

FREE PRESS

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PRESS AND BROADCASTING FREEDOM
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Inside this issue...

...Children and TV, Inside the Consumers' Association, 'Alternative White Paper' on media freedom and regulation, Campaign for Press and Broadcasting Freedom AGM Report, Reporters Sans Frontiers and more...

'94 Campaign

B Business or Public Service?

IN OUR publication 'Selling the Beeb' (May 1993), the CPBF highlighted the increasing tendency towards the commercialisation of certain areas of activity within the BBC. At the time, we called this trend a 'Faustian Pact' with the government and with the commercial broadcasters, which served only to undermine the BBC's position as a public service broadcaster. Once again the higher echelons of BBC management have taken the decision to shoot the Corporation in the foot by announcing a 'global alliance in satellite television'; with publishing and TV company Pearson. The partnership plans to launch two advertising and subscription financed channels in Europe.

The CPBF has publicly attacked this decision as 'disgraceful' and 'totally inappropriate'. This alliance, as a purely commercial venture, calls into question the very existence of the licence fee and the role of the BBC as a public service broadcaster. Not only is this announcement a pre-emption of the Charter review debate, with all the attendant implications for the democratic process, it also presents the regulatory authorities (with whom the alliance maintains they are 'discussing the implications') with a fait accompli.

The statement by Bob Phillis that the BBC can build upon - amongst other things - its independence, is risible when you consider the extent of Pearson's other media interests; from the Financial Times, to Thames Television, to a large stake in Rupert Murdoch's BSkyB. This represents another huge step towards concentration of media ownership in Europe - with serious implications for democratic debate. At no point have either organisation mentioned accountability with regard to their services. Is this really an appropriate move for a public service organisation?

by JO TREHARNE

B Biased or Independent?

THE FURORE surrounding the BBC's decision to postpone a Panorama programme about Gerrymandering by Westminster Council (reported in The Observer 24/4/94), has once again called into question the independence of the Corporation.

The programme, due to be transmitted on Monday 25th April (eventually shown on the 16th May), was pulled the Friday before the transmission date after it had been referred up to Director General John Birt. The programme concerned a number of unpublished documents, suggesting that £50 million of public money was used for electioneering purposes in Westminster - financing policies such as 'designated sales' of council homes. Obviously, a programme of this nature, screened just before the local council elections of May 5th, could have had a serious impact on Tory popularity in London.

On Saturday 23rd of April, the BBC claimed that the programme had never been scheduled for the 25th. However, BBC documents obtained by The Observer show clearly that the programme was not only scheduled but confirmed for transmission. The BBC changed tack soon after their initial announcement, saying that the programme was being held up due to legal difficulties.

Roger Bolton, of Channel Four's 'Right To Reply', interviewed Tim Gardam, the BBC Head of Weekly Current Affairs, about the postponement. This exchange took place:

BB: Would you have been prepared to transmit this programme if it could be

legally cleared two or three weeks before the local elections?

TG: We always said that this programme was going to go out when it was ready

BB: So you would have put it out immediately before the local elections if it had been cleared?

TG: The BBC's position is ... there's nothing to stop us doing contentious political programmes up to an election, absolutely not. On the other hand there are also issues to do with impartiality and to do with the obligations of the Charter ...

BB: So in this case the Conservative Party did contact you and did put some pressure on about the programme

TG: Yes but they do that all the time.

('Right to Reply' Channel 4 1/5/94)

John Birt, not surprisingly, was unavailable for comment.

C Collapsing or Surviving?

The 1994 BBC Campaign

THIS MONTH sees the launch of our 1994 BBC campaign. Our objectives are simple, to raise public awareness of the pressures on the BBC, from the Government and from internal management; and to ensure a diversity of views are debated in the run-up to Charter Renewal in 1996.

We have raised over £1,000 to kick-start the campaign (with grateful thanks to BECTU, FBV, UCW, MU, USDAW, ASLEF and the NCU). This money has helped to print 10,000 postcards and campaigning leaflets which are available free of charge from the CPBF office. On June 27th we are planning our first public meeting of the campaign (details page 2).

