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SWISS Radio International has been voted into 13th place in a North American poll covering the world's 50 most popular English language stations.

The poll praised SRI as "an unbiased source of world news from a neutral country". The most popular international station was the British Broadcasting Corporation.

The poll was conducted by the Tennessee-based Review of International Broadcasting among a cross-section of "the most active listeners, possessing high quality equipment and having access to the most comprehensive station and programme-schedule information available".

According to the survey, "the BBC World Service continues as the leader among North American shortwave listeners. To be sure, its consistently good signal and continuous English

language programming make the BBC frequencies favoured places to leave one's shortwave dial".

The most popular BBC programme is the World News – "the standard source of information" – with almost 40 per cent of those polled listening on any given day. Then comes Alistair Cooke's Letter from America.

Second most popular station is Radio Canada International, followed by Radio Netherlands, Radio Australia, Voice of America and Radio Moscow.

★ ★ ★

TOUGHER measures – including penal sanctions – to combat the

piracy of broadcasting and printed material have been urged at a 65 nation meeting in Switzerland.

The appeal was made at a three day international forum in Geneva sponsored by the World Intellectual Property Organisation a specialised agency of the United Nations. It was attended by nearly 200 delegates, including media and UN representatives.

The forum expressed its concern at the increasing unauthorised copying and sale "on a commercial level of broadcasts and the printed word, facilitated by new technological developments".

Delegates called for "more effective sanctions, particularly penal sanctions... and continued efforts in making governments and the general public aware of the harmful effects of piracy on creativity and cultural progress".

★ ★ ★

A FOUNDATION for the training of journalists in Switzerland has been set up in Lucerne – the first in the country to involve joint management and union financing.

Courses will be held for newspaper, radio and television journalists, and are due to start this autumn.

They will be financed and operated jointly by the Swiss Newspapers Publishers' Federation, the Swiss Broadcasting Corporation and the Swiss 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.

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