

The new system of information for all Swiss abroad

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Important :

Do not forget to announce any change of address in due time to the Swiss diplomatic or consular mission you belong to. We shall thus be able to send you this Review continuously.

In our December 1974 edition, under the title «The Fund in pictures» page 5 and under the diagram B, you must read **Annual savings deposits** instead of «Single savings deposits»

History

Thanks to the umbrella organization of Swiss societies in Italy and its then President, Dr. Emilio Steffen, a regular paper could be started in 1968, which, thanks to the Federal Political Department, could be sent to all registered Swiss in Italy. Encouraged by this step and supported most assiduously by the former President of the Union of Swiss Societies in France, Mr Paul Gruaz, and the present Vice-President, Mr Jean Jacot, as well as by Minister Maurice Jaccard, Head of the Office for the Swiss Abroad at the Federal Political Department, the Secretariat of the Swiss Abroad worked out a project for an information periodical for the Swiss in France, where nearly a third of all Swiss Abroad are resident.

At two special meetings in Lyon and at the 47th Assembly of the Swiss Abroad in Montreux, the project was given concrete form. The Secretariat, though, had to give up its dream of an «echo mondial» for financial reasons.

For the first time, in December 1970, it became possible to issue the first number of this new means of communication to all registered Swiss in France. It had an immediate favourable response.

Structure

The Commission of the Swiss Abroad of the NHS gave a mandate to the Commission on Information to evolve a comprehensive system of information for all Swiss abroad. Immediately, close co-operation with the Federal Political Department began. In any case, expenditure and distribution throughout the world can only be undertaken by that authority. The new publication

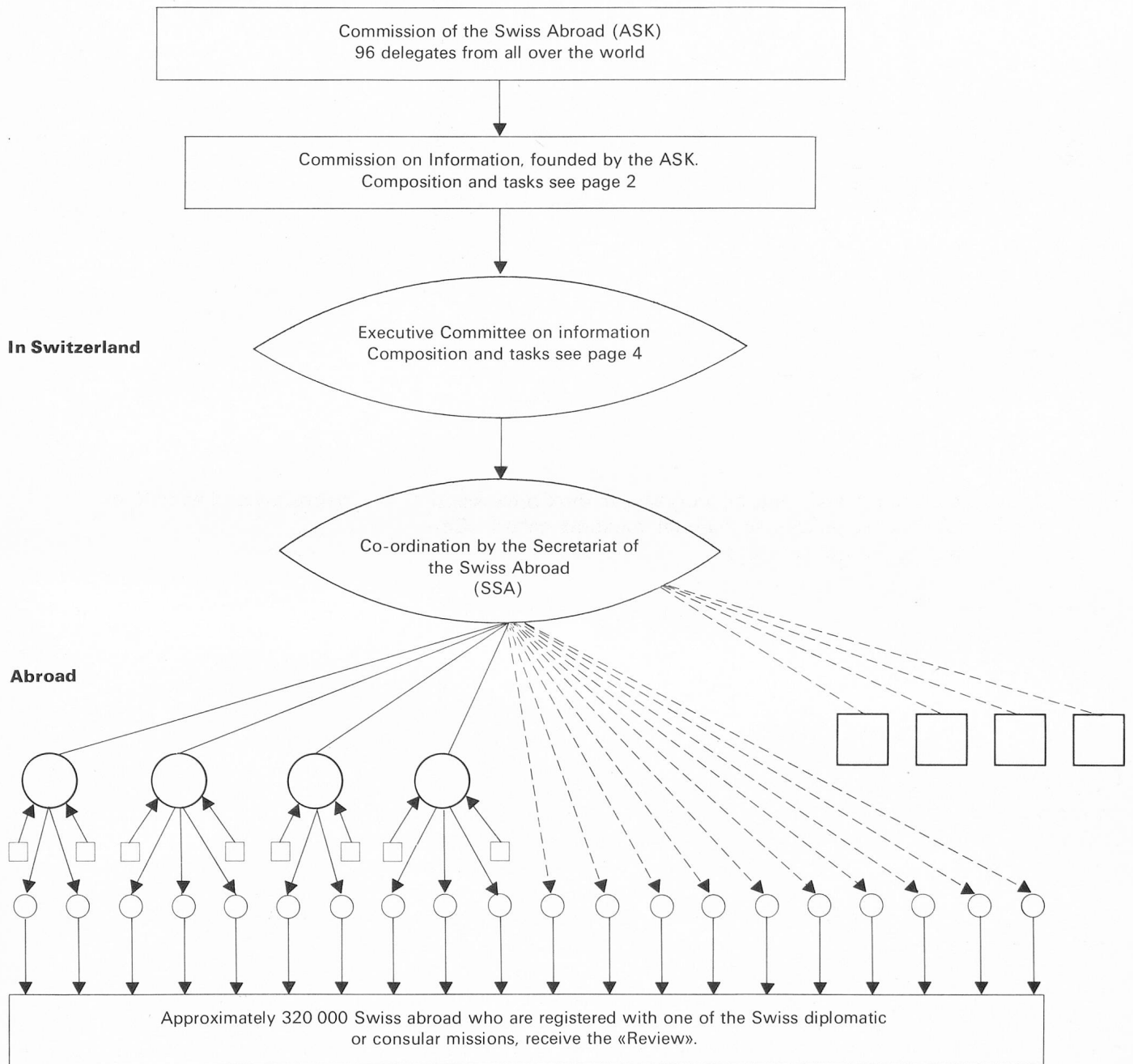
replaces all official bulletins of Swiss diplomatic and consular missions and makes it possible to send the said official information to all registered Swiss abroad.