If you care about the BBC, and about protecting public service broadcasting, get involved. Call the CPBF and offer your support. Write to your MP using the special BBC postcards. If you can, send a donation which will enable us to print more leaflets and postcards and organise more events for the latter part of 1994.

The BBC - a case for urgent action by Tom O'Malley

THE LONG delayed White Paper on the BBC's Charter Renewal is now planned for June or July. But all the signs are that John Birt and Heritage Secretary Peter Brooke think the issues have been sorted out - behind closed doors.

Producer Choice - the policy of introducing an internal market into the BBC - has been causing major job losses and a reduction in skills and resources. In addition members of staff at the BBC are, at the time of writing, organising action to fight management on the issues of performance related pay and conditions of service. In Birt's brave new world, BBC workers will have their pay and conditions of service determined arbitrarily by managers at business unit level. This is a logical extension of Producer Choice and of the long term strategy of turning the BBC into discrete businesses which could eventually be sold off. BECTU and NUJ members who are fighting this need our full support.

On May 11th Birt announced a plan to launch BBC Worldwide in partnership with Pearson. Pearson own the Financial Times, Thames TV and 17.5% of Murdoch's BSkyB. The new services will be subscription based. As the subscription service becomes more lucrative the case for funding the BBC from the licence fee will be eroded. Along with Producer Choice, the Pearson deal ensures that the BBC will eventually become a purely commercial organisation.

Producer Choice and the Pearson deal are major strategic shifts for the organisation - the sort that should be discussed in public before they are implemented. But, as in the case of Producer Choice, John Birt saw fit to conclude the Pearson deal without public discussion, pre-empting the White Paper debate. In this he had the full support of Peter Brooke.

The DTI and the DNH are currently conducting a secretive review of ownership regulations. The review has been driven by the big media players, and representatives - highly paid ones - of the newspaper publishers, the ITV companies, BT News Corporation and the advertisers.

They have been lobbying the government and the Labour front bench. It looks as though they have persuaded the government (no surprises there) that there should be a relaxation of ownership controls across all media. The government accepts the argument that the only way for UK companies to succeed is to merge and act as global players. This kind of argument is used by apologists for the strategy now being implemented by Birt which is designed to make the BBC a global player.

The fact that none of the assumptions underpinning this thinking - that only commercial logic will provide successful UK media, and that the BBC will only survive if it acts as a global media corporation - have been proven is especially worrying. The secretive nature of the way these major decisions have been taken has to be

challenged. So too must the self-serving assumptions of the major players.

The CPBF is launching a major campaign of lobbying around this issue. We need to push MPs from all parties to agree to a fuller public debate over these issues. We need to intervene once again to try and inject a progressive perspective into a debate which is dominated by corporate special interests and individuals who prefer to take major decisions with the least possible input from the public.

INSIDE THE CA

One idea for a more accountable BBC is the model of the Consumers' Association but as this report reveals, all is not well at the CA. Indeed, the parallels between what's happening at the BBC and the CA seem remarkably close.

The Consumer Association (CA) has been presented as a 'model' for a different system of accountability for the BBC. The CA operates on the fundamental principles of 'openness, integrity and trustworthiness' as stated in CA's own Mission and Philosophy. Despite these lofty aims defining CA to the outside world, internal politics these days present an entirely different picture, so much so that union members (joint NUJ/MSF) are balloting for strike action over pay. Their 5.4% pay claim was acknowledged by management as fair, but alas they were told there was not enough money. The union thinks otherwise. They allege an unexpected surplus, due to better than expected trading results - 'not so much a case of Reds under the bed as greenbacks under the mattress' says the union paper Angst. But there is more than pay at stake. Restructure, relocation, deskilling, demotion and inevitable redundancies have resulted in widespread demoralisation.

Take the restructure as one example. Secrecy prevailed until 28 February when management announced publicly their 'proposed' research restructure. Staff were numbed with disbelief in hearing that many faced demotion and deskilling. Trade unions know perfectly well that restructure is innuendo for redundancy and, clearly, CA is no exception. If staff don't accept, they can but opt for redundancy. Once again, the lofty principles exhibited to the outside world are made a mockery of inside CA.

THE END OF PUBLIC SERVICE BROADCASTING?

Monday 27 June, 7.30pm

Conference Room, 6 Cynthia St, London N1.

