

Agenda of the 21st IPI General Assembly, June 5 to June 8, 1972

Monday, June 5

- Residenz, Herkulesaal
- 10.00 Official opening of the IPI General Assembly
Chairman: Alfred Neven DuMont, Chairman of the German IPI Committee
Speakers: Alfred Neven DuMont; Miss Aw Sian, Chairman of the IPI Executive Board
Addresses: Minister President of Bavaria Alfons Goppel
- 14.15 Akademie der Wissenschaften, Plenarsaal
Institute Affairs
- 14.30 Press Room: Restricted Meeting Round-table conference by specialists on advanced journalism training, in particular in developing countries
Chairman: P. P. Singh, Panjab University, India

News coverage and editorial policy making in commercial broadcasting and in systems run or controlled by government
Speakers: Pierre Desgraupes, O. R. T. F., France; Takashi Kimura, Mainichi Broadcasting System, Japan; David Nicholas, Independent Television News, Great Britain; Franz Wördemann, Westdeutscher Rundfunk, Germany

- 17.15 Akademie der Wissenschaften, Plenarsaal
What can be done to secure press freedom in developing countries?
Chairman: L. K. Jakande, Nigerian Tribune, Nigeria
Speakers: Paul M. G. Levy, University of Louvain, Belgium; Bahram Shahrokh, Post-e-Teheran, Iran
- 20.00 Old Townhall (Altes Rathaus)
Reception
Host: The City Munich
Address: Mr. Vogel, Mayor of Munich
Reply: Barry Bingham, Courier-Journal, USA

sation Committee, Germany
Kurt H. Srimz, Austria Presse Agentur, Austria
Heikki Tikkanen, Helsingin Sanomat, Finland

- 10.30 Can staff participation help a newspaper to survive and prosper?
Chairman: Paul Ringler, The Milwaukee Journal, USA
Speakers: Shinichiro Kudo, The Mainichi Newspapers, Japan
Georges-Henri Martin, Tribune de Genève, Switzerland
Alfred Neven DuMont, Kölner Stadt-Anzeiger, Germany
Jean Schwoebel, Le Monde, France
- 14.45 Akademie der Wissenschaften, Plenarsaal
Three reports: Our fight for press freedom
Chairman: Abdi Ipekçi, Milliyet, Turkey
Speakers: Christos Lambrakis, To Vima, Greece
Ngô Công Duc, Tin Sang, South Viet Nam
Rafael Calvo Serer, Spain
Hernan Cubillos, El Mercurio, Chile

Tuesday, June 6

- 09.30 Akademie der Wissenschaften, Plenarsaal
Are press concentration and monopoly threats to editorial independence?
Chairman: Robert Décout, La Voix du Nord, France
Speakers: Hans Heigert, Süddeutsche Zeitung, Germany; Günther Nennung, Neues Forum, Austria; Allen H. Neuharth, Gannett Newspapers, USA
- 15.00 Akademie der Wissenschaften, Plenarsaal

Wednesday, June 7

- 09.00 Akademie der Wissenschaften, Plenarsaal
Sports reporting and World policy
Speakers: Willi Daume, President of the German Olympic Organi-

Thursday, June 8

- 15.00 Akademie der Wissenschaften Meeting of the IPI Executive Board
- 18.00 Press Conference

French Press crisis (cont.)

be given only for editorial pages and not for advertising pages (which are already a source of income).

● This subsidy should be in inverse ratio to the volume (or value) of advertising, so that the distorting factor of advertising should be, to some extent, corrected.

We hope that our first demand will be granted and that the subsidy will be calculated per copy and not by weight. This is very important, for it would mean a radical change from the present arrangement, where the subsidy is in direct ratio to the amount of newsprint used. And this would be a practical gesture in favour of newspapers which have little advertising, that is, in favour of a multiple press.

But the second demand would make it possible to tackle the root cause of the problem. Since it is the enormous disparity between advertising sales which encourage concentration and monopoly it is this disparity which must be corrected. Not

in a ruthless way, as in Sweden where the papers which attract the most advertising are simply refused all state aid, but by allowing this aid to be distributed in inverse ratio to what is the main factor in the process of concentration—advertising.

So there might be a subsidy per copy varying from 1 for newspapers without any advertising to 0 for those which reached the upper limit of advertising volume defined

Munich Assembly panel subject:

Are Press concentration and monopoly threats to editorial independence?

by the postal authorities (66 per cent). It would even be possible to make the effects of this measure even more advantageous to medium-circulation papers by limiting the subsidy to 100,000 copies per issue.

There is no doubt that the government must make a decision to protect an essential liberty and right: free-

dom of expression and the right to be informed.

It must do this because the press, and particularly the daily press, provides a type of "public service" which is indispensable in a democratic society.

It can do so by using legislative measures which would be free of any suspicion of ideological or political discrimination and based on objective and strict factual criteria.

The other measures relate to: *postal charges* (the introduction of a preferential charge for papers which weigh less—and therefore include less advertising); *distribution co-operatives* (revision in the scale of charges for low-weight newspapers); *tax concessions* (concessions on refunds of VAT and payroll tax to be recalculated on the basis of the paper with the biggest refunds); *television advertising* (to be proportional to press publicity); and *cover price of daily papers* (standard basic price to be calculated on the basis of a percentage of "normal" advertising).