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Close ties with home for 30 years

Swiss emigrants used to hear about events back home only from those they left behind, if at all; unless they could afford to have a Swiss newspaper sent to them. For 30 years every Swiss national resident abroad has been able to receive the "Swiss Review" free of charge.


GABRIELLE KELLER



Close identification with the product: printer Reto Meng of Zollikofer AG.

WHEREVER PEOPLE settle, communication media soon make an appearance. Such media sprang up wherever there was a Swiss colony, and every newspaper bore its own name and identity. Between 1920 to 1980, the OSA (which at that time was called the Swiss Abroad Secretariat of the New Helvetic Society/NHC) published the "Echo", a newspaper available on subscription. What was missing was a medium that would inform Swiss Abroad comprehensively about current affairs in Switzerland as well as issues concerning the Fifth Switzerland.

The enshrinement in 1966 of the Swiss Abroad article in the federal constitution set the ball rolling. Two years later, Swiss nationals living in France established a commission in Lyon to examine the possibility of a general information medium. In 1969 several proposals were studied. The commission decided to model their publication on the French version ("Messager Suisse") and in 1970 it sent the first issue of this newspaper to all Swiss living in Paris. This was followed in December of the same year by a second issue which was distributed to all Swiss nationals throughout France. The OSA had been commissioned by the Confederation to issue a newspaper and, at the beginning of the 1970s, it succeeded in incorporating existing Swiss Abroad information media in various regions into a single publication.

The milestone was reached in 1974, on completion of this complex task. For the first time "Swiss Review", the only newspaper targeted at all Swiss Abroad around the world, was sent to all registered Swiss nationals abroad. At that time they numbered 320,000. 

Translated from German.