SPEAKERS: Tony Benn MP

Europe Singh (BBC)

Roger Bolton

Children and TV: Vulnerable Viewers

"I've come to the conclusion that the litmus test for the social and cultural worth of broadcasting is children's television. If you can't get it right for children, chances are you can't get it right for anyone."
Dr Michael Tracy, University of Colorado

A new organisation launched on June 2 at the PRIX JEUNESSE Festival, will watch over the changing television landscape on behalf of the world's children.

Twelve influential institutions from every continent have joined to form the World Alliance of Television for Children, or WATCH. The spirit behind the initiative is well summed up by Les Brown, a New York journalist and author: "Even to think of 5-year olds as consumers with the ability to exercise judgement on what to buy is indecent - I would go so far as to say immoral. And this extends beyond the products pitched at the young to the very programmes that are designed to capture their attention for the benefit of the advertiser."

The future of children's TV has become uncertain in many countries because public

broadcasters are facing funding cutbacks. In an increasingly commercial climate which fosters the exploitation of demographic markets children become vulnerable targets for commercial exploitation. We are seeing new marketing strategies which use television series to saturate the market with promotional "character toys". A book which exposes these issues effectively is Stephen Kline's *Out of the Garden: Toys and TV Culture in the Age of TV Marketing* (Verso). He reveals the strategies that shape the design of toys and have a powerful impact on the way children play. The book is also a topical re-examination of the cultural effects of television. It poses the crucial question whether we should allow our children's play and culture to be defined and created by marketing strategists who create a fantastic and chaotic world of action toys and animated television.

Granville Williams

WATCH is based at PRIX JEUNESSE International, Bayerischer Rundfunk, Rindfunk Platz 1, D 8000, Munchen 2, Germany.

The Association of British Editors, the Guild of Editors and the International Press Institute have published 'an Alternative White Paper' on Media Freedom and Media Regulation.

CLIVE SOLEY MP argues...

DON'T CONFUSE PRESS PROFIT WITH PRESS FREEDOM

I SUPPOSE it was naive of me to think the Alternative White Paper on Media Freedom and Media Regulation was going to say anything new that could be confidently used in the debate on press regulation. I note it had its origins in a meeting of more than sixty editors last year and that might explain the lack of original thinking behind it. Yet the whole issue of press freedom and responsibility cries out for radical thinking.

The Alternative White Paper says it has three objectives:

'to identify the fetters that already inhibit the media's ability to report accurately what's going on'

'to record and explain the measures that have been introduced by the media in response to demands for greater self-regulation and responsibility'

'to demonstrate how further legislation or statutory restraint on the media would tip the balance against the public's right to be kept informed'.

There are no new arguments or policies, just a re-statement of the present position. The press want to continue with self regulation when it is obvious the public does not have confidence in it, and they appear quite unable to address the real issue of how to roll back the restrictions imposed on press freedom, and at the same time ensure greater responsibility towards the public.

The problem with the British press is that it is over-regulated by too many laws, yet at the same time the citizen has no rights as a consumer for factual accuracy.

My Freedom and Responsibility of the Press Bill went as far as a private member's Bill could go in addressing this problem, by proposing a new Independent Press Authority (IPA) which would have given the public a right to factual accuracy, with independent adjudication available for the relatively small number of cases which couldn't be settled between editor and complainant. The IPA would also have investigated and monitored issues relating to freedom of the press, and reported to Parliament on any measure it considered desirable to protect that freedom. In this way freedom is balanced with responsibility.

Most editors rejected my Bill on the grounds that the IPA would have the statutory power, similar to the Advertising Standards Authority, of enforcing the correction of factual inaccuracies. While

denying the citizen the right to independent arbitration on factual accuracy, the editors also threw out the opportunity to have a high status public body to both protect the public from inaccurate reporting, and also to protect good investigative journalism.

And just why do editors not want the citizen to have independent arbitration on factual accuracy? Isn't it because they know it is this issue which most concerns the public - 70% of complaints to the Press Complaints Commission last year were about inaccuracy - and it is also the issue which would impose on editors and sub editors a much more onerous duty to fully check stories.

