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RADIO advertising may be introduced in Switzerland to help solve the financial difficulties of the monopoly Swiss Broadcasting Corporation, says new SBC director general Leo Schürmann.

Mr. Schürmann – previously vice president of the Swiss National Bank – said he had already discussed with newspaper publishers the idea of SBC joining an advertising pool with Swiss newspapers.

He noted that although radio advertising was not permitted within Switzerland itself radio listeners could still hear commercials beamed into Switzerland – even in Swiss-German dialect! – from neighbouring West Germany and Italy.

The Swiss Broadcasting Corporation's budget for the current year foresees a deficit of more than Sfr 17 million (about £4 million). Swiss television – which is already partly financed by advertising – is expected to show a surplus, but this will be more than offset by Swiss radio's deficit.

'Provocative' press

A LEADING official of the Swiss Journalists' Association has criticised some members over their reporting of the recent youth riots in Zurich.

André Givel, chairman of the Association's Zurich branch, told the annual branch meeting that a Press Card was not a licence for "provocative behaviour and arrogance". But he also condemned any attempts by the authorities to put pressure on the news media.

His comments follow criticism by some authorities of news media coverage of the Zurich riots. His statement also came shortly after the release from custody of a three-man Swiss TV team alleged by Zurich police to have helped young demonstrators build street barricades.

The management of the Swiss Broadcasting Corporation says it will claim damages on behalf of the crew if investigations prove their innocence, but that the three will face disciplinary measures if

been asked to approach Radio 24 with the offer. The Mebo spokesman described the offer as "vague" and said no specific amount had been mentioned.

But Radio 24's Roger Schawinski, an ex-Swiss TV journalist and former editor-in-chief of the Swiss daily Die Tat, said he was not interested in selling, whatever the price. He said he understood the Libyans wanted to buy the station for propaganda purposes in Europe.

Schawinski operates Radio 24

hundred Yugoslav workers resident in Switzerland and West Germany – were demanding independence for their home province of Kosovo. Some of them reportedly attacked the two journalists for fear of being photographed or otherwise identified. Stosic, who is president of the Foreign Journalists' Association in Switzerland, later required hospital treatment.

The Foreign Journalists' Association and the United Nations Correspondents' Association in Geneva issued a joint protest to the Geneva police, claiming that they had ignored pleas by eye-witnesses to intervene and protect the two journalists.

The Swiss authorities also received a cabled protest from the Yugoslav Journalists' Association in Belgrade, and were criticised by Yugoslavia's Tanjug agency for allowing the "extremist" demonstration to take place.

The Geneva police have denied negligence and a Swiss Foreign Ministry spokesman described the Tanjug criticism as "exaggerated."

Censorship row

SWISS journalists have protested against "the increasing and systematic censorship" of the mass media in South Africa.

The Swiss protest – which supports a campaign launched by the 26-nation International Federation of Journalists – also calls for recognition by the South African government of the country's black journalists' union.

Switzerland's press, radio and television not only report the news – they sometimes make it as well. This round-up by Colin Farmer spotlights some of the recent happenings back home in which the media made their own headlines.

the police accusations are substantiated.

The Zurich branch of the Swiss Radical Party – one of the partners in Switzerland's coalition government – recently accused Swiss radio personnel of "constantly siding with the demonstrators against the police and the authorities". Some radio programmes have been dominated by left-wing declarations, claimed the party.

Radio offer

LIBYAN leader Colonel Khadaffi wants to buy Radio 24, the Swiss commercial station launched two years ago.

A spokesman for the Zurich-based Mebo "international telecommunications" concern, which has close contacts with the Libyan authorities, said his company had

from an Italian alpine peak close to the Swiss border. The station broadcasts pop music and news summaries round the clock to the Zurich area, and claims a listening audience of half a million.

Injured on duty

BRITISH and other foreign journalists working in Switzerland have accused Geneva police of negligence in the case of two Yugoslav correspondents injured while covering a protest demonstration in the city.

The foreign press corps claims that Borko Stosic of Politika and Zarko Stojanovic of the Tanjug news agency were attacked by other Yugoslavs while Geneva police adopted a "passive attitude" and did nothing to protect them.

The demonstrators – several

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