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Newspapers support recycling:

Recycled paper made up 80.6 per cent of the raw material for UK newspapers in 2006

Six million reasons to be wrong

Cumbrian media and PR adviser **Alan Air** takes a swipe at the News of the World in his latest column on what the papers say



In the wake of Max Mosley's successful courtroom battle against the *News of the World* and its 'sick Nazi orgy' claims, there are six million reasons why Britain's biggest-selling Sunday tabloid was morally wrong to evoke the suffering of Third Reich concentration camp victims in its 'public interest' defence of the article.

Voyeuristic titillation aside, for the News of the Screws to dare link Sir Oswald Mosley's son's faux German S&M sex party involving consenting adults dressed in black to the chilling experiences of millions of men, women and children herded into cattle wagons bound for the gas ovens and deprivations of Auschwitz and other death camps is quite shameful.

Glancing through *The Independent*, in Frankfurt as it happens, the odious aspect of the comparison was brought home to me whilst reading a two-page feature on the hunt for Nazi brute Aribert Heim.

Labelled Dr Death for performing major surgery, amputations and poisonous heart injections on fully-conscious inmates of Mauthausen to see how long they could endure the unimaginable pain before expiring, it was surely no coincidence that a report

into the Mosley trial was featured on a previous page.

On this occasion *The Independent* got it right. By juxtaposing the comical Mosley sex romps next to the descriptions of Heim's unspeakable torture chambers, readers were left to draw their own conclusions about the *News of the World's* reprehensible Holocaust analogy.

MELTDOWN

When it comes to climate change most of us are hypocrites. So my condemnation of *The Independent* as a commercial entity – whilst lauding its editorial convictions about global warming – is a form of self-flagellation.

For the last few years, long before other mainstream papers even gave it credence, *The Independent* doggedly pushed global warming. Splash headlines like 'MELTDOWN' beside a dripping iceberg and chilling scientific prophecies dared to talk about the elephant in the room, i.e. terrifying runaway climate change. So hooray for the integrity of *The Independent!*

Sadly, in the same newspaper what do we also get? Competitions for free flights, adverts for gas guzzling cars and overseas mini-breaks by air, plus endless travel supplements

promoting remote parts of the world that even the Starship Enterprise's transporter room would struggle to find co-ordinates for. Whilst acknowledging the commercial realities of newspapers struggling for advertising revenue in this competitive multi-media era, it is impossible for *The Independent* to avoid the charge of hypocrisy when it comes to the gravest threat facing mankind.

HUNGER STRIKE

Still on hypocrisy, the world's politicians rightly got it in the neck from Britain's newspapers over the recent G8 Summit. Whilst top prize for the most forced headline goes to *The Mirror* for 'HYPOCR-EATS!' it is a bit rich when PM Gordon Brown sits down with other world leaders to a sumptuous banquet of caviar and milk-fed lamb, whilst lecturing the rest of us on food waste after travelling rock-star class to Japan on a specially chartered jet. Whilst many of us in work are being urged to hold video conferences with colleagues in remote locations to cut our carbon footprint, surely it is time world leaders led by example? Despite their own laughable duplicities, on this occa-

sion the British newspapers' hunger strike on lard belly, globetrotting politicians was hugely enjoyable and justifiable.

TV TURN OFF

And finally... the real reason Gordon Brown is so low in the opinion polls – TV turn off, the public relations phenomenon by which our slightest physical idiosyncrasy is magnified a million times. Whilst respectable newspaper pundits cite his bankrolling of the Iraq invasion, frustration at rising petrol and energy costs, and his gleeful encouragement of the credit boom and other unfathomable fiscal policies during his tenure as chancellor by way of explanation for his almost unparalleled unpopularity, I suspect the real reason is much more close up and personal. Nearly everyone I speak to about Brown cannot wait to express their utter revulsion at his premeditated robotic smile, lazy eye, dour expression, grey wobbly jowls and that gulping thing he does with his mouth, lips and tongue when speaking to camera. Clearly, unless Gordon Brown has a head transplant, he is finished.

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