As far as privacy is concerned, self regulation allows editors to put circulation figures first. In this sense the anti-privacy argument has more to do with newspapers making profit than it has with press freedom. I am entirely happy for papers to make a profit but please don't confuse this with press freedom.

If the tabloids run page after page of details concerning the girlfriends and family of the late Stephen Milligan MP, then that is not a right that I am prepared to fight for. But I will fight for the right of the press to probe and question the British establishment across the political spectrum. Good investigative journalism needs to be protected and this can normally be done without invasion of privacy.

The Alternative White Paper is right to argue that a Privacy Law, which is not counter-balanced by a strong press freedom law, is a threat to investigative journalism. The problem is that much of the tabloid press sees a Privacy law as a threat to increased sales from sex and violence stories, not to genuine investigative journalism. If this is not true why were they so reluctant to oppose the Protection of Terrorism Act and the Police and Criminal Evidence Act which included major threats to press freedom. Not only did they ignore these threats, they actually criticised opponents of the legislation.

The British press needs more robust and effective arguments than those set down in the Alternative White Paper, both to defend itself and to fight for the right to inform the public. The danger is that it could soon be faced with Privacy legislation just because there is no alternative to the status quo - and that is just not good enough.

Jake Ecclestone, Deputy General Secretary of the NUJ presents...

THE NUJ VIEW ON INFRINGEMENT OF PRIVACY

WE DO NOT believe that it is possible to deal with infringements of privacy as an isolated phenomenon. The behaviour and ethical standards of journalists must be seen and understood in the context of who owns and controls the media in Britain and what demands are put on editors and their staffs. A "free press" has traditionally meant a press free from government interference, and thus able to provide a wide range of views in a variety of newspapers. A free press was one which exercised freedom of speech for and on behalf of all citizens.

Freedom of the press, in its original sense, only had value if it belonged to everyone. This was to be achieved by providing the conditions in which a multiplicity of newspapers and magazines would be available. But for more than half a century, the number of newspapers in Britain has been declining, both the national papers published mainly in London and Manchester, and provincial newspapers, particularly the larger provincial newspapers. Diversity and competition has disappeared because giant publishing corporations have agreed to 'spheres of influence'. Thus, United Newspapers does not poach on the territory of Thomson Regional Newspapers, and Northcliffe Newspapers does not seek to compete with Westminster Press.

In terms of national newspapers the 'free-press-means-diversity' argument is even more threadbare. Eighty per cent of all national daily newspapers in Britain are produced by four companies - News International, United Newspapers, Mirror Group Newspapers and Associated Newspapers. On Sundays, the percentage figures rise to 89%.

The NUJ is sceptical, therefore, of the motives of many of those newspaper proprietors, editors and managers who speak so glibly about defending press freedom while apparently blind to the fact that they have expropriated what should belong to everyone. Sadly, A J Liebling has been proved right: "Freedom of the press is guaranteed only to those who own one".

Invasions of privacy are an integral - indeed, almost essential - part of large sections of the British newspaper industry as it is presently organised, and they are occurring every day. Only periodically, when a politician or a member of the royal family is acutely embarrassed do we have public debate and calls for something to be done. The problem is not new. For more than 30 years, MPs and others have grappled with the issue in a desultory way, unable to find a solution which is acceptable to the Fourth Estate.

The NUJ is opposed to the proposals for
CONTINUED ON PAGE 7

The feedback from the CPBF AGM and Conference was extremely positive. We print here some of the issues covered by speakers, decisions taken, and the new National Council. Photos by PAULA SOLLOWAY



ROBIN CORBETT MP, Shadow spokesperson on Press and Broadcasting, spoke on Labour and the Media. We print here his comments on the changes in ITV.

BRITAIN IS undergoing a revolution in media and communications. New technologies are changing dramatically the way we think about - and use - television, telecommunications and newspapers. Many of the former divisions between technologies and media are disappearing.

All of this will have important implications for access to the new technologies in a democratic society and Labour understands that these new technologies will need a different approach to regulation to ensure that Britain enjoys the industrial, social and economic benefits they can bring.

But that is not the view of Michael Green, chairman of Carlton Communications and one of the most powerful people in TV when he gave the Fleming Memorial lecture.