The Commission on Information from and to «Fifth Switzerland» has, as its task to promote and develop information to our compatriots abroad. Apart from the «Review» which everybody receives, the Commission on Information deals with the following publications:

a) «echo», the monthly periodical of the Secretariat of the Swiss Abroad, which imparts topical news, exclusive interviews and commentaries, as well as announcements of special interest. Every Swiss abroad who would like to get to know his homeland better and wants to be fully informed about decisions taken at home, which are of importance to him, will value this periodical greatly on account of the choice of articles and numerous illustrations. The «echo» is obtainable by way of subscription, and the Secretariat of the Swiss Abroad will be pleased to supply you with details.

b) «Weltschweizer», the publication for the young Swiss abroad, which appears five or six times per annum, and is sent free of charge to young Swiss abroad between 15 and 25 years of age. Anyone over 25 who would like to go on receiving this very interesting periodical, can do so by paying a modest annual subscription. In every issue, a topic of interest to young Swiss abroad is treated. In addition, it contains announcements by the Youth Service, especially regarding the various camps and special events.

Chart showing the organization and structure of the world-wide system of information from and to «Fifth Switzerland» by the «Review».



Key to the symbols used



Responsible editors



Swiss embassies, consulates and communities or institutions, which send their local news straight to their responsible editor.



Swiss societies or institutions which send their local news to the co-ordinator, i.e. the Secretariat of the Swiss Abroad in Berne.



Dispatch of the completed publications based on the addresses supplied by the 191 Swiss diplomatic and consular missions abroad
SSA Lucien Paillard

Executive Committee of this world-wide system of information



From left to right (the photo was taken at a working session): Mr Claude Borel, diplomatic assistant at the Office for the Swiss Abroad at the Federal Political Department; Mrs Nelly Silvagni-Schenk, Director of the Review «Le Messenger Suisse» for the Swiss in France; and Mr Lucien Paillard, Deputy Director of the Secretariat of the Swiss Abroad and co-ordinator of the new system of information. (Photo Rodo)

The Executive Committee submits all proposals to the Commission on Information and organizes an annual meeting called «Co-ordinating Meeting on Information».

ed, in order to obtain readers' opinion. As this was positive, a second number appeared in December of the same year. A further big step was taken in 1972, when the German edition appeared. A year later, the first numbers were published in Italian and English. It was not until the autumn of 1974 that an edition was printed in Portuguese in Brazil and simultaneously one in Spanish for South America and Spain. No further languages are planned. For understandable reasons, the «Review» could not be distributed immediately to all Swiss abroad. The circulation would be too small in some countries; the copies for these are printed in Berne.

Composition of the «Review»

The basic review consists of 24 pages divided as follows:

11 pages
with articles of general interest, amongst them a sports page, a review of events in Switzerland since the previous issue, articles on personalities and – that goes without saying – cultural contributions.

3 pages
with «Official Information» by the Federal Political Department. These invariably contain important announcements and indications for the Swiss abroad.

