

FREE PRESS

PUBLICATIONS

- **Special Offer for £1.50**
Labour Daily? Ins and outs of a new Labour daily Normally £1.50 (PLUS)
REJOICE! The Media and the Falklands Normally 80p
- **The Secrets File** by Des Wilson (CFOI) Heinemann £4.95 CPBF price £3.95
- **Television Mythologies** Comedia/CPBF special price £3.25
- **People Against the Press** £7.95. CPBF price £3.95
- **It Ain't Half Racist, Mum.** The book: £2.25 The video: £35 (VHS), £45 (Umatic), £15 (hire)
- **Making News.** The 1982 Health dispute. Video: £35 (VHS), £45 (Umatic), £15 (hire)
- **Why Their News is Bad News** Video: £35 (VHS), £45 (Umatic), £15 (hire)
- **Ireland: The Propaganda War** by Liz Curtis. Pluto Press, CPBF price £4.25

● **WHY NOT SEND FOR OUR FULL PUBLICATIONS AND VIDEO MAIL ORDER LIST?** Lots of bargain offers.

JOIN US

Individual Membership £6 p.a.
Unwaged £2 p.a.

Affiliation by organisations:
Less than 1,000 members £10 p.a.
1,000-10,000 members £20 p.a.
10,000-50,000 members £50 p.a.
50,000-100,000 members £100 p.a.
Over 100,000 members £250 p.a.

(We would like to join the CPBF,

and enclose £.....)

Name S.....

Organisation:
(if applicable)

Secretary
(if different from above)

Address

Postcode Tel

Where did you obtain your copy of FREE PRESS?

Fill in & send off with your cheque or
P/O to: CPBF,
9 Poland St, London W1 3DG

CAMPAIGN DIARY

Gala night in the North-West

Plans are underway for a celebrity fundraising revue in Manchester next year.

Taking the theme of Media freedom, it is hoped that the event will match the success of such hilarious extravaganzas as The Secret Policeman's Ball, with a record and video to follow.

Help is needed with all aspects of its organization, especially in marketing and promotion. Members with suggestions, contacts, time or relevant skills should contact NW CPBF, 135 Corn Exchange Building, Hanging Ditch, Manchester M4 3BN (Tel 061 832 6991).

New research starts

The Campaign is to undertake a new research programme over the next nine months, with assistance from a GLC grant. Priorities include media sexism and racism, the media treatment of lesbians and gay men, and the way the media treat people with disabilities.

And the Campaign has a new researcher, selected from over 150 applicants. Julianne Dickey has worked for many years with groups struggling against media sexism. She helped found the Women's Media Action Group, and has experience of working with video.

A detailed research programme is being drawn up, and members are encouraged to contact Julianne if they have experiences or examples of misrepresentation which might assist her in this work.

One further exciting prospect is the production of a new CPBF video on media sexism.

Offers of help with any aspect of this work to Julianne at the Campaign Office.

M.E.N. ONLY

The Campaign's North-West Women's group has been monitoring sexism in the Manchester Evening News.

Their report "Men Only - What the M.E.N. really stands for" examines the way that paper sensationalises violent assaults on women, belittles the women's achievements, and panders to the prurient with "girlie pictures".

It also makes recommendations about how to improve coverage of women's issues.

For more information about the report and future activities, contact Nancy Jaeger on 061 832 6991.

Local radio in Wales

The Bristol Hotel, Penarth Road, Cardiff was the venue for a public meeting on local radio in Wales, organised by the Campaign on Wednesday July 31.

Welsh CPBF members are encouraged to keep in touch with Trevor Jones (0222-396402), 14 Conwy Road, Canton, Cardiff for news of other events.

Media pilloried over GLC coverage

The final touches have now been put to the Campaign's analysis of media treatment of the left-wing administration at London's County Hall over the last four years.

Put together by Patrick Hughes and Mark Hollingsworth it makes a fascinating read - by turns ludicrous and sickening as the media pulled out all the stops to rubbish the GLC and its leadership.

The convenient omissions, the strident antipathy to progressive politics, and the constant character-assassination and personalising of issues provide models of how not to report local politics.

The final irony is that despite all their efforts the media failed to halt the growing popularity of the administration as it changed the face of politics in London, nor to reverse opposition to Tory plans for the abolition of the GLC.

The CPBF cannot afford to publish it yet, but photocopies of the draft are available at £1 each to members. Order through the office.

Campaign sell out!

"Media Hits the Pits" was certainly on target! The Campaign's analysis of the media coverage of the coal dispute is a big hit.

The initial print run of 3,000 is sold out, with many bulk orders from trades union branches and community groups. Now another 2,000 have been printed.

It still cost only £1.50, and is illustrated throughout with photos and a superb set of Ray Lowry cartoons.

So if you haven't got yours yet, send off cheques or postal orders now to the Campaign Office.

A slice of the action?

Ever wanted to do something positive about media bias? Why not come into the Campaign Office, give us a hand with the admin work, and spend a few hours developing your own interests.

Volunteers are always welcome. Ring Lesley or Davy on 01 437 2795.

Youthful images

The Campaign is keen to hear from anyone interested or concerned about the portrayal of youth by the media.

If you have views, ideas or examples contact Davy Jones at the Campaign Office on 01 437 0189.

FREE PRESS is edited by Mike Jempson.

Copy and adverts for FP31 should be in, and preferably typed with double-spacing by September 1st.

Keep the cash coming

The GLC has at last released our grant for the current year. But the Campaign still needs to build for the future.

With an expanding membership and broadening responsibilities, we still need donations on a regular basis.

Can you afford to share some of your income? Send for our Banker's Order Form.

Have you recruited any new members yet? Choose a FREE book from our catalogue with every five you sign up.

Won the pools? Share it with the CPBF.

GLC
funded

FREE PRESS 30p

JOURNAL OF THE CAMPAIGN FOR
PRESS AND BROADCASTING FREEDOM

No. 30 AUGUST 1985



"Soft porn" will no longer appear in the Daily Mirror, but "pretty girls" and animals will continue to be among its sales gimmicks.