He spoke of the need for partnership between business and broadcasting. He argued that it was "difficult to find much support now for the proposition that ITV is best served by being a 15-piece jigsaw". He wants restrictions on media ownership lifted with the MMC left to decide what should happen. And he added: "The media industry is far too relentlessly competitive for a real threat of monopoly to exist."

This is Murdoch-speak. The argument is that ownership does not matter any more because the viewer/consumer will decide by choosing what to watch or not.

The basis upon which ITV was built was what he calls a 15-piece jigsaw. It was deliberately done to ensure that it differed from the BBC by being regionally-based - and the aim was, though not always achieved, to ensure that regional voices and views are heard and seen in each

region and sometimes nationally via the network.

He may not like it, but viewers have shown they want more regional programming - which, Mr Birt, is very different from making more programmes in the regions. It means regional programmes for the region made in the region by people who live and work in the region.

The takeover by Mr Green of Central by Carlton will ensure the opposite. There will be more joint programming for both regions, fewer production facilities, fewer jobs. If this does not happen, what was the point of the takeover? The accountants will insist on cuts.

TV now is the main expression of our popular culture. It is the major leisure activity of most people. It is too precious and valuable to be left to the care of the accountants and the narrow-minded executives who chant 'let the viewer decide'!

In government, Labour will insist on a new round of ITV licences with a price put on each licence so that the judgement can be made on programme range and quality - what will show on the screen. It is vital that the regional make-up of ITV is preserved and that regional programming requirements are increased, as well as PSB obligations being restored. This is the only way to protect and promote genuine quality.

Where there is a case for one company holding more than one licence - shall we say in 'exceptional circumstances' - those licences and their regional programming requirements must be kept separate and distinct. You can't properly serve the needs of Tyneside from Manchester any more than you can meet the needs of the West Midlands from central London.

REED ELSEVIER - An Unchecked Influence?

COLIN BOURNE (seated left),
NUJ Northern Organiser



ANY DISCUSSION about monopoly ownership of the media concentrates understandably, on the ownership of newspapers and television. The main preoccupation in terms of newspapers is with those that have national coverage.

Few of the large scale publishers of regional newspapers in Britain, with the exception of the Thomson Corporation, have newspaper interests outside the UK and none have significant newspaper interests in Europe.

While we have been watching the growth of TV ownership across European borders, and we have seen the development of pan-European magazine publishing, we have tended to overlook other areas where monopoly ownership seems to be spreading unchecked by any considerations of information control.

When Reed International announced its merger with the Dutch publisher Elsevier in 1992, press comment was restricted to

the size of the new venture and not much was said about the hold the new group would have over certain kinds of information. Each company has newspaper interests in its own country but these are not significant in a European context and there is a good deal of speculation that the group intends to divest itself of some or all of these.

Reed-Elsevier is now one of the largest publishing groups in the world and, in technical and legal publishing, probably the largest. Since the merger, the groups dominant position in its field has been further strengthened by the acquisition of the largest legal publishing house in France and, more recently, the largest legal publishing house in Italy.

Add to this extensive interests the Companies had individually in the USA prior to the merger and their world-wide strength is overwhelming. It is not the field we normally think of when we are considering media monopolies since it is not in the front line of newsgathering. Its information gathering, more importantly it's information dissemination, is in a highly specialised field which does not really touch the daily lives of ordinary consumers.

Nevertheless its hold over this kind of information is a matter of concern.

There is only one way in which we can hope to prevent this dominant position being abused. Freedom of information legislation at a European level must be made to operate not just against governments and authorities who do not wish to be subject to scrutiny but also to large corporations seeking to exercise control over how such information is disseminated.

The use of editorial statutes to guarantee

the independence of editors and journalists from proprietorial interference, already common in other European countries is a further safeguard which should be introduced in Britain and it is no less important in companies like Reed Elsevier than it is in front-line news organisations.

