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## INFORMATION AND PUBLICATIONS

In the course of the events in celebration of the Centenary of the ICRC and of the Red Cross as a whole, the Press and Information Department was particularly active. It concentrated on arousing interest from far and near in the movement of solidarity to which Henry Dunant's initiative gave rise and in the institution which is its centre still today. These efforts were exerted widely in the press, radio, television, cinema, pictorial display, exhibitions, and in the reception of visitors.

### Relations with the Press

Relations with the press, both Swiss and foreign, have never before been so closely maintained. Throughout the year, many journalists from a large number of countries were received by the Press and Information Department, which provided them with abundant material on the ICRC, its history and activity.

Through its Bulletin, "Topical Red Cross News", published in four languages and of which it produced fifteen issues in 1963, the Press and Information Department has produced many communiqués and articles which were widely published in the press in even the most distant countries. In addition, and in response to a constant demand, it distributed photographs to many daily newspapers and periodicals.

During August and September over a hundred journalists and radio and television commentators were in Geneva. Documentary material on the Red Cross was given to them all, as they were in general insufficiently informed. This was a particularly exacting task during the Centenary Congress in the United Nations Building, for which the press service was operated jointly by the ICRC, the League and several National Societies. Special articles for distribution to the press dealt with the main subjects submitted to the Congress by the ICRC.

The Press and Information Department also shared in the other Centenary events in Geneva, particularly in the International Exhibition. Mr. Robert Melley, of that Department, was responsible for the supply of material for the Exhibition's Historical Section,

which was a pronounced success. The ICRC contributed considerably in other sections, notably in connection with the Geneva Conventions and their application. The sale of publications and souvenirs was attended to by another member of the Press and Information Department, Mr. Fritz Roth.

## **Documents and Publications**

Throughout the Centenary Year, the Press and Information Department had to cope with innumerable enquiries, particularly from National Societies and connected with the ICRC's history. This sometimes involved considerable research.

An illustrated magazine was published under the title "The ICRC at Work", and 40,000 copies were printed by the Swiss publishing firm, Ringier of Zofingen. Four versions—French, English, German and Spanish—were on sale at the Exhibition and in public kiosks. It gives an account of the landmarks in the ICRC's history, with emphasis on recent activities. In addition, the Press and Information Department, jointly with the League, published a leaflet clearly explaining the organization and operation of the International Red Cross and its various bodies.

The new catalogue of ICRC publications from 1863 to 1962, issued in French and English, has proved to be of considerable interest to libraries, bookshops and universities and there has been a heavy demand for it. The Press and Information Department at the same time arranged for major works on the Red Cross and the Geneva Conventions to be included in various large catalogues published in Switzerland and elsewhere.

ICRC publications in 1963 were about 50 in number ; several took the form of reports to the Centenary Congress. Special mention should be made of the production by Plon, Paris, of the first volume of " Histoire du Comité international de la Croix-Rouge ", *De Solferino a Tsoushima*, by Pierre Boissier. This book, the fruits of several years of research work, came off the press during the Centenary celebrations and aroused keen interest throughout the Red Cross world. The Press and Information Department brought it to the attention of the press, which published several complimentary notices.

One cannot omit reference to the re-edition, at the ICRC's instigation, of the late Dr. Marcel Junod's well known memoirs, "Warrior Without Weapons". This latest edition is in paperback form. Its foreword was written by Mr. L. Boissier, President of the ICRC and it also contains a brief summary of the Geneva Conventions.

### **Films and Graphic Displays**

On the occasion of its Centenary, the ICRC had a film produced : "Red Cross on White Ground". This twenty-minute colour film is the work of the well known Swiss scenario writer Charles Duvanel. Based on actual documentary material, the film illustrates the humanitarian idea which inspired Henry Dunant and the other founders of the Red Cross. It vividly shows the major events in the history of the ICRC since its foundation and was keenly appreciated by the delegates attending the Centenary Congress, when it was first officially shown in the United Nations Building. Since then it has been produced in several cinemas in Switzerland.

Other ICRC films have continued to interest the Red Cross world and could be seen at the Centenary Exhibition.

In addition, the Press and Information Department made available to National Societies a series of film strips illustrating the main rules of the Geneva Conventions and aiming at the public in general, particularly the young. A booklet of comments accompanying these slides is available in four languages.

In the field of graphic display, the Press and Information Department had a series of eight panels produced. These, measuring 80 × 60 cm and mounted in aluminium frames, illustrate some of the ICRC's recent major activities. First displayed in Copenhagen during the Xth General Assembly of the World Veterans Federation, these panels were subsequently exhibited in several towns in France and Switzerland and then in Greece for the Boy Scouts World Jamboree. Later, small-scale reproductions were made available for Centenary celebrations in Argentina, Uruguay, Iraq, Thailand, the Netherlands and France.

