
- Printed and audio-visual matter	277 800 u.a
- Contributions to organisations	320 000 u.a
- Opinion polls	40 000 u.a
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	952 713 u.a

Projects for the media

Radio and television

- Meetings for radio and television producers
- Archive material; supply of photographs, films, sound recordings

- Co-production and assistance

- . BRT, fourteen broadcasts

- . Production of film :

- 'Dies ist dein Europa'

52 840 u.a

Press and specialised publications

- Seven meetings with editors of the trade union press
- Assistance in compiling information sheets for the trade union press

28 153 u.a

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80 993 u.a



Briefing for opinion-leadersDecentralisedBelgium

- Organisation of ten campaigns in conjunction with Belgian Council of the European Movement
  - Briefing sessions and participation in information campaigns
- 16 400 u.a

Denmark

- Two seminars (for group of speakers)
  - Two lectures (for group of speakers)
- 8 700 u.a

Germany

- Seminars in liaison with :  
Jacob-Kaiser-Stiftung  
Friedrich-Ebert-Stiftung  
Arbeit und Leben Stiftung
  - Information seminar with :  
Europa Hauser and Europa Akademien
  - Organisation of 150 presentations and lectures in conjunction with Europäische Bildungs-und Aktionsgemeinschaft (EBAG)
- 40 000 u.a

France

- Organisation of and participation in twelve briefing sessions with :  
International Centre for European Training  
Association 'Culture et Liberté'  
Jeunesse fédéraliste européenne  
European Federalist Movement  
Institut d'Education permanente Léo Lagrange
- 29 080 u.a

Ireland

- Organisation of training courses with European Movement and Irish Management Institute 7 920 u.a

Italy

- Organisation of and participation in ten seminars :
    - Council of the European Movement
    - Council of European Municipalities
    - Italian Women's Centre
    - A. de Gaspari Centre
    - Associazione Internazionale Gioventu Europea
    - Associazione nazionale Giovani agricoltori
- 38 000 u.a

Luxembourg

- Sixteen seminars and one-day sessions for political groups, civil servants, teachers, lawyers, the consumers' union, women's movements 5 000 u.a

Netherlands

- Organisation of three seminars in Liaison with Council of European Municipalities
- Organisation of series of one-day briefing sessions with National Committee for European Elections 18 000 u.a

United Kingdom

- Organisation of nine seminars and one-day sessions, with :	
Northern Ireland Polytechnic	
National and Local Government Officers Association	
National Council of Social Service	
St Martin's College - Lancaster	
Centre for Industrial Aid	
Council of Voluntary Services, Swansea	
Glamorgan County Council	
National Union of Townswomen's Guilds	
Seminars for journalists	31 620 u.a
TOTAL FOR DECENTRALISED ACTIVITY :	194 720 u.a

Briefing for opinion-leadersCentralised

- Organisation of ten two-day seminars for some 175 persons in all	39 200 u.a
GRAND TOTAL	: 233 920 u.a

Documentary material and literaturePrinted matter1. Centralised

Basic booklet (64 pages, six languages,  
40 000 copies)

80 000 u.a

2. DecentralisedBelgium

Contribution to publication

'Un Parlement européen, pour quoi  
faire

2 540 u.a

Denmark

Compilation of documentary material for  
lecturers (66 subjects discussed)

Accessories for meetings (badges, ball  
pens, stickers)

12 720 u.a

Germany

Contribution to publication 'Europa Wahl 78'

Publication 'Zahlen, Fakten, Argumente'

Purchase of publication for distribution

24 420 u.a

France

Preparation of folder

Publicity for existing publications 10 243 u.a

Italy

Printing of poster-cum-folder (300 000 copies) 24 660 u.a

Luxembourg

Special number of monthly bulletin on

European Parliament 1 800 u.a

Netherlands

Reprinting of three existing brochures :

De Geschiedenis van de Europese Eenwording (22 500 copies)

Eerlijk moeten we alles delen (22 500 copies)

Daarom Europa (22 500 copies) 3 940 u.a

United KingdomUpdating and reprinting of certain existing  
booklets :

Uniting Europe (30 000 copies)

Europe at a glance (150 000 copies)

Finding out about Europe (30 000 copies)

Food for Europe (50 000 copies) 24 620 u.a

Audio-Visual1. Centralised

Slide programme :

History of the Community

European policies

How the institutions work

Eurobarometer n° 7

22 200 u.a

Production of twenty-minute 16 and 35 mm film :

'Europe yesterday, today and tomorrow'

60 840 u.a

2. DecentralisedFrance

Updating of audio-visual programme

'Le monde change,voici l'Europe'

9 817 u.a

TOTAL FOR DOCUMENTARY MATERIAL AND LITERATURE :

277 800 u.a

Summary of financial contributions to programmes of outside bodies

I. EUROPEAN BODIES

1. Council of European Municipalities
2. International European Movement
  - Union of European Federalists
  - European Federalist Youth
3. International Centre for European Training
4. European Trade Union Confederation (ETUC)
5. Réalités européennes du présent
6. Liberal Movement for a United Europe
7. European Left
8. Robert Schuman Foundation

Total sum contributed by Commission	:	91 990 u.a
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II NATIONAL BODIES

1. Belgium

National Committee for Direct Elections	Bfrs	550 000
<u>Commission contribution</u>	:	11 000 u.a

2. Denmark

Europaeisk Samling	Dkr	70 464
<u>Commission contribution</u>	:	9 400 u.a

3. Germany

German Council of the European Movement		
European Elections Committee	DM	120 000
<u>Commission contribution</u>	:	33 000 u.a

4. France

European Movement (French section)

Association française d'étude pour l'Union  
européenne (AFEUR)

Association française des Anciens Combattants

Jeunes Equipes internationales (JEI)

Institut d'Education permanente Léo Lagrange

FF 188 400

Commission contribution

: 33 912 u.a

5. Ireland

Irish Council of the European Movement

£ 3 576

Commission contribution

: 8 784 u.a

6. Italy

Italian Council of the European Movement

Lit.

European Federalist Movement (Italian section)

24.375 000

Total Commission contribution

39 000 u.a

7. Luxembourg

European Movement (Luxembourg section)

Lfrs 140 000

Commission contribution

: 2 800 u.a

8. Netherlands

National Committee for Direct Elections

'Politiek jongeren contact'

FL 43 400

Commission contribution

11 987 u.a



9. United Kingdom

European Movement (British section)

Federal Trust

European League for Economic Cooperation £ 22 040

Commission contribution : 52 880 u.aTotal Commission contribution to national bodies (II) :  
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202 781 u.aIII. CONTRIBUTIONS TO UNIVERSITIESTotal Commission contribution (III) :  
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24 956 u.aGRAND TOTAL I + II + III : 319 727 u.a

Opinion polls

Eurobarometre No 7

: 40.000 u.a.