Mirror Group deputy chair Robert Edwards made the announcement in response to the Campaign for Real People launched this summer by the NUJ's Equality Council.

The Campaign, backed by the CPBF, the Equal Opportunities Commission and the Commission for Racial Equality, aims to do away with stereotyping in British journalism.

Mr Edwards' announcement came after the Mirror had been congratulated for its positive response to the Campaign - and criticised for still adorning its pages with "pin-ups".

He acknowledged that "crude topless pictures" (sic) were offensive, but denied that pictures of "pretty girls" amounted to soft porn.

Dismissing "the rather anatomical pictures that the Sun and the Star regard as of such commercial importance", Mr Edwards said that refusing to "publish pictures of pretty girls would be a ludicrous act of self-destruction".

Mirror goes ape

BBC faces "the bloodiest industrial battle it has ever seen"

Slashing cuts at the BBC, with basic services farmed out to private contractors and the loss of 4,000 jobs, have caused consternation among the broadcasting unions.

Tony Hearn of the Broadcasting Entertainment Trades Alliance has forecast "the bloodiest industrial battle the BBC has ever seen" if the cuts and restructuring package is implemented.

The first union representatives heard about the plans, devised by BBC governors and senior management without consulting staff, was at a brief meeting on July 17 cut short by a Press Conference to announce them to the public.

Later NUJ Broadcasting Officer and CPBF Nat Cttee member John Foster said: "The BBC is yielding to political pressure either put on it already or likely to be put in it by the outcome of the Peacock Committee."

"These plans reveal significant changes in BBC programme policy in TV and radio, nationally, regionally and locally. They imply a restructuring which will lead to the break up of the Corporation."

He warned that media unions remain totally opposed to privatisation of "the premier broadcasting organisation in Britain."

While independent programme makers may welcome news that the BBC intends to increase its output of "bought in" material from 20 to 150 hours a week, there is grave concern that this will simply lead to rampant competition, with profits overriding considerations of the public interest and an inevitable reduction in wages and conditions.

Set alongside the Home Secretary's plans for private radio stations and the creation of the Cable Authority, the BBC's announcement is the clearest indication yet that the government wants the private sector to determine what should or shouldn't be seen and heard by the British public.

Community Radio - signs of a breakthrough?

On the eve of the Home Secretary's announcement about deregulating Britain's airwaves, exploratory meetings got under way between the Broadcasting Entertainment Trades Alliance and the Community Radio Association.

One firm item on future agendas will be some form of agreement for union sanction of community radio schemes with professionals working alongside volunteers, in non-profit making, democratically controlled local projects.

This could signal the end of traditional hostilities between broadcasting unions and volunteer enthusiasts.

The differing views in this long-running debate are rehearsed in this month's FREE PRESS SUPPLEMENT.

See Centre section

INSIDE: Gays & Channel 4 p3 Racism & local press p5

Power without responsibility

As Marx might have said: "The media are the opium of the people."

The tabloids take people's minds off things that matter onto things that don't. They tell lies, but most of all they select the news, playing up what pleases the millionaire proprietors and playing down or omitting entirely news that is "unhelpful".

An excellent and well-documented analysis and history of how this situation came about has been provided by James Curran and Jean Seaton. I recommend it to all CPBF supporters.

To the original (published in 1981) there have been added three new and valuable chapters, bringing the story up-to-date.

One criticism I would make is that they spend too much time on what is wrong with the media, which most trade union, CND and Labour Party members already know very well, and not enough on what to do about it.

Some CPBF members have urged that each proprietor should not be allowed to own more than one national newspaper.

Unfortunately there are ways of circumventing this, for instance by an owner giving papers to his wife, child or another relative or close business associate.

This book proposes breaking up the mighty press combines by divesting them of some of their papers and encouraging their take-over by former employees.

The authors deal in the final chapter with the statutory right of reply. There is little about the industrial right of reply, exercised with great effect in the last 12 months by the print unions. I can only hope that my own union, the National Union of Journalists, will be ready to take an equally courageous stand against press and broadcasting distortion.

by Frank Allau

Power without Responsibility: The Press and Broadcasting in Britain by James Curran and Jean Seaton University Paperbacks, Methuen, £6.95.

Starters' Orders

The CPBF doesn't feature in "Modern Newspaper Practice".

Small wonder. It is, after all, only "an introduction to all aspects of newspaper journalism and the journalist's world" which "devotes sections to controversial and often neglected issues such as cheque book journalism, bias and distortion, news management, legal restrictions and advertising."

Hardly the concerns of the Campaign.

F.W. Hodgson knows his stuff. What's worrying is that he's passing on so blinkered a view to the starry-eyed hopefuls who will learn much of the basic technical skills of their trade

on NCTJ and in-house courses.

Women don't get much of a look in. Blacks hardly exist. The Press Council emerges with a clean bill of health. And the print unions are censured for censoring the news by stopping the presses.

The weaknesses really show up in the bibliography with no mention of the wealth of critical and progressive literature on the media published in recent years.

There is plenty of good, sound advice and information but don't think you know it all when you've learned it off by heart.

Modern Newspaper Practice by F.W. Hodgson. Heinemann p.b. £8.95



EQUALITY RULES

The Greater London Enterprise Board has produced a snappy and reasonably comprehensive guide to getting rid of discriminatory practices in the workplace.

'Organising for Equality' makes the case for equal opportunities and gives clear information on the law, equal pay, hiring and interviewing staff, training and promotion and sexual and racial harassment.

More subtle, institutional forms of discrimination (often felt most acutely) which stem from the unacknowledged dominance of white, able-bodied, male attitudes in the workplace, are also dealt with.

Cath Jackson's telling cartoons help to underline how far we have to go just to get equality on the agenda.

Perhaps the CPBF should send this booklet around the major media workplaces asking how they match up as employers. Or CPBF members working in the media might like to make their own investigations.

