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SBC director general Leo Schürmann – from banking to broadcasting.

Schürmann tunes SBC into the black

ONLY two years after reporting a record deficit of nearly Sfr 70 million (about £20 million), the Swiss Broadcasting Corporation is forecasting for 1984 a surplus of almost Sfr 4 million.

The improved situation is due to a rise in television advertising

revenue, a 26 per cent increase in radio and TV licence fees, and stringent economy measures.

Fifty administrative jobs have been cut – without any dismissals – and further savings are being effected in the administrative and programme sectors.

The turnaround in the financial fortunes of the SBC has been achieved since the appointment in 1981 of jurist and economics expert Leo Schürmann as the Corporation's director general.

Mr Schürmann, who is 66, was previously the Swiss government's consumer prices supervisor and vice-president of the Swiss National Bank.

The SBC incorporates Swiss Radio International, which broadcasts worldwide in English and eight other languages and which operates a central news desk staffed by British journalists.

Within Switzerland the SBC until last year enjoyed a monopoly of both television and radio broadcasting. But more than 30 independent commercial radio stations have now been granted government permission to start operation in the country.

And Swiss television viewers have always been able to receive programmes from neighbouring West Germany, France, Italy and Austria, which are in competition with the SBC for TV advertising revenue.

Refugees stage demo

TURKISH refugees have staged demonstrations outside media premises in Switzerland in protest against military conditions in Turkey.

In Berne, 20 refugees gathered outside the radio studios of the Swiss Broadcasting Corporation and unsuccessfully sought permission to stage a press conference. The demonstrators were dispersed quietly by police.

In Basle, about 40 Turkish refugees staged a peaceful demonstration outside the offices of the Basler Zeitung, one of Switzerland's leading dailies.

Marriage led to sacking

A LEADING Swiss bank has dismissed one of its women employees – because of her marriage to a journalist.

The journalist was one of two Swiss staffers employed by the Berne office of the Soviet Novosti news agency, which was closed down by the Swiss government earlier this year.

The Soviet director of the Novosti bureau was expelled for allegedly organising subversive activities in Switzerland. But no legal action was taken against the two Swiss staffers.

Now the fiancee of one of the journalists has been sacked from her banking post only two weeks before their marriage.

She had worked in the accounts department of the Berne Cantonal Bank for 11 years.

The bank said it dismissed the woman because its business required "absolute confidence in the integrity of its employees".

The union of Swiss Bank Employees has protested against the bank's decision, describing it as "incomprehensible".

A large, bold, black and white advertisement for Velcro. The word 'VELCRO' is written in a large, sans-serif font, with the 'E' and 'L' partially cut off on the left edge of the page. Below it, the tagline 'the name to stick to' is written in a smaller, bold, sans-serif font. Underneath that, the words 'HOOK AND LOOP FASTENER' are written in a smaller, bold, sans-serif font. At the bottom, there is a small block of text: 'Sole UK manufacturer, Selectus Limited, Biddulph, Stoke-on-Trent ST8 7RH. Telephone: Stoke-on-Trent (0782) 513316' and 'Velcro is a registered trade mark of Selectus Ltd.' To the right of the text, there is a black and white photograph of a person's hands pulling apart a loop of Velcro, showing the hook and loop sides.

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