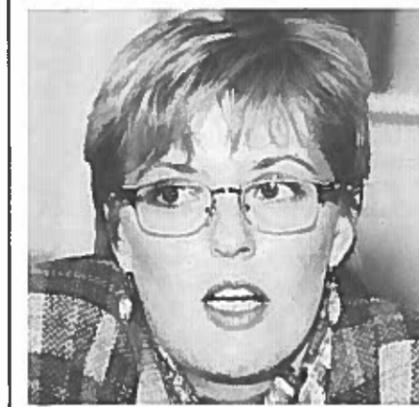
During the recession we have heard a great deal about profits of newspaper companies being squeezed. IN the law and technical publishing operations of Reed Elsevier profitability has been as high as 32% of turnover. Still the company strives to reduce costs by introducing common production facilities across Europe. This is made possible by Computer Aided Production (CAP) which enables work input in one country to be used by workers in others.

The concentration of production is not limited to Europe, however. Last year the group exported 150,000 pages of typesetting to the Philippines by satellite. It was calculated that it was cheaper to have the pages typeset three times by workers who spoke little English and could read less and then to merge the three versions. On the assumption that the workers would not make the same mistakes in the same place, the merging of the three documents would produce a perfect copy.

This was cheaper than having the work typeset once perfectly in Britain or Holland.

We know from bitter experience how job insecurity deters workers from speaking out against unfair practices and abuses of power. The signs are that European publishers are keener to see British practice exported to Europe than to see the British adopt the better practices of their European partners.

WILL EUROPE KEEP THE MEDIA MOGULS FROM CARVING UP THE CAKE?



BETTINA PETERS, International Federation of Journalists - Deputy General Secretary

THE EUROPEAN Commission has indicated some weeks ago that it would propose a directive harmonising national laws limiting concentration of media ownership. While those who called for a European initiative can be glad that the issue is finally on the agenda, levelling existing laws will not be enough to effectively limit media concentration. What is needed is a European law, which will make it possible to investigate and veto mergers and acquisitions of media corporations. This law must be part of an overall media policy aimed at ensuring freedom of information and independent and pluralistic media. The policies proposed by the commission fall short of this imperative because they look at media concentration only from an economic perspective.

The publishers' organisations strongly oppose any attempts of European authorities to regulate the media market claiming there was no need for European action. "Everybody knows whom the paper he reads belongs to", a representative of the International Federation of Newspaper Publishers claimed at a European meeting a few weeks ago. If this was true European readers, viewers and listeners would all be media researchers with a degree in economics and a lot of time on their hands.

Still, for the member states and The Commission, concentration of media ownership remains a touchy subject. European politicians dodge the issue by arguing over legal competence instead of facing up to the fact that media concentration threatens diversity of opinion and turns newsrooms into PR departments promoting corporate interests. More needs to be done to keep the media moguls from carving up the European media market.

ELECTION TO NATIONAL COUNCIL

The following people have been elected to serve on our National Council:

Individual members: Martin Hughes, Jon Hardy, Tom O'Malley, Ann Pointon, Bruce Hanlin, Christian Wolmar

QPMU: Mike Hicks, Alf Parrish

BECTU: Tony Lennon, Yossi Bal, Kathy Darby, Turlough McDaid

NUJ: Tim Gopsill, Alex Pascal, Pat Healy, Mike Jempson

Other: Judith Church (MSF), Linda Quinn (NCU), Lillian Sutherland (UNISON), Vi Scott (UNISON), Granville Williams (CPBF North), Helen Kuttner (BBC)

AGM Key Decisions

CPBF Membership Fee Increase

For the first time in five years membership fees will increase modestly. The increase will take effect from the May/June issue of Free Press. We hope all our members and affiliates will continue to support our work at this vital time for Britain's media.

The revised fees are incorporated in the JOIN THE CPBF block on this issue's back page.

STRATEGY

The AGM discussed the key areas of our work over the next year and these were:

- BBC Campaign (dealt with in this issue)