By Lesley Wood

Organising for Equality GLEB, £1

POISONOUS IMAGES

In the Seventies fast food giants MacDonalds massacred and minced five million steers. And cut down 300 square miles of forest each year for napkins and paper plates.

By 1980 they had 20% of the US fast food market, and were spending 300 million dollars a year on advertising.

30 years ago Vance Packard began to unpick the wool being pulled over our eyes by American advertising techniques in "The Hidden Persuaders".

Now William Meyers tells us how they have perfected their winning ways and continue to con us in pursuit of obscene profits - at whatever cost. For them honesty and integrity are simply catchphrases.

Although "The Image-Makers" concentrates on America, the graffiti has long been on our walls.

Watch out. These evil manipulators are after our newspapers, cable networks, satellite TV and deregulated local radio.

MJ

The Image-Makers Secrets of successful advertising by William Meyers Orbis £12.95

Never mind the quality - how much TV do you watch? and what state of mind are you in when you switch on - and off.

More to the point, how much has TV come to influence children, their education and their expectations?

Marie Winn, an American writer for children and parents, has revised her classic study of 1977 to bring us more warnings about the insidious impact of the "goggle-box".

We all watch more TV than ever before, and TV is often the easy way out, for parents and children - like junk food. And it does us as much good.

Inter-personal communication suffers, along with children's reading, writing and imaginative development.

She prescribes abstinence, partial or absolute, especially with Cable in the offing, offering stale diets of yet more mindless rubbish. "The Plug-in Drug" raises issues we would be foolish to ignore.

D.L.

The Plug-in Drug: television, children and the family By Marie Winn Penguin £3.95

Channel 4 betrays gays

By Mark Lilly

When C4 started, its commitment was to minority programming. Meetings in 1982 with senior C4 personnel, which I attended, made it absolutely clear that gay people would finally have coverage to counterbalance the vicious homophobia pumped out by the BBC and ITV. That promise has been betrayed.

Even in the early days, it was clear that producers were getting cold feet about gay programmes.

Although some women and blacks had been appointed to influential positions, gay media workers were, and remain, left out in the cold.

C4 staff were found to just as homophobic as their BBC colleagues - indeed, many had moved across from the BBC.

C4 initially got a very hostile press and Tory backbenchers were incensed about proposals for gay programmes. Public hostility came to a head over the 1983 New Year's Day broadcast of a multi-feature gay programme.

Jeremy Isaacs, C4's chief executive, decided simply to abandon the commitment to cover gay issues properly. After a few months, C4 executives were saying that no promises had ever been given in the first place.

When I appeared on a C4

panel (Dec 1982) discussing minority programming, both the producer, Jane Carter, and the presenter, Gus McDonald, told me that what was required was a general discussion; specific, hard-hitting attacks on media heterosexism should be avoided. Although I ignored this pressure it represented the shape of things to come.

Later, whilst serving on the NCCL's gay rights committee, I asked Paul Madden, commissioning editor for minorities, why C4 had chickened out of its gay coverage.

He made two points. First, the mood of the country was deeply reactionary, broadcasters had to bide their time, etc.

Secondly, there was a new policy; instead of putting gays into a broadcasting ghetto, like Asians and West Indians, the idea was integration.

The idea was terrific, but it was not implemented. The cowardly and preposterous decision of the makers of *Brookside* to follow the other channels' policy on serious soap operas of having exclusively heterosexual fictional characters, is especially damaging.

Apart from being a blatant distortion of reality it misses the opportunity of presenting gays as integral members of society.

Or take the 'Comment' slot,

produced by Fiona Maddocks, whom I spoke to early in March. She ensures that women and black speakers are regularly invited. But in over two years not a single speaker had ever spoken about gay rights!

I expressed my astonishment that a channel supposedly dedicated to minorities should have so signally failed the largest minority of all. She saw no reason for change. Why didn't I write to her?

I wrote, suggesting myself; she declined my offer. By what perverse logic can Maddocks ensure party political balance, and full ethnic and women's representation, yet ignore gays completely?

Religious coverage is further evidence of C4's swift march to the right.

A 1983 poll recorded a current church-going Christian community of about 11% of the population (about the same as the homosexual population). This minority already has, on BBC and ITV, spectacularly disproportionate air and screen time; and here is C4, supposedly designed to cater for those ignored by broadcasters hitherto, adding still more.

Last year, C4's 'Opinions' ran three programmes on alternatives to Victorian morality. Not only were all three contributors heterosexual, but one of them,

Jeffrey Bernard of 'The Spectator' subscribes to an extreme form of homophobia. Another moral forum programme 'Are You Taking the Tablets' (20 June 85) featured Derek Jameson, the ex-editor of "News of the World" and an extreme homophobe.

It is difficult to convey to heterosexual readers the sense of outrage that gay people feel at the fact that these two are given credibility by their appearances. It is as if 'Eastern Eye' suddenly found themselves with Harvey Proctor and Patrick Harrington as presenters.

A major part of the problem stems from the ignorance and hostility of the presenters. A few weeks after my first appearance on 'Right to Reply', Gus Macdonald was making the ludicrous suggestion that the anti-gay lobby should be heard alongside gay activists.

I appeared on 'Right to Reply' again, in 1984. Macdonald introduced my contribution by saying that I wanted C4 to 'have the courage' to put gay people on the screen. This gave the impression that such a thing was risky, daring and courageous - a complete distortion of my point, that C4 itself is distorting reality by excluding gays. There is nothing creditable - certainly not 'courageous' - in putting it right.

FORMAT PHOTOGRAPHERS

A women's collective

PICTURE LIBRARY
&
COMMISSION WORK

01-609 3439

25 Horsell Road, Islington,
London N5 1XL

Miner's classics

Some remarkable books are beginning to appear about the miners' marathon struggle.

Two which capture striking images of the dispute, but in very different media, are "Deep Digs" Pluto's chronicle of cartoons from 28 artists who supported the miners, and a superb collection of photographs by News Line photographers, Kathy and P.J. Arkell, Ray Rising and Sean Smith.

Both books serve as a timely reminder of what the dispute was really about, and how little the media did to inform people.

