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**Autor:** Keller, Gabrielle  
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# "Swiss Review" goes online!

*The Internet can take an old format and make it easier, faster and more attractive.*

*"Swiss Review" is the latest publication to appear in a new e-look, but naturally there is no need to do without your printed version.*

**THE HOME PAGE** of "Swiss Review" publisher, the Organisation for the Swiss Abroad (OSA), features the new Internet version of the magazine. The task has taken longer than many readers would have liked due to the complexity of the new home page. But hopefully the range of goodies you will find there – including weather reports or your favourite Swiss music – will make up for the long wait.

## **Venerable old lady**

At the grand old age of 82 (until December 1980 the magazine was published under the title "Schweizer Echo"/"Echo Suisse"), it is hardly surprising that the "Swiss Review" has undergone various changes over the years, principally in terms of frequency of publication, subscription conditions, language versions and, obviously, graphic presentation. But it has always remained true to its mission to act as a link between Swiss Abroad and their home country. The five members of the editorial team in Berne still carry on this tradition with great enthusiasm.

But even an old lady like the "Swiss Review" eventually has to move with the times. Due to the fact that our magazine is published in five languages and includes over twenty different regional supplements, production is a lengthy process. Added to this, the distances which "Swiss Review" has to cover to reach its readers are sometimes enormous. In short, the printed edition no longer meets current requirements. To supplement the printed version, the OSA (the publisher of "Swiss Review") has decided to post a regularly updated version of our mag-

azine on the Internet. This way, the different regions will also be able to publish their news "just in time".

## **Limited funds**

Needless to say, even the on-line edition of "Swiss Review" has to be limited in scope. It, too, is unable to compete with the bigger news platforms due to the limited funds available. This new home page has been made possible thanks to financial support from the Federal Department of Foreign Affairs' Service for the Swiss Abroad. Despite these greatly appreciated contributions and substantial regular assistance from the government for the printed edition, both the electronic and the printed "Swiss Review" remains an independent publication. Its autonomy is statutorily guaranteed, granting

the editorial team complete freedom of expression.

Whenever the "Swiss Review" reports on political issues, it endeavours to do so objectively. Personal opinions (commentaries or editorials) are designated as such and accompanied by the author's name. A committee monitors the editorial work and regularly verifies the political balance of "Swiss Review".

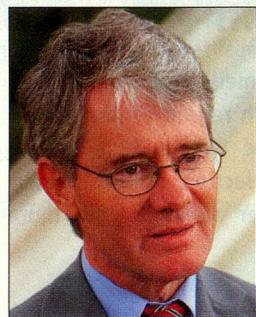
The "Swiss Review" aims to act as your bridge to the home country, bringing news from Switzerland into your home six times a year without either embellishing or clouding the issues. And if it succeeds in strengthening your ties with your home country in a constructive manner, then it has achieved its most important objective.

*Gabrielle Keller* 

# A motivated team

*The "Swiss Review" is published by the Organisation for the Swiss Abroad (OSA), an independent organisation which is recognised as the advocate of the interests of the Fifth Switzerland.*

For 16 years the office of Director of the OSA has been held by



Rudolf Wyder

"Information is the core business of the Organisation for the Swiss Abroad. The 'Swiss Review' is and remains our flagship. It is one of the most widely circulated publications in the country. Thanks to the government's support, our magazine finds its way to all Swiss Abroad households."

The 5-strong editorial team in Berne has a special affinity with the Fifth Switzerland.

Gabrielle Keller, editor-in-chief, has spent almost half her life as a Swiss Abroad and has been working in journalism for over twenty years. Since June 2001 she has been responsible for the "Swiss Review": "I have grown very close to Swiss Abroad and greatly enjoy working for them."



Gabrielle Keller