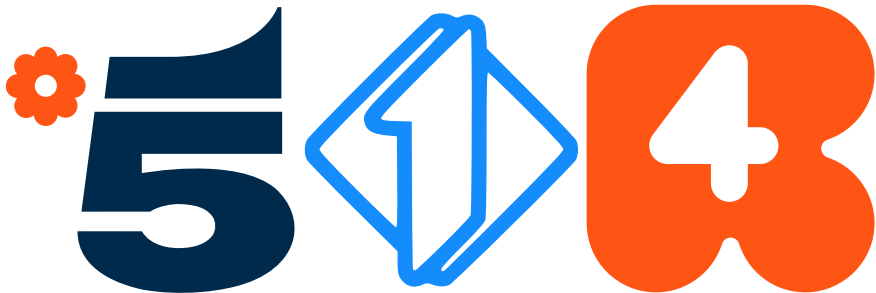


# The Media Before and After Silvio

Chris Hanretty





**Rai**  **Uno Rai**  **Due Rai**  **Tre**

## Meno male che Silvio c'è

*Berlusconi si fa l'inno, scarica Casini e dà una chance a Veltroni*

il **Giornale** dei  
**professionisti**

**Unione europea** - Per la lotta ai clandestini dati biometrici degli immigrati in un database

*Pignatari a pag. 36*



**Consulta** - Tassa sul lusso in Sardegna, bocciata solo la parte sugli immobili

*Stappora a pag. 37*

**Consolidato** - Non utilizzabili le rettifiche per ridurre il reddito

*Filicini a pag. 39*

**Ambiente** - Nella bozza di decreto sulle acque, tra le norme di deroghe...

DI FRANCO BECHIS

Silvio Berlusconi si è fatto l'inno per il nuovo Popolo della libertà. Si intitola «Meno male che Silvio c'è», e ha questo ritornello: «Viva l'Italia, l'Italia che ha scelto di crederci un po' in questo sogno. Presidente, questo è per te. Meno male che Silvio c'è». A canticchiare, oltre a lui che ne è beneficiario, resterà solo il povero Gianfranco Fini, che taglierà in questo modo definitivamente i ponti con un passato di «faccetta nera» che nessuno potrà più rinfacciar-gli. Non canterà invece Pierferdinando Casini, che ieri ha annunciato la probabile rottura con il centro-destra e l'intenzione di correre da solo con il suo simbolo e il partito che lo detiene: l'Udc. Walter Veltroni, invece, s'alice con Antonio Di Pietro e guadagna qualche chance...

SENZA A PAGINA 2

Silvio Berlusconi (foto La Presse)



... ?

Pre-history

Post-war

Reform to reform

Enter Mr. B.

Remedies?

# Outline

Pre-history

Post-war

Reform to reform

Enter Mr. B.

Remedies?

# The printed press

- Dirt-poor illiterate share-croppers don't read newspapers
- So newspapers aren't profitable
- Profit-oriented owners exit, influence-seekers step in

# The printed press

- Dirt-poor illiterate share-croppers don't read newspapers
- So newspapers aren't profitable
- Profit-oriented owners exit, influence-seekers step in

# The printed press

- Dirt-poor illiterate share-croppers don't read newspapers
- So newspapers aren't profitable
- Profit-oriented owners exit, influence-seekers step in



# Oh yes, fascism didn't help either

- The Fascists weren't as good with the media as the Nazis
- But some of their innovations -- the *Ordine dei Giornalisti*, *Cinecittà* -- are still kicking around

# Oh yes, fascism didn't help either

- The Fascists weren't as good with the media as the Nazis
- But some of their innovations -- the *Ordine dei Giornalisti*, *Cinecittà* -- are still kicking around

# *Quarto Potere?* Magari...

- Journalists were happy writing for a small in-the-know audience
- After all, they were *artists*

# *Quarto Potere? Magari...*

- Journalists were happy writing for a small in-the-know audience
- After all, they were *artists*

# Outline

Pre-history

**Post-war**

Reform to reform

Enter Mr. B.

Remedies?

# From monks to mini-skirts

- From 1945 to 1975, Rai gradually lightened up
- A key player in this was Ettore Bernabei (DG 1960 -- 1972)

# From monks to mini-skirts

- From 1945 to 1975, Rai gradually lightened up
- A key player in this was Ettore Bernabei (DG 1960 -- 1972)





# Outline

Pre-history

Post-war

**Reform to reform**

Enter Mr. B.

Remedies?

# Slouching towards reform

- Constitutional Court ruling no.s 224 and 225/74
- Law no. 103/75

# Slouching towards reform

- Constitutional Court ruling no.s 224 and 225/74
- Law no. 103/75

# Values

- Pluralism the key concept
- No time for objectivity, impartiality

# Values

- Pluralism the key concept
- No time for objectivity, impartiality

# Outline

Pre-history

Post-war

Reform to reform

**Enter Mr. B.**

Remedies?

# Outline

Pre-history

Post-war

Reform to reform

Enter Mr. B.

**Remedies?**

# How much can you own?

- Local channels only ('74 court ruling)
- 20% of the (15) available channels (Legge Mammi)
- 2 channels (Legge Maccanico) -- never implemented
- 20% of the SIC (legge Gasparri)

# How to reform things

- Elect a cohesive centre-left coalition
- Re-elect them
- Draft a media reform bill on day one...
- And hope the Italian court system hurries up

**or...**



More of what I think can be found in...

Chris Hanretty. The Italian media between market and politics. In Andrea Mammone and Giuseppe A. Veltri, editors, *Italy Today: The Sick Man of Europe*. Routledge, London, 2010.

Thank you.