Deeper Digs: Cartoons of the Miners' Strike Pluto Press £3.50

The Miners' Strike in Pictures New Park £5

GREENWOOD COMMUNICATIONS

Magazine &
brochure
production

404 St John St.,
London EC1
01-278 6965

Editorial,
design,
paste up

Miners' tapes win award - but no airtime

The prestigious Grierson Award for documentary films this year went to six short, sharp videos made in support of the miners' cause.

Produced by ACTT film technicians, film workshops and NUJ members, the campaigning video tapes have been shown up and down the country, but have yet to be shown on mainstream tv networks.

Over 4,000 copies of the tapes, made in collaboration with Kent, S. Wales, Derbyshire, Northumberland, and Yorkshire areas of the NUM, have been distributed so far in Britain alone.

Copies continue to do the rounds in Australia, Belgium, Canada, Denmark,

Greece, Holland, Ireland, Italy, the Netherlands, Sweden, the USA and West Germany, raising a great deal of much-needed cash for mining communities.

Perhaps this is why tv companies have kept them off our screens. The tapes are unambiguously supportive of the miners' point of view.

The tapes were made to redress the bias in media coverage of the coal dispute, to win backing for the miners, and to raise funds for the men, women and children who fought to save their communities.

The Grierson Award goes to films which are innovative, fulfil their intended purpose, and extend the boundaries of documentary form. The Miners' Tapes topped a short-list of 10 selected from over 120 nominated films.

Copies are available from Trade Films of Gateshead and Platform Films of London



Stewart MacKinnon of Trade Films (L) and Chris Reeves of Platform Films receive their award at the BFI.

MEDIA HITS THE PITS
The media and the coal dispute
£1.50
available from CPBF Office

Beyond Redemption?

Though far removed from their subject matter, American-based academics William Hachten and Anthony Gifford have put together carefully researched informative material. They present a clear picture of the grim existence which black people have to live with in apartheid South Africa.

Their introduction includes a damning litany of the hardships faced by the majority population in a very rich country: "impoverished, illiterate, malnourished and politically powerless."

And the South African Press reflects the extent of the conflicts and divisions between black and white people – political, economic and ethnic.

The S. African government views all opposition to apartheid as part of a so-called "total onslaught" of communism against its power and interests.

To combat opposition it has developed a "total strategy" including press censorship, and the imposition of heavy penalties upon those who fail to conform to laws and codes on press reporting.

No sex please – it's Brazilian

In Brazil some film-makers have evaded the military regime's ban on overtly political cinema by subverting the peculiarly Brazilian soft-core 'pornochanchada' genre.

When independent film company Visions took a sideways look at this response to censorship for Channel 4 they ran into a peculiarly British ban.

Any hope that the IBA might take a less censorious line after the non-prosecution of "M15's Official Secrets" and the successful SCUM appeal were smashed after the June banning of "Brazil: Cinema, Sex and the Generals".

Carefully chosen extracts from the films illustrated points made by the directors and critics interviewed. Producer Simon Hartog avoided material he knew could not be shown on British television and slightly amended a couple of extracts after discussion with Paul Bonner of Channel 4.

The IBA didn't follow its normal procedure of asking to see possibly "contentious" material well in advance of transmission.

Sometime on the Wednesday the programme was due to be transmitted, Dermot O'Hagen, Peter Ashforth and another IBA officer viewed the programme and referred it upwards to Director of Television David Glen-cross, who was meeting with the Independent Television Companies Association and couldn't be reached until early evening.

The ban came at around 6.00, just five hours before scheduled transmission.

The following day the director of another item on Visions rang the IBA to complain about the banning of his item along with the alleged "porn". After being given the runaround he ended up with Peter Ashforth, one of the officers responsible.

Mistaking the director for a disappointed Brazilian cinema buff Ashforth launched into a vehement attack on the programme: "you haven't missed anything at all – it's absolute tripe, gratuitously tasteless and offensive from start to finish, just clips from pornographic movies

Zolile Mbali opens a new dossier on the S. African press

The Press and Apartheid Repression and Propaganda in South Africa
C.A. Gifford & W.A. Hachten
Macmillan £24

Even the papers meant to cater for black people are white-owned. This means that there are limits on what may or may not be written about the status quo, even by black staff members and editors.

The closure of the Rand Daily Mail is one example of what can happen to outspoken papers which are too pro-black people in their style and content.

Black people will only be able to publish their views fully when they own the papers they read. But if such publications automatically attract closure, it's a true Catch 22.

The book makes clear how the S. African government has used the media as part of its propaganda apparatus. In the "Muldergate" affair, large sums of public money were used to "win friends and punish enemies in S. Africa and abroad." Cabinet ministers were among those involved, highlighting the extent to which the government values press manipulation as a means of presenting their policies in a more favourable light.

With the press in chains the government appears invincible to those who suffer most. Rumour replaces truth, defeatism is drummed into people generating frustration which can so easily ignite in communal violence.

And when opposition is officially identified as communism or terrorism, the vicious circle is completed by further repression.

The authors chronicle the role of the press and broadcasting in the maintenance of apartheid. Make sure it's in your local library.

John Jennings Appeal

Don't forget that the threat of a libel action still hangs over the head of former CPBF Secretary John Jennings for an article which appeared in Free Press.

The Freedom Association is suing him. Keep sending in the cheques for John's defence campaign. A John Jennings Defence Fund has been set up. Send your donations c/o CPBF, 9 Poland St, W1 3DG.

with no insight into politics at all". So much for balanced, impartial judgment.

As reprehensible as the IBA's slapdash phillistinism was the silence of most of the British press on the ban. Although the story was put out by the Press Association on the Thursday morning not one paper carried the story next day.

It was left to Libération in Paris to break it with a three column feature followed by a full page in Rio's Journal de Brasil.

It wasn't until the following Monday that the serious issues raised by the ban were taken up, first by the Guardian's Media Page, then by the Financial Times, City Limits, the New Statesman, the Listener and Broadcast.

