

CCP Central Committee Directive on Forwarding the Report of the Party Group of the General Administration of Press and Publications Regarding the National Newspaper Managers' Conference

Date: December 30, 1949

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To: All Central Bureaus, Sub-Bureaus, and Provincial (Municipal) Party Committees

The Central Committee is hereby forwarding to you the report submitted by the Party Group of the General Administration of Press and Publications concerning the National Newspaper Managers' Conference. The resolutions of the conference have already been approved and promulgated by the Central Committee. All Party committees at various levels are requested to supervise their subordinate newspapers in implementing the contents of this report and the decisions of the conference.

Central Committee

December 30

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Report of the Party Group of the General Administration of Press and Publications on the National Newspaper Managers' Conference

The General Administration of Press and Publications convened the National Newspaper Managers' Conference from December 17 to 26, 1949. More than thirty representatives from public and private newspapers in North China, Northeast, East China, Central China, and Northwest attended.

The main objective of the meeting was to resolve issues related to paper supply and financial deficits in newspapers nationwide. (According to incomplete statistics from sixteen papers, including *People's Daily*, total annual losses amounted to the equivalent of 50 million catties of millet.)

The conference adopted three principal measures:

1. On newsprint supply:

A Cultural Paper Committee was to be established jointly by the Government Administration Council's Financial and Economic Commission and the Education and Culture Commission. This committee would coordinate the production, import, and distribution of paper for news and publishing.

○ The guiding principles:

- Develop domestic paper production and restrict imports.
- Distribute paper to news and publishing organs at a uniform and preferential price.

2. On financial self-sufficiency of public newspapers:

Newspapers with better financial conditions should strive for self-support through the following methods:

- (a) Newspaper pricing must not be lower than paper costs.
- (b) Increase the publication of useful advertisements.
- (c) Based on the experiences of the Soviet Union, Northeast China, and Shandong, the distribution of newspapers should gradually be entrusted to the postal service to

reduce distribution expenses and losses. (This matter has already been agreed upon with the Ministry of Posts and Telecommunications.)

- (d) Establish a sound accounting system, eliminate waste, and reduce redundant staff (in the five provinces of North China, newspaper staff could be reduced by about 500 persons).

3. On state subsidies:

Newspapers that still cannot achieve self-sufficiency after implementing the above measures shall receive regular, fixed subsidies from the government's press administration and finance departments, based on a review of their budgets.

- This policy abolishes the current reimbursement system, under which many local newspapers make arbitrary financial claims.
- Budgets for newspapers in the five provinces and two municipalities of North China shall be jointly reviewed by the Central General Administration of Press and Publications and the Ministry of Finance.
- Newspapers in other major administrative regions shall have their budgets reviewed by the news and publishing departments and financial organs of the respective regional or provincial People's Governments or Military Administrative Committees, following the same principles.
- These reviews should then be submitted to the General Administration of Press and Publications for record, in order to reduce losses to the state treasury.

Each major administrative region should also establish its own Cultural Paper Committee, under the leadership of the Council's Cultural Paper Committee, to manage the production, procurement, and distribution of newsprint within its region.

The above measures have been formulated as resolutions, and upon approval, they are to be publicly announced. Please transmit this directive to all Central Bureaus and Sub-Bureaus for implementation.

Party Group of the General Administration of Press and Publications