3 pages
with «Information from the Secretariat of the Swiss Abroad». This keeps you abreast of its activities and any steps taken in your interest. The Solidarity Fund of the Swiss Abroad, too, will not fail to keep you informed of its activities and to give you useful advice.

2 pages
of advertisements make up the individual issues.

c) Articles by the Secretariat of the Swiss Abroad in the weekly overseas edition of the Tages-Anzeiger. Every week, the Secretariat reviews a subject in this Zurich newspaper. It is specially chosen and relates to Swiss topics in an unbiased way.

Composition of the Commission on Information

Besides members appointed by the Commission of the Swiss Abroad, whose President also chairs the Commission on Information to and from «Fifth Switzerland», there are representatives of the Federal Political Department and the Shortwave Service, Swiss personalities from abroad, editors of Swiss periodicals abroad, professional journalists and representatives of the Secretariat of the Swiss Abroad.

This Commission of 12 to 15 members generally meets twice a year.

The «Review»

As you may see on page 5, the «Review» has several names, for we are most concerned to cooperate with the already existing Swiss papers abroad. That is why we have left the choice of name to many Swiss umbrella organisations with large membership. For the same reason, the editors of existing Swiss papers abroad receive articles four times a year, which they reproduce fully in their own issues. These «Reviews» keep the name which has been in existence often for decades.

The first number of the «Review» was published in June 1970, in Paris. In the December issue, a questionnaire was includ-

The 19 pages prepared in Switzerland of which we have given you a short synopsis, are completed by **your** news, for 5 pages are at the disposal of the official Swiss posts, the Swiss communities abroad, in order that these may inform compatriots in their country of residence of activities and events in clubs or societies.

We believe that the attraction of the «Review» lies in this, for apart from news from Switzerland, you find forthcoming events in Swiss organizations in your district, re-

ports on various meetings, and communications of your Swiss mission.

The co-ordinating meeting on information takes place once a year. It consists of members of the Executive Committee, editors from abroad, as well as of all those abroad or in Switzerland who are engaged in producing the «Review». At that meeting, points are discussed above all which concern the development and make-up of the «Review»: distribution of galley proofs, problems with lan-

guages, legal prescriptions in various countries, postal charges and choice of texts. It is really and truly a clearing house of ideas, which is much appreciated by those responsible for the «Review» in Switzerland. For it enables them to take into account as far as possible the needs and wishes of our compatriots abroad, and thus to improve the «Review» continually. The work in Switzerland comprises the whole preparation of 19 pages for each of the four annual numbers of the «Review», as well as

Name of the «Review» and edition

Country	Name of the «Review»	Place of printing	Language					Edition for every number	
			French	German	Italian	English	Spanish		
Europe									
Austria	Kontakt	Vienna	—	4 200	—	—	—	4 200	
Belgium and Luxembourg	Courrier Suisse	Brussels	4 000	—	—	—	—	4 000	
East Block States	Swiss Review	Berne	177	589	—	10	—	776	
Federal German Republic and West Berlin	Kontakt	Cologne	—	26 000	—	—	—	26 000	
France	Messageur Suisse	Paris	50 000	—	—	—	—	50 000	
Great Britain	Swiss Observer	London	—	—	—	10 000	—	10 000	
Greece	Swiss Review	Berne	300	250	—	—	—	550	
Italy	Gazzetta Svizzera	Rome	—	—	14 000	—	—	14 000	
Netherlands	Schweizer Kurier	Brussels	—	2 500	—	—	—	2 500	
Portugal	Swiss Review	Berne	400	400	—	—	—	800	
Republic of Ireland	Swiss Review	Berne	50	130	—	50	—	230	
Scandinavia	Schweizer Kurier	Brussels	—	3 260	—	—	—	3 260	
Spain	Mensajero Suizo	Madrid	—	—	—	—	3 000	3 000	
Africa									
French-speaking countries	Messageur Suisse	Paris	5 000	—	—	—	—	5 000	
South Africa and Rhodesia	Swiss Review	Johannesburg	—	—	—	5 750	—	5 750	
Other countries	Swiss Review	Berne	613	1 635	—	303	—	2 551	
America									
Argentina	Helvetia	Buenos Aires	—	—	—	—	7 350	7 350	
Brazil	Messageur Suisse & Schweizer Kontakt	Rio de Janeiro	1 500	2 500	—	—	—	4 000	
Canada	Revue Suisse-Canada	Montreal	1 300	—	—	9 000	—	10 300	
United States	Swiss American Review	New York	—	—	—	24 000	—	24 000	
Other countries	Panorama Suizo	Buenos Aires	—	—	—	—	5 600	5 600	
Asia									
Far East	Swiss Review	Berne	223	825	—	2 592	—	3 640	
Middle East	Swiss Review	Berne	187	441	—	45	—	673	
Oceania									
Australia	Swiss Review	Sydney	—	—	—	4 800	—	4 800	
New Zealand	Helvetia	Wellington	—	—	—	1 000	—	1 000	
			Total	63 750	42 730	14 000	57 550	15 950	193 980