By effectively stifling debate on the subject, the press is, as responsible as the IBA for the fate of the unfortunate Visions.

By JULIAN PETLEY

The Prisoner of Conscience Column will return in FP31



Readers International announces a remarkable series in contemporary world literature. Each hardcover volume, by subscription, is just

£4.50 (Retail prices average £8.50)

Your subscription begins with *I Dreamt the Snow was Burning* by Antonio Skármeta

In the last days of Allende the growing political tension in Santiago fuses with the dreams and evasions of a flea-bitten entertainer and the drive of a cynical young country boy to win at football and lose his virginity. *I Dreamt the Snow was Burning* is hailed by *Le Monde* as "one of the best pieces of committed literature to emerge from Latin America". Published in nearly a dozen European languages, Antonio Skármeta's important novel is at last available in English.

Every other month you receive a new volume in this series. Each is an attractive hardcover edition, many with original woodcuts and illustrations, yours at the series price of £4.50 plus 50p for postage. (Retail prices up to £10). If at any time you wish to cancel, simply notify RI in writing.

Fire from the Ashes, edited by Kenzaburo Oe, collects Japanese stories from the late 1940s to the present showing the deep and abiding effects of Hiroshima and Nagasaki on Japanese society over forty years.

In the witty stories of *My Merry Mornings* Ivan Klima, a popular young writer during the 1968 Prague Spring, chronicles the absurdities and quiet corruption of Czech life today.

Readers like you have already helped launch the works below to critical acclaim as part of RI's unique publishing program:

To Bury Our Fathers, by Sergio Ramirez, Nicaragua's master novelist (Retail price £9.95)

A Cadre School Life: Six Chapters Yang Jiang's moving account of the Chinese Cultural Revolution (Retail price £6.50)

Forthcoming RI selections include fiction by Palestinian, Filipino and Polish writers. Each was initially banned, censored or written in exile. RI is particularly committed to conserving literature in danger.

Please return the coupon right away to receive your first book

READERS INTERNATIONAL
8 Strathay Gardens
London NW3 4NY

Please begin my subscription to RI's new series, beginning with *I Dreamt the Snow was Burning*. Every other month I receive a new hardback, each at the £4.50 subscriber price (+ 50p postage). At any time I may cancel my subscription simply by writing to you.

Name _____

Address _____

Town _____ Postcode _____

☐ my cheque to Readers International for £5.00 enclosed.

SPECIAL SAVINGS: I want to save money, and save RI billing costs, by paying £21.00 plus postage for my first six volumes in your annual series.

☐ I enclose my cheque for £24.00 incl. postage Ref FP30

CPBF receives a generous commission on all subscriptions from this advert.

Challenging racism in the local press

Raising awareness of racism in the way events and issues are covered in all parts of the media remains a crucial task.

The local paper is one place where positive action can take place. It is closer to the community and often feeds the rest of the media with news.

Community groups must take up cudgels with editors who show no respect for their lives and interests, and continue to insist upon accurate and equitable coverage.

By IAN RATHBONE

When confronted by a community group over a biased front page report on a festival for black youth, Hackney Gazette editor Roger Jones said "I accept we were at fault. We slipped up."

The report detailed two minor thefts during the 12-hour "Big, Broad and Massive" festival organised by Hackney Youth in Progress (HYIP) and attended by more than 7,000 black youths from all over London. The paper did not cover the festival itself.

Yet the editor did not see it as an "issue" that the same (March 26) edition had given good coverage, including a large front page picture, to two white-dominated youth festivals attended by only a few hundred.

Jones ignored a letter from HYIP, sent the following day, which asked "Is this all your readership were to hear of the day? This is the image you like to push of Black people, particularly the youth, that of Black criminals."

It also drew attention to the fact that "several hundred police from all over London assembled in the back streets awaiting the opportunity to relive some of the tactics recently practised on the miners and their communities".

He only agreed to meet HYIP representatives a month later, after another letter from Hackney Community Action. It was a meeting I also attended.

HYIP Secretary Ace Kelly was told he was "splitting hairs" when he asked why the editor took note of a large white-led community group but had ignored a black organisation's protests.

Pressed to publish the original HYIP letter, Jones said it was now "all in the past" and claimed that anyway "I thought it was for my eyes only".

His internal investigation revealed that no-one had seen HYIP's notice of the event. It was not recorded in the paper's diary because a reporter had not obtained the festival date.

The reporter had called HYIP's number and heard a recorded message, but apparently failed to leave a request for more information on the answering machine.

So where had the Gazette got its story about the thefts if it had not covered the festival? From police calls on the following Monday, admitted Mr Jones.

Challenged that by obtaining too many stories in this way, Blacks tended to be represented as criminals, the editor claimed that his paper tried to present a "balanced" view. He said the police, among others, presented another view which could be "just as persuasive. Who's to say who is right?"

For the future he suggested, HYIP should write direct to him. "Let's see if we can't go about it in the right way," he said.

It was a far from satisfactory conclusion, given the damage done by the selection and omission of news about the original event.

Meanwhile, Mr Jones has backed away from an earlier commitment given to Hackney Community Action that a "Community Page" should appear in the paper.

He claimed that too few groups had written in, and blamed superficial coverage on lack of staff.

BLACK JOURNALISTS WANTED

The December edition of *FREE PRESS* will have a Supplement devoted to examining racism in the media.

The intention is that editing and production of the Supplement will be under the control of Black journalists.

Contributions are welcomed, and volunteers for the editorial team should contact Mike Jempson, CPBF, 7 Poland St, London WC1 3DG 01 437 0189

ORGANISING FOR EQUALITY



Here, enlivened by Cath Jackson's cartoons, is a straightforward guide to the implementation of an equal opportunities policy.

Workers and management are shown how to look at the composition of a workforce, hiring and interviewing practices, monitoring, training and promotion. Special provisions, such as childcare, job-sharing and the need to respect workers cultural traditions are set out in full.

This is a handbook for all who are serious about introducing into their workplaces real equality of opportunity for women, ethnic minorities and people with disabilities. It can be obtained, at a cost of £1 per copy, from: GLEB Publications, Greater London Enterprise Board, 63-67 Newington Causeway, London SE1 6BD. Tel: 01-403 0300. The GLEB introduces its equal opportunities policy into all of the enterprises it funds.

Greater
London
Enterprise
Board

Australian alternative wavelengths

The debate about community radio in Britain has taken place in something of a vacuum.

Hardly anyone actually heard it (I'll bet Leon Brittan hasn't, anymore than Lord Whitelaw). Mainstream broadcasters are threatened by it, and those arguing for it range from the Adam Smith Institute to the New Left.



Producing a show for the disabled on 2 GLF

Yet community radio has been successfully introduced in many countries, and Australia provides a particularly relevant model.

There a Third Force of 54 "public" radio stations co-exists quite happily with a British-style duopoly. These stations cater for most of the minority interests and tastes you can imagine. They offer a wealth of community information and access for local groups.

Above all they are owned and controlled by their listeners.

There are three categories of station – educational, neighbourhood and special interest (from Christian to classical music).

BEVAN JONES of the National Federation of Community Organisations listens in.

While their actual output blurs these distinctions, they are all non-profitmaking and are funded from a variety of sources – grants, job creation schemes, subscriptions, and fundraising concerts, "radiothons", sale of airtime and sponsorship.

This last is a limited form of advertising which accounts, overall, for only about 16% of station income.

Community radio stations are structured in much the same way as British voluntary organisations and co-operatives. Many employ unionised staff, and nearly all have anti-racist and anti-sexist policies.

Their audiences vary widely, but it is obvious that a 15-minute weekly spot by "The Neasden Friends of the Earth" will get a decent slice of its target audience.

Australia's public broadcasters have proved that the Community Radio Association – which emphatically does not represent the pirates – is not fantasising about a new tier of voluntary-managed, democratically controlled and



Ryde Regional Radio broadcasts from a garage

accountable radio stations.

It is perfectly achievable here without knocking Independent Local radio's finances on the head, and could easily create more jobs.

It will certainly require some form of regulation, although this could be achieved by giving licences only to groups with non-profit corporate structures.

It is worth remembering that the British voluntary sector accounts for a £2,000 million slice of the country's Gross National Product.

Most important of all, community radio can give a voice to the huge range of communities at present denied one.

COMING NEXT

CPBF Women's Groups will produce the next FREE PRESS Supplement on Sexism in the media.

Racism, homophobia and CND are subjects lined up for later Supplements.

Members' comments and suggestions are welcomed.

Provincial Newspapers

nga
1982

and New Technology

National Graphical Association (1982)

63-67 Bromham Road, Bedford. Tel: 51521.

SOLIDARITY

A strong union in the print is in your interest.

In the miners' dispute the NGA closed shop stopped some of the worst smears on the strike being published.

No wonder the employers want to break the NGA closed shop.

Support the NGA dispute at the Wolverhampton Express & Star.



A FREE PRESS COMMUNITY RADIO SUPPLEMENT

Views expressed in this Supplement are not necessarily those of the Campaign for Press and Broadcasting Freedom

Brittan rules the air waves

By JANET WHYATT

Community Radio has arrived. The government is not telling us yet which communities will get their own radio stations, but over 20 pilot schemes are about to be introduced.

The announcement came in a Commons written answer in mid-July with no opportunity for MPs to debate it.

But in an interview for Independent Radio News, Home Secretary Leon Brittan said the experimental stations will not just cover small locations.

"There will also be people broadcasting to a community of interest, such as a particular kind of music."

The Home Secretary said he would be responsible for regulating the output "with a small team of advisers at the Home Office."

The new stations will not be subject to the regulations of the Independent Broadcasting Authority, and they will be expected to pay their own way through advertising at cheap rates.



● The thinking is over for Home Secretary Leon Brittan who has now set out his plans for the future of local broadcasting.

Asked whether this would affect the existing commercial stations, Mr Brittan was emphatic. "These stations are aiming for an entirely different audience, and they will not take listeners or advertisers away from existing stations because they will be doing different things."

At the end of the interview, the IRN reporter expressed his personal concern and pointed out that LBC, Capital and BRMB radio newsrooms are all making journalists redundant.

"The present attacks on the BBC and Independent Local Radio, and moves to deregulate are against the interest of the community and of those who wish for greater public access to the airwaves.

The CPBF believes that there is a need for regulation and any move away from it will lead to commercial exploitation and monopoly ownership.

The Campaign views with concern the government's suggestion for a third tier of small stations and the continuing deregulation of ILR.

The CPBF should campaign instead for greater access and public accountability within the present system, and for the enforcement of a legal framework for broadcasting.

The Campaign believes that present regulations must be improved to make it mandatory to provide news, current affairs and programming which meets the needs of all local communities. //

It was this catch-all motion that prompted heated debate at the CPBF AGM and this supplement.

The National Committee is to re-examine the issue shortly, and Free Press welcomes further contributions to this important debate.

He asked the Home Secretary whether he would care to make a £10 donation to the union's fighting fund. Mr Brittan just laughed.

Laughing with him will be the Conservative MPs who have financial interests in advertising and broadcasting equipment. And those who want to break up British broadcasting into small low-cost units run by volunteers and freelancers, on low pay without a strong trade union organisation.

Community broadcasters who have waited so long for this initiative now have a chance to prove that people's radio can succeed – if they are among the 20 favoured applicants.

The CPBF must monitor this experiment closely. It is an exercise in unregulated commercial broadcasting.

Community radio, at least for the experimental period, exists to make money. We must watch its effect on local and community newspapers and magazines and established radio stations. While we welcome the opening of a new medium, it is no use if it wipes out all the older ones.

There is no censorship like no choice, and there is no greater threat to broadcasting freedom than the concentration of ownership in the hands of a few multi-media moguls.

Every CPBF member should campaign for community radio to be established and funded, so that stations do not need big financial backers, and are accountable to their workers and their listeners.

