

Ljubljana, October 14, 2014
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It was my desire to have this meeting to discuss about our responsibility towards the European integration. We all realize, and are aware, that a lot of European citizens have little or no confidence in the European Union.

The number of people losing interest in EU is **growing** day by day and at the same time **populism** is strongly growing.

Reading papers, watching TV, listening to radio and also surfing in Internet, we can often see journalists reporting about these worrying trends, and often stressing it.

They blame this EUROPE. Talking about Europe they mean the European Union.

Not to say what many politicians, and not just the populists, say in giving all the responsibility of what is going wrong to Brussels, often to hide mistakes at home, in their own country.

I think that we are all aware, of course, that in the European Union not everything is going well and that reforms are required.

With the entire world changing and going almost upset-down it would be strange to think that the EU doesn't need to change; and also the experience suggests changes, adjustments. It's quite normal. However, what must remain **is the spirit** of the European project!

I don't know to what extent many journalists ask themselves if they have some responsibilities with respect to the lack of citizens' confidence in Europe.

Dear colleagues, we have many people belonging to our profession that are champions in criticizing but not so committed to learn about the history of the European integration since the times when two

WWs destroyed Europe, **and to explain in a very clear way** the many, many benefits of the European Union, beginning from more than 70 years of peace in a continent where war was all the time on the agenda.

To explain how the EU Institutions function. To explain, and also remained to many politicians, that Brussels is often not a subject that decides but **in Brussels politicians meet to decide.**

To explain and remind, from time to time, that **the European Council** is not something created in Brussels but that it is formed by the Heads of State and Government taking plane, train or car and going from the capitals of the member states to Brussels, **where they meet to decide or not to decide.**

If the epochal question of migration is not faced and rules are not respected it **is not always Brussels to blame**, but those prime ministers that **consider solidarity just in one way**, meaning to get money from the EU budget, budget that is also “stuffed” with financial means transferred by all the member states.

To explain and remind that **solidarity**, basic principle of the European integration, **doesn't mean just to take** but also to give, and if it **is not possible to give what is requested, at least to share.**

Of course journalists must inform citizens about **what**, according to their opinion, **is wrong**: wrong not just with regard to the working of the EU Institutions, but **also about behavior of policymaker in Brussels, especially the high ranking ones.**

And to this regard let me recall here the outrageous and ashamed behavior of the former president of the European Commission Mr. José Manuel Durão **Barroso.**

According to the Treaty (art. 245.2 TFEU), a commissioner must act with **integrity** and **discretion** also after ceasing to hold office and according to **ethic also beyond the cooling-off period of eighteen months.**

After having ceased to hold ten years office in Brussels, I repeat as President of the European Commission, he became **non-executive chairman of the board of directors of Goldman Sachs International**, the huge aggressive world Bank that plaid an important role in **triggering the financial crisis** (subprime mortgages) and **for advising on financial constructs enabling to occult the reality of the debt position of Greece in the Euro-System.**

Barroso, replying to the ethic committee said: I have been engaged to provide advisory services in relation to the firm's business with its clients. "I have not been engaged to lobby on behalf of Goldman Sachs and I do not intend to do so".

Mr. Barroso has go money enough to live: **Go around in Europa to give speeches about EU, for free.**

In such a case media should keep stormy attack forcing him to resign.

We don't miss information about the working of the EU Institutions; the services of the European Commission, and other institutions, are efficient, comprising the very good audiovisual service of Commission, an of the Parliament too.

Unfortunately news regarding the working of the EU Institutions are not very attractive for readers, Radio and TV audience.

A couple of years ago I was **analyzing** with my students of the master on "Communicating Europe" at the West University Timisoara **a research** conducted in order to find out to what extent editor-in-chiefs and other senior journalist of newspapers are interested about Europe.

The answer was that with Europe they **don't sell papers** or that EU subjects are not very easy to understand. Things that we all know. Just a German journalist said that he gets paid for presenting in his

paper in an easy way the complicated subject of the European Union.

I think that taking time to **study EU text**, for example regulations and directives, it is always possible to find elements that can attract, readers, viewing public and Internet users.

In the majority of the EU legislation there is always something affecting more or less in some way regional or local community. To get the proper information it is of course necessary to take time to read the text and to be familiar with the EU structure and its way of working.

To this regard I think that very important in communicating Europe to **go local**, mainly to regional media.

My personal experience is, I believe, a telling one. Since 1982 I have a weekly regional TV program called "Qui Europa" (Here in Europe) with information and comments about Europe.

Dear Colleagues, nobody is asking us to have the major responsibility to change the attitude of citizens towards the European Project, regaining their confidence in the EU or to promote a **recasting of the EU system**.

However, I **think and strongly believe** that media people have and need to feel the responsibility to provide a pivotal contribution in making citizen aware what is **the TRUTH** about the European integration and how the EU institutions work.

We need to **intervene against the many myths** used by many politicians **to throw discredit on the European Project and, even more, we need to launch a crackdown on the many populisms that are poisoning the European idea and threatening our future.**