to work out the five pages of local news for those countries where circulation would be too small to warrant printing there.

Abroad

Many countries have been publishing their own information bulletins of many kinds already for decades. They range from a paper and duplicated circular to a magazine. Unfortunately, a number of these publications have ceased to exist in the course of the years, so that it became necessary to build up a comprehensive system of information, which takes into account the still existing Swiss papers abroad. This is also the reason why the «Review» has so many different names (see page 5). Many of these publications appear monthly, some even fortnightly or weekly.

Four times a year, the editors of these bulletins and papers receive a set of offset films of the 19 pages prepared in Berne. They are in the language most often used by our compatriots in any particular country. In the meantime, the editors gather material for local news and publicity for their region and prepare the five pages left to them. In some countries there is so much local news that more than

five pages have to be used (i.e. France and the Federal German Republic).

As you see from the summary on page 3, the Swiss in those countries where only few of our compatriots live, send their local news directly to Berne.

As soon as the offset films have been prepared, the issues are printed and sent to the Swiss diplomatic and consular missions. They are entrusted with the distribution, for they alone are in possession of the necessary addresses.

The distribution to approximately 320 000 compatriots all over the world is thus dealt with by the 191 Swiss embassies and consulates. As you can well imagine, such a gigantic system, however simple it may be in its conception, creates considerable difficulties for example finance. The Executive Committee has to deal with the following points: recruiting editors abroad, choice of languages, addressograph machines, address card-indexes, publicity, avoiding duplication of texts, deciding on the volume of local news, choice of lettering and format of the «Review», technical peculiarities in printing in the various countries, quality of paper, translations, keeping to headlines, postal rates

and administrative regulations in every country, quite apart from unforeseen incidents such as strikes, loss or damage of films, wrong deliveries etc.

In order to simplify these problems and to distribute the tasks somewhat, agreements have been made with those countries in which the «Review» is printed on the spot (or will be concluded in the near future). These are tripartite agreements, between the umbrella organizations of the Swiss communities, the Federal Political Department and the Commission of the Swiss Abroad. The main task of the umbrella organizations is to appoint an editor, in order to assure the quarterly publication of the «Review».

Thanks to the often honorary cooperation of Swiss abroad, it is possible to let you have the «Review», a copy of which you have in your hands. May we ask you to support the efforts to develop further the «Review», either by supporting it financially (by way of subscribing to the periodical in your country of residence) or by making editorial contributions.

On behalf of the Executive
Committee
Lucien Paillard

Sport

Curling

Peter and Bernhard Zimmermann, Jürg Geiler and Mathias Neuenchwander – four names which would arouse doubt even with the greatest sports fans if one mentioned them separately.

The Curling Club of Duebendorf is an uniform team. Four friends who have come out of their anonymity for more than a week, who have made headlines in the press and

who have filled with enthusiasm the whole country. Annoyed by the adverse way things turned out at the world skiing championships at St. Moritz, the fanatic Swiss threw themselves on this piece of luck. Four of their representatives very nearly became world champions, had it not been for an insignificant trifle. Nevertheless, this achievement revived spirits, called forth questions:

Curling, after all, is not just a sport for the rich, a game taken from an old and dusty history book. Its origins do actually go back a very long time. The first traces were found in 1510. At that time, Curling was played on Scotland's frozen lakes. The first club was founded at Kilsyth, near Glasgow. Gradually only, one began to realize how heavy the stones were: 52 kg. So the athletic side