COAL NOT DOLE

● ● ● is a catalogue of films and videotapes produced by film and video makers in support of the miners during the 1984-85 strike.

Of the 35 productions listed so far, 15 are available for hire and sale on VHS and Umatic.

Also listed in the catalogue are contacts for photographic collections and exhibitions/books/plays and shows.

For further details and orders contact:

The Northern Film and TV Archive

36 Bottle Bank
Gateshead
Tyne and Wear NE8 2AR
Tel: 091 477 3601.

Hypocrisy or Confusion?

At its 1984/5 AGM the CPBF voted against support for community radio.

At the same meeting the Campaign gave its support to the setting up of a left-wing Sunday newspaper. Is this hypocrisy or confusion?

Laura Vincent of the ABS argues that community radio would threaten jobs and conditions in existing radio stations. Yet the proposed Sunday paper would directly undermine jobs in its Fleet Street rivals. Why the double standards?

There is a mythology about "public broadcasting" among the British Left. Local Radio Workshop have refined the arguments into a sophisticated Stalinism.

For them, state ownership and regulation are synonymous with the "public interest". Under the present government with its privatisation policies this argument has a superficial attraction.

The Adam Smith Institute has called for the BBC to be sold off and private broadcasting deregulated. Many ILR contractors already ignore their statutory obligations, and some would be happy to be rid of their "public service" duties. For many deregulation offers the chance to undermine existing pay and conditions.

To LRW and the majority at the CPBF AGM the best policy of the Labour movement is to oppose all change until the state sector can be brought under the Left's control.

Yet the IBA and the BBC are controlled by the Tory government and the white, middle-aged, male

Richard Barbrook of the Community Radio Project takes issue with CPBF policy

and conservative Establishment. The views of ethnic minorities, lesbians and gays, socialists and the working class are systematically ignored, possibly as a result of state ownership and regulation.

Miners during the recent dispute had little enthusiasm for "public service broadcasting". Notts NUM activists even set up their own pirate radio "Voice of Arthur".

Fed up with tokenism in recruitment and the odd late night slot, those who feel abused have taken to direct action. It only costs around £60 to build a transmitter to cover a large city.

The Home Office must now legalise or face confusion on the airwaves. Leon Brittan's sudden enthusiasm for community radio is not a conversion to free speech and human rights - it has been forced on him, by public pressure and the pirates.

The question facing the labour movement now is not whether there should be new types of stations, but what type they will be.

LRW has become the dialectical twin of the Adam Smith Institute. Both are convinced that the media can be run only by either the state or corporate capitalism. And if no credible alternatives are put forward, free enterprise will indeed

take control of the vacant frequencies.

A Turkish listener will prefer a commercial Turkish service to nothing at all. Failure by the Left to support community radio will result in a mass of small businessmen's radio stations, with a vested interest in running the cheapest possible service.

This will spur existing ILR station owners to follow suit. So failure to back community radio not only alienates from the CPBF those dissatisfied with existing stations, it also threatens jobs and conditions in existing stations which the Left is fighting to avoid.

The job of the CPBF and the media unions is to ensure that workers in existing services are united with those fighting to change the industry, through supporting campaigns to get community radio stations "on-air".

There are many problems - the changing role of the media professionals, the need for democratic regulation and long-term financial viability - but they can only be sensibly resolved through discussion between media unions and the community radio movement to work out a joint position.

By uniting with community radio campaigners the CPBF can make a significant step towards the democratic broadcasting structure it claims to fight for.

Community radio could be as important as a Labour newspaper. In France both Communist and Socialist unions set up their own "radio libres". The GLC have realised the potential of community radio. Their Local Radio Forum recommended grant-funding for several stations in London which could develop into community stations.

Far from opposing such initiatives, in the fight for broadcasting freedom the CPBF should be actively supporting them rather than waiting for a Labour government to change the management of the BBC and the IBA.

GLOSSARY

ABS	Association of Broadcasting Staffs
BRU	Broadcasting Research Unit
CRP	Community Radio Project
IBA	Independent Broadcasting Authority
ILR	Independent Local Radio
LRP	Local Radio Project.

singly, was suggested by 48% of people interviewed. Other suggestions were for local council funding, listener subscription, or a mixed economy of all three.

It is clear that people want new sources of radio with new kinds of programming. This is clear from the number of pirate stations which operate all over the country, often catering for specific ethnic groups, or particular musical tastes.

But winning listener loyalty to community radio stations, which may well not have either the resources or programming expertise of the established stations, is not going to be easy. It was heartening to discover at the seminar how real an awareness there was of the problems ahead.

Consultation with the appropriate broadcasting unions was certainly on that agenda.

By Ken Worpole

We demand our own radio station

By KAMAL FAIZI
of the Asian Radio Project

Radio has always been a crucial part of the media.

It accounts for a large share of the receiving audience of the airwaves. It is an accessible medium - it demands less attention and costs less to receive.

For this reason it has always been highly regulated. In Britain we have only two bodies that control our entire radio network, the BBC and the IBA.

The development of black communities since the second world war has brought more pressure on this society to change than ever before.

The role of cheap labour in a capitalist society explains why ex-colonial peoples have come to the metropolis. Yet this increase in the number of black people in Britain did not, and many will argue has still not, brought about a change in the racist perceptions and stereotypes portrayed by the media.

It is certainly true that existing stations have done little to enhance community relations in Britain.

The ability of the law, trade unions and bodies such as the CPBF to challenge the racism and sexism of the media establishment has been negligible.

In many areas of England there are large pockets of Asian people, particu-

larly in inner city areas. In London, where there are three local radio stations and an Asian population of close to a million, we are only given three and a half programme hours a week from the three stations combined.

There are three programmes in all. Two of them clash on a Saturday night!

The answer that we propose, to ensure that our community obtains adequate representation, control, accountability and access, is our own community radio station.

We have been marginalised by the mainstream media for too long. We feel it is time that Asians, Afro-Caribbeans, and other minority communities had a proper way to present themselves, to broadcast for their people, in their languages, and to push their culture and their religions.

