

**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:** - (1970)  
**Heft:** 1591  
  
**Artikel:** Switzerland calling  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-687612>

### **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:** 13.07.2025

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

picture of the original page is not reproduced on the tin plate as a relief but as zones which, when the whole plate is moistened, will accept ink, contrasting with the other parts, which will not. The rolled tin plate impresses its image onto a rubber roller which, in its turn, prints the wanted picture (which is often the picture of written text) onto the paper. This system is particularly convenient for photographs and drawings since it does not require the preliminary preparation of picture blocks in a special workshop. Photographs and drawings are treated as ordinary text. Offset is also suitable for colour reproduction, a factor which is important in an age when newspapers rely so badly on publicity. Offset equipment is still more expensive than the traditional machinery, but has the great advantage of not requiring typesetters and makes composing much easier. It is presently used by most colour magazines, it will soon be interesting to the small paper.

#### Communications simplify the editorial aspect of a paper

Traditionally, the editorial and printing staff of a newspaper were housed in the same building. This is no longer necessary with the advent of teletypesetting and other means of communication. As a consequence, it is possible for a number of small newspapers to pool their editorial resources, as well as their production facilities, while at the same time maintaining their individuality. One way in which two or three papers of common political outlook could co-operate would be to have a central editing office which would send political, sports and other universal material to each of the papers concerned, which would be solely responsible for adding local news and localised advertisements. The inverse solution would involve two or three local editing teams sending their local material to the central office, which would not only be concerned with publishing material of common interest, but which would actually print the respective papers. The slightly increased cost of distribution which a common printing press for two or three individual papers would imply would easily be offset by savings on the production side. The cost of typesetting and page-composing can nowadays reach 50 per cent of the cost of an issue.

Similar arrangements have already been passed between small Swiss newspapers. For example, the "Neue Zürcher Nachrichten" has partners in Glarus, Olten, Basle, Argau, Solothurn and Lucern. It is responsible for the backbone of the paper and sends out all the foreign and federal news, cultural features, sports and general advertisements in the form of flongs sent by express post to its partners during the night. They are free to do what they choose with this "backbone" and add their own stories and local news. The "Rheintaler" at Heerbrugg and the "Ostschweizer Tagblatt" at Rorschach

are edited in common at Heerbrugg, although the "Ostschweizer Tagblatt" keeps a small staff for local news at Rorschach. The Rorschach printing works are linked by teletypesetter to Heerbrugg. A similar arrangement spares staff in the dailies of Grindelwald and Meiringen, which are linked by an improved telewriting system.

#### Co-operative editing

A daily with a circulation of 10,000 might have four full-time editors. One would be specialised in foreign affairs, another in cultural, economic and home affairs, a third in cantonal affairs and a fourth in sports. If four dailies of common political orientation, each with a staff of four, agreed to have common reporters on foreign affairs, federal affairs, business and sports, they would in fact enjoy a staff of seven, and not four. Moreover, the man writing on national and international politics could be stationed in Berne, where the relevant news is more readily at hand, the business writer could be stationed in Zurich, and the sports editor could be sent to witness various events. This necessary specialisation will increase the quality while not diminishing the individualism of the papers who co-operate editorially. Small papers sometimes have only one or two editors who have to resolve administrative chores on top of their editorial work. They

have moreover to be in touch with all the news and spend more time in sorting out what they are going to publish. Their work will only be made rational by a co-operation with other papers.

#### Conclusions

The fragmentary structure of the Swiss Press may not be altered, for the sake of Swiss federalism. The only way to adapt this political option to an economic reality calling for a concentrated press is for small papers to invest wisely in modern labour-saving machines, to pool their resources into purchasing and maintaining this equipment, to rationalise and standardise the various aspects of printing, to share their specialised correspondents and achieve a more efficient separation of labour. This must, and can be achieved without the loss of the individuality of these respective papers. Whether a number of small papers appear individually in one common press, or whether they are produced distinctly but edited centrally, or whatever other working solution is adopted, they will continue to appear under their traditional titles and cater for their traditional markets. The use of teletypesetting and computers is not beyond the reach of small papers, provided they accept to abandon what in many cases is only an appearance of economic individualism.

(PMB)

## SWITZERLAND CALLING

The European and Overseas Service of the Swiss Broadcasting Corporation, in carrying out its double mission to strengthen ties with the Swiss Abroad, and present Switzerland to foreign listeners, has decided to revise its short-wave programming policy on the basis of a thorough examination of the requirements of international broadcasting. Despite the political, demographic and, above all, technological evolution characteristic of our time, SBC's European and Overseas Service continues to play an extremely useful role in projecting the "Swiss presence in the world". Short-wave radio's potential for long distance transmissions, when fully utilised, becomes *the only way to reach distant listeners directly and immediately, no matter where they may be*.

Immediate information is, therefore, the cornerstone of the Swiss Broadcasting Corporation's short-wave programming policy: our transmissions are an extension of the domestic broadcasting services to Switzerland and its neighbouring countries; they supplement the press, radio and television in the regions of the world where our listeners live; they provide a preview of Swiss newspapers, respected abroad but dependent on the relative slowness of air transportation to get them to for-

eign readers. In short, SBC's European and Overseas Service plays an important role as a neutral source of quick and reliable information, reflecting both daily life in Switzerland and world events as seen through Swiss eyes.

In studying our new programming concept based on the need for information and our ability to provide it, we have formulated various standards which will be applied to SBC's short-wave programmes, as of *May 3rd, 1970*: the number, length and times of our directional transmissions will be affected, as well as their form and content.

Our six-month programme schedule will appear, in future, in *regional* editions instead of language editions (with the exception of the Arabic version). The first issue for 1970 will be published soon, and free copies will be available on request.

Although we cannot go into detail here about the Swiss Broadcasting Corporation's new programmes on short-wave, we felt it would be useful to outline the basic concept of our new broadcasts. We appreciate the interest you have shown in our programmes, whether by listening personally to our daily transmissions or by making them better known to interested persons and groups.

(Swiss Short Wave Service)