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of my antenna because I count among those who play with the radio knob almost every night with undaunted optimism and goodwill, in the hope of catching the sound of a familiar music or language”.

“Work apart, this place is unbelievably boring. The village of Puerto Cabezas consists of fifty wooden huts on the Caribbean coast, bordered by jungle and moor. Without the Swiss Short-Wave Service, there could be no question of remaining sane in these conditions”.

The Short-Wave Service is not only aimed however at the Swiss abroad — it is intended to “export” Switzerland to the world. It should aim, as pointed out by its director J. Curchod, to present as correct an image of Switzerland as possible. But the claims of the generalised folkloristic understanding of Switzerland contradicts this project. Moreover, it so happens that it is the Swiss who are most endeared to the klongs of cow-bells and alpine yodel. These are sufficient reasons not to discard the folklore from foreign programmes. For the benefit of the rest of the world foreign broadcasts now include more topical programmes, such as the “Swiss Mirror” and “Europe” programmes and increased information in the English, Spanish, Portuguese, French and Arab, overseas broadcasts.

The reorganisation of the Short-Wave Service is under preparation: future efforts will aim at restricting programmes to essentials. The folklore will be sacrificed to more information. Extra-European regions will receive priority and it is hoped that the increased powers of the Swiss national transmitters will make the short-wave broadcasts unnecessary for Europe.

The Short-Wave Service has up to recent times been financed by revenues derived from radio licences and specially set apart from the main flow of funds to the home services. Last year, 1.8 million francs came from this and other sources, but an extra million had to come from the Confederation. The need for more money is bound to increase and the Short-Wave Service is now asking for a credit amounting to 3 million francs a year for five years. Understandably, the confederal purse-string being pulled at from so many sides, the officials at Bern are not over-eager in satisfying these wishes. They have perhaps to be yet more convinced of the usefulness of the Short-Wave Service.

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