For this reason it is the job of unions and organisations like the CPBF to stop taking a reactionary view of community radio, to stop moping around on the sidelines and come out in the open and actively support our demands for our own stations.

If they don't they will be brushed aside as we surge forward and, for a change, get what has been rightly ours all along - access to our own airwaves.

In December 1921 3,000 members of 63 "wireless societies" petitioned Sir Henry Norman MP who chaired the influential Wireless Sub-Committee of the Imperial Communications Committee.

64 years later the Home Secretary has been approached by around 600 groups and individuals interested in starting "community radio".

Radio appears to be returning to its roots. The term community radio was coined more or less simultaneously in 1965 by a progressive educationalist, an advertising executive and an early proponent of the New Right, though the idea of localised radio services was given official recognition as far back as 1951.

The Beveridge Committee in its report on the future of broadcasting recognised that the new VHF medium could be used to "establish local stations with independent programmes of their own... the setting up of some local stations should be tried without delay"(!). Beveridge thought they might be developed by the BBC, a local authority, university or a specially formed voluntary agency. His proposals were not taken up.

In 1962 the Pilkington Committee on the future of broadcasting recommended some 250 small local stations - run under the BBC's umbrella.

The prospect of commercial local radio encouraged counter-proposals.

Richard Hoggart and Stuart Hall outlined alternatives in *Peace News* (August 1964).

SIMON PARTRIDGE
takes a quick look at
the history of
community radio in
Britain

Rachel Powell from the Centre for Contemporary Cultural Studies, published her pamphlet *Possibilities for Local Radio* in December 1965. *Anarchy* magazine, prompted by the revolutionary events in France, devoted its Nov 1968 issue to "Radio Freedom". The hippy and alternative technology movements also contributed to the debate.

By the mid-1970s, with the development of cheaper and simpler production technologies, interest in alternative media and community politics had coalesced into community newspaper, video and cable TV experiments.

The imminent publication of the Annan Committee report on the future of broadcasting brought together many of those interested in alternative media to form COMCOM, the Community Communications Group.

It argued strongly in favour of Annan's *Local Broadcasting Authority*, which he saw as a

"Community" Radio —

Supporting "community" radio at a time when the government is privatising the rest of the medium, will result in the extension of private ownership.

"Community" radio will only be part of a package which ends the safeguards - albeit inadequate - which currently insist on stations paying some regard to the views of trade unionists and community groups in the name of 'balance' and public service.

Instead we should campaign for new forms of public control over all the broadcast media.

owned stations.

We must eliminate or minimise the role of private ownership and advertising in radio. Where we now suffer from the boards of directors and station managers, let's have elected management committees representing workers and local people.

If people just want jazz, funk, soul or folk stations, let's en-

ated by big regional stations.

The Association of Independent Radio Contractors, the Adam Smith Institute and right wing Tory MPs openly advocate versions of this plan.

They see the removal of the "restrictions" in the Broadcasting Act and the BBC Charter as a way of "freeing" broadcasting from the shackles of public control. They want a Fleet Street of the airwaves.

Sadly many normally critical of the role of free enterprise in radio, see no harm in handing

Democratising radio is no simple matter warns Local Radio Workshop

All radio stations should be brought into democratic public control.

In the short term this means supporting the call of broadcasting unions for a proper inquiry into the future of broadcasting.

But there are demands we should be making now.

Resources from public funds must be provided for workshops where trades unionists and community groups can learn how to use the medium. The products of these workshops could be fed into publicly

sure that they are largely free from advertising and under public control.

All stations and workshops should pay proper salaries, recognise trade unions and be governed by rules which guarantee the rights of workers and the local community over what is broadcast.

The government want none of this. They plan a new tier of small scale commercial stations operating with the minimum of public control. As in other countries, they will become part of networks domin-

mass audiences over to the free marketeers, as long as they can get one or two "community" stations on the side.

But the priority has to be resisting the spread of private control in broadcasting, and arguing simultaneously for democratic public control over all radio stations.

A public inquiry would only be the beginning of a positive debate, but it could put the idea of radio as a public resource, governed in the interests of the whole community, back firmly on the agenda.

Who will be listening?

In July the GLC held a seminar to discuss a report it had commissioned on 'The Audience for Community Radio', written by Justin Lewis and based on independent research conducted by MORI and the BRU.

Several thousand Londoners were interviewed about their opinions on the idea of 'community radio', a cross section of the population by gender, age, ethnic origin and social class.

The most enthusiastic sections for 'community radio', defined it seems either by locality or specific interest, were unemployed people, ethnic groups and working class people in general.

It was these groups, too, who wanted to be more involved in making programmes and getting their views across.

Interestingly, when asked who they thought should run such new radio stations, the BBC and IBA only managed to secure 21% of people's votes. Not exactly a massive vote of confidence in 'things as they are'. The favourite option was a committee of local people.

Finance was another issue. Advertising revenue, not surpri-

1945

1985


NFCO

The National Federation of Community Organisations
8/9 Upper Street, Islington, London, N1 0PQ
Telephone: 01 226 0189

CRP

InterChange 15 Wilkin Street London NW5 3NG
01-267 9421 x 144

COMMUNITY RADIO PROJECT

THE COMMUNITY
RADIO ASSOCIATION

can be contacted via
Ray Beatty
National Organiser
13 Midland Road, St. Philips,
Bristol, BS2 0JT
Tel. 0272 555438 (answerphone)

OUR PITS, OUR LIVES

A 30-minute radio programme in which people from the Kent and West Yorkshire coalfields argue the case against pit closures. They describe their communities, their work in the pits, the lack of investment, mismanagement of resources and the way the accounts are manipulated to label a pit 'uneconomic'. Kent miners give the background to the return to work organisation and tell how management colluded with the police to break the strike.

Available on cassette from Local Radio Workshop. Tel 01-402 7851.
Price £2. Endorsed by Kent NUM, 50% of proceeds go to the NUM

LOCAL RADIO WORKSHOP

12 PRAED MEWS, LONDON W2 1QY