## **Radio and Television**

ICRC broadcasting on radio and television during the Centenary Year was on an impressive scale. Its Broadcasting and Television Office at the headquarters of Radio-Genève transmitted programmes for a total of over 300 hours. After allowing for repeat performances and special arrangements, the aggregate time of the Press and Information Department's original radio and television programmes was 80 hours and 27 minutes.

Apart from its Centenary items, the Broadcasting and Television Office, thanks to the co-operation of the Swiss Short-Wave Service in Berne, continued transmitting test broadcasts on the "Inter-Croix-Rouge" wavelength (41.61 m ; 7210 kilocycles). In the event of war, this wavelength will be used for messages and communications of a humanitarian character. In peace-time it is used mainly to encourage National Red Cross Societies, broadcasting services and amateur radio enthusiasts to make a habit of listening in to Geneva. There are four series of such tests, broadcast by a powerful transmitter from the Federal station at Schwarzenbourg and reports on reception are sent in by appointed listeners in many countries in Europe and overseas.

As in previous years on May 8, the anniversary of Henry Dunant's birthday and World Red Cross Day, Radio-Genève organized an international broadcast under the auspices of the ICRC, the League of Red Cross Societies, the European Broadcasting Union and the International Broadcasting Corporation. A play entitled "Cent ans d'histoire ou le Troisième Combattant" written for sound broadcasting by Isabelle Villars and produced in Geneva, was presented on the air on a "multiplex" system covering 37 stations, 18 of them by direct transmission. Versions in other languages, notably in English, Spanish and Arabic, were heard in almost ninety countries.

Many broadcasts in Switzerland and abroad covered the various events celebrating the *Centenary*. In February, a film entitled "Le CICR a 100 ans" was broadcast on the three Swiss national television programmes as well as in Denmark, Finland, Portugal, Belgium, Italy, Norway and Sweden. A radio version was also broadcast on the three Swiss national programmes. The event in

which the greatest interest was displayed by numerous radio and television stations was the commemoration ceremony on September 1. The Centenary Parade, for instance, was transmitted on Eurovision throughout twelve countries and the official ceremony, recorded in several languages, was relayed to all countries with a National Red Cross, Red Crescent or Red Lion and Sun Society. In addition, the Eurovision network transmitted a summary of the days events in the evening of September 1.

The Centenary Congress of the International Red Cross which was held in the United Nations Building was a prolific source of material for radio commentaries in French, English, German and Spanish as well as in other languages of Europe, Africa and Asia. These programmes were conveyed by wireless or by airmailed tape recordings to the transmitting stations.

The ICRC continued its *regular broadcasts* from the Swiss short-wave studio, comprising flashes in French and often in German. The weekly Arabic series continued with unabating interest for a large number of listeners.

The Broadcasting and Television Office also relayed to a wide audience the end of year message which the President of the ICRC delivers to a large public throughout the world. Recordings in six languages were sent to more than 80 radio stations.

In addition, topical events affecting the work of the ICRC were the subject of several broadcasts by the national networks of Switzerland and other countries.

## INTERNATIONAL REVIEW OF THE RED CROSS

In 1963 the official ICRC publication, *International Review of the Red Cross*, gave wide coverage to the Centenary celebrations. It also carried many articles, some topical and others historical, some of them throwing new light on the origins of our institution and of the Red Cross movement in general.

At the beginning of the year and to mark the hundredth anniversary of the International Committee's foundation, Mr. F. Siordet, Vice-President of the ICRC at the time, and Chairman of the Commission for the Red Cross Centenary in Switzerland, recalled



the sentiments which inspired Henry Dunant to write his book. In addition, the *International Review* reproduced speeches and lectures by Mr. L. Boissier, President of the ICRC, and Mr. P. Boissier, during the official ceremony on February 18 in Geneva University on the occasion of the Centenary of the International Committee of the Red Cross. Most of the messages of congratulations and good wishes received by the ICRC were brought to the knowledge of our readers.

The task also fell to Mr. Siordet to recall under the title "One Hundred Years of Service to Mankind" some significant episodes in the past century, showing how the Red Cross movement developed and how, in spite of the hatred which it witnessed in the course of its existence, it sustained the spirit of peace. This article is illustrated with many striking photographs.

The International Red Cross Exhibition itself was the subject of a circumstantial account which also included speeches by Mr. M. Bodmer and Mr. L. Logoz during the official inauguration of August 14, 1963. The description of the organization and the various sections comprising the Exhibition take the reader on a "conducted tour".

Two important articles deal with the Council of Delegates which met in Geneva from August 28 to September 10, 1963, on the occasion of the Centenary Congress of the International Red Cross. They also analyze the resolutions which were adopted.

Detailed accounts are also given of the seminars, conferences and lectures which took place in Geneva and elsewhere as part of the Centenary programme. These included a seminar on the work of the Red