■ Ownership and Control

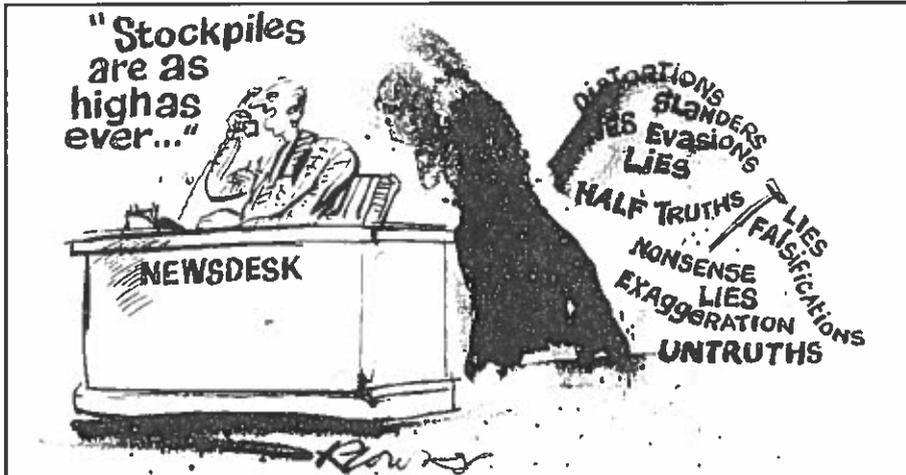
This project started with the research and publication of the poster and book, and will continue with a series of meetings at union and party political conferences. We're also planning, with other supporters, an international conference on this issue early in 1995

■ Broadcasting Ban

Since the repeal of Section 31 by the Irish government the ludicrousness of the ban is apparent. October 1994 has to be a focus for a campaign for its repeal

■ Privacy, Press Freedom and Media Ethics

These issues are central to CPBF concerns, and once (if it does!) the Department of National Heritage publishes its White Paper we will produce our ideas and response to it.



STRIKING IMAGES

Two events to complement the exhibition of photographs by Richard Clarkson, taken during the 1984-85 pit dispute. The exhibition is at the Elizabethan Gallery, Wakefield from Saturday 21 May - 3 July. The first event, in the Town Hall, Pontefract, West Yorks, will be on Thursday, June 16 at 7.30pm and will be a debate on The Media and the Miners. Speakers: Dave Douglass (NUM, Hatfield Main) Author of Telling Lies About the Miners; Margaret Handforth, West Yorkshire Women Against Pit Closures; Gerry Northam, BBC Reporter, File on Four and Panorama; and Peter Lazenby, Industrial Reporter, Yorkshire Evening Post. In the Civic Centre, Castleford, on Wednesday 14 September we will be showing films, including the Miners' Campaign Video Tapes and The Battle of Orgreave. Tickets £1.00 for each event. Further details CPBF (North) 0977 648580

RED PEPPER A new monthly magazine arrives on 19 May

Red Pepper is a voice for the renewed, radical left. It is born out of growing opposition to a political system paralysed by incompetence, corruption and lack of vision. Campaigners for change will have no truck with establishment policies. Grass roots, non party activity is stealing the moral high ground. This DIY opposition is green, feminist, socialist and anti-racist. It's radical, diverse, democratic and determined. Red Pepper will provide its platform, and bring hope and vigour to our politics.

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IT'S A SMALL WORLD AFTER ALL

RADICAL campaigning groups looking for networks and support to publicise their concerns should check out SMALL WORLD - a non-profit making organisation specialising in the provision of low cost facilities designed to raise the profile of voluntary sector organisations.

SMALL WORLD has four main areas of activity:

- Media Campaigning support and advice to groups working on key issues
- Alternative News Network - providing campaigning articles and video footage to news agencies (Recently shot SMALL WORLD footage has been broadcast by, amongst others, MTV, Carlton TV, London, BBC Newsroom South East, Granada TV and Sky News). UNDERCURRENTS is a quarterly alternative video magazine, published in response to growing frustration with the mainstream media's inability to cover environmental and social justice issues. Items on the campaign to stop the M11 link road, the Public Order and Criminal Justice Act and Street News - a roundup of stories the media fails to cover. Cost: Individuals £8.00; Institutions £20.00 PLUS £1.50 p&p
- Production of campaigning videos.
- Media research and lobbying on specific concerns

SMALL WORLD believe that:

"As the media has become more and more sophisticated over the last twenty years, so the activist has had to become increasingly cunning in the use of it...today there are more groups trying to grab the media's attention than ever before...(a) media strategy has therefore got to be well thought out. well resourced and crafty".

SMALL WORLD can be contacted at:
 1a Waterlow Road, London N19 5NJ
 TEL: 071 281 7320