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EUROPEAN TV viewers will soon be able to start the day by watching "Good Morning Europe", a new breakfast show by a pioneering European television channel.

Keen to get on the air to an audience of 300 million, the Geneva-based European Broadcasting Union (EBU) hopes the experiment, which starts next year, will lead to a full-range TV service, beamed across Western Europe by satellite by the late 1980s.

The most obvious problem, language, has been overcome. And the venture has won the support of the 10-nation European Community, which said in a recent report that it was a chance to "capture the sense of European culture".

In a test carried out by five EBU stations last year and monitored by panels of TV executives in 15 countries, sound tracks in six languages, with subtitles in others, were sent along with the video signal.

The ambitious plans depend on finding a solution to a dispute between EBU member nations over advertising, which would be needed to help finance the possible multi-million dollar annual budget.

One suggestion is to blot out advertising in the signals to Belgium and Sweden, the only European states among EBU's 30 members who do not allow television commercials.

So far, Ireland, Finland, the Netherlands, Switzerland, West Germany, Greece, Portugal and Spain have pledged to help make the pioneer programme - which all EBU member states will be able to tap.

The biggest remaining tech-

nical problem is the satellites that will carry the programme.

The troubled European Space Agency has scheduled the launch of a European communications satellite next year to provide the needed capacity. A larger satellite is to be put into space in 1986 for the fully-fledged service.

Said an EBU spokesman: "We

A PUBLIC opinion survey has indicated overwhelming support for the setting up of a permanent English-language radio service for the Geneva region of Switzerland.

The poll follows a three-month experimental programme in English this summer by Swiss Radio International - a division of the Swiss Broadcasting Corpor-

sidered the service to be "of minor importance" or "of no importance".

Swiss Radio International is to discuss with the Swiss Foreign Ministry and the Geneva local authorities the future of English-language programming in the region.

The city is the European headquarters of the United Nations and also hosts many other international organisations and companies.

★ ★ ★

CRIMINAL proceedings have been dropped against a Swiss printing union leader suspected of complicity in the falsification of union voting slips. He has also been awarded Sfr. 15,000 (about £5,000) in compensation and costs.

Fredy Aeberli - president of the Zurich branch of the Swiss Printers' Union - had been under investigation by justice authorities, following the falsification of ballot papers in the election for the union's national president in 1981.

He was detained briefly last year when the investigating magistrate said there was a danger of collusion with others involved in the case.

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.

have no intention of replacing national television. But, even if we reach only five per cent of European viewers, that would still be five per cent of 300 million".

★ ★ ★

A SWISS journalist, convicted of committing a breach of the peace and of using threatening behaviour against the police, is taking his case to the European Court of Human Rights in Strasbourg.

Martin Enkelmann, 35, a reporter on the Zurich daily *Volksrecht*, was arrested during an unauthorised youth demonstration in the city, and received a 21-day suspended prison sentence.

Claiming that he had been covering the demonstration for his newspaper, he appealed to the Swiss Supreme Court - and had his sentence increased to 28 days.

Swiss newspapers and journalists' unions have condemned the Enkelmann case as "a legal scandal".

ation - aimed at promoting easier integration of the international community in Geneva into Swiss life.

Swiss Radio International already broadcasts worldwide in English and eight other languages, and its central news desk is staffed mainly by ex-UK journalists.

Following the Geneva experiment, a preliminary survey of 1,250 listeners revealed that 95.9 per cent of the audience considered the English language community radio service as "extremely important" or "important". Only 4.1 per cent con-

SWISS CHURCH IN LONDON

EGLISE SUISSE, 79 Endell Street, WC2

Services in German 1st and 3rd Sunday in the month at 10am.

Services in French every Sunday at 11.15am.

Minister: Rev. Urs Steiner, 1 Womersley Road, London N8 9AE. Tel. 01-340 9740