Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1982)

Heft: 1790

Rubrik: Spotlights

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. Mehr erfahren

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. En savoir plus

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. Find out more

Download PDF: 09.12.2025

ETH-Bibliothek Zürich, E-Periodica, https://www.e-periodica.ch

24 heures · Der Bund · La Suisse · Basler Zeitung · LA LIBERTE · Neue Zürcher Zeitung · JOURNAL DE GENÈVE · TRIBUNE DE GENÈVE · Berner Zeitung · LE MATIN · Tribune

TV man unrepentant after Soviet criticisms

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.

SWISS television has rejected Soviet allegations of "deceit and distortion" in its showing of a documentary film on the Uzbek Republic.

Less than 48 hours after Swiss viewers had seen the film – called "Between Marx and Allah" – the Soviet news agency, Tass, accused Switzerland's French-language channel of "dragging socialism in the dirt."

Tass described the programme as "superficial", claiming it had exaggerated religious aspects, ignored the achievements of the Uzbek Republic and had failed to inform viewers of the republic's "rapid rise from feudalism to developed socialism."

But the man who made the film, Marc Schindler – one of Switzerland's top TV journalists – said the Soviet criticism was unjustified.

He said the programme had been made in agreement with Soviet television, an initial agreement having been signed in Moscow six months previously and a more detailed document having been drawn up before actual filming.

Not a single sequence had been filmed in secret, and all the people interviewed in the programme had been selected by Soviet television.

He said the film had been shown to the Soviet Embassy in Switzerland several days before its actual screening on television, and that apart from some minor criticisms of the commentary the Soviet officials had praised the production.

The Soviet attack was the second criticism of Swiss television by a communist country in less than a month. It followed Yugoslav complaints to Italian-language Swiss TV over a programme on exiled Croatian nationalists which allegedly contained "gross falsifications".

Swiss send 400-ton gift of food

THE Swiss weekly, *Schweizer Illustrierte*, and a Swiss super-market chain have organised a joint relief aid campaign for needy families in Poland.

The appeal, supported by the Swiss public, has already resulted in more than 400 tons of food and clothing being sent to Poland in a 27-vehicle convoy.

The gift parcels were distributed in Poland by local charity groups.

Airline chief gives his thanks

TRAVEL and financial journalists from more than 30 countries, including Britain and Switzerland, have been thanked by the retiring president of Swissair "for having helped shape the company's development and the public's perception of it."

Mr Armin Baltensweiler told nearly 200 journalists at Swissair's annual international media conference in Berne: "I have always attached great importance to maintaining honest, trust-based links with the media.

"For precisely this reason, I initiated the tradition of these annual Press conferences shortly after my appointment as president 10 years ago."

The Swissair president continued:

"No matter how openly information is given, disappointments and misunderstandings can never be ruled out entirely. But I am glad to say that in our case they have remained few and far between. We can rely on getting a fair deal in the media and we know, too, that not every globally-active company can say the same.

"Over the years, you, ladies and gentlemen, have helped shape Swissair's development and the public's perception of it. Thanks to you, the whole world is aware of who we are, what we do and what our guiding principles are."

Mr Baltensweiler, who now becomes chairman of the Swissair group's board of directors, added:

"Before taking up my new function, I wish to thank all of you very sincerely for your understanding and for the pleasure of working with you. I am sure these contacts will not cease in the years to come. On the contrary, I would like to intensify them."

40 years in broadcasting

MR Edward Haas, director of Swiss radio and television's programme division, has retired after nearly 40 years service to broadcasting.

He joined the Swiss Broadcasting Corporation during the second world war, and in the 1950s pioneered the launching of television in Switzerland.

His successor as head of Switzerland's four-language radio and TV programming nationwide is Mr Antonio Riva, 46, who joined the SBC 15 years ago. For the past seven years he has been head of news of SBC's Italian-language radio and television.

Both men have had links with Britain. Mr Haas was a member of the London-based International Institute of Communications and Mr Riva attended training courses at the BBC and ITV 10 years ago.

Pioneer dies

MR Paul Borsinger, who pioneered Swiss Radio International and was its first director from 1938 to 1960 , has died in Berne at the age of 87.

Mr Borsinger launched SRI 44 years ago with broadcasts in German, French and Italian and a staff of six.

The organisation now broadcasts worldwide in nine languages and employs 130 Swiss and foreign personnel, including journalists from Britain.

"False" figures over Poland

SOME western Press reports have "greatly exaggerated" the situation in Poland, claims the Swiss ambassador in Warsaw.

Ambassador Roger Campiche described as "completely false" reports that 40,000 to 50,000 people had been interned following last December's declaration of martial law. He said he was more inclined to believe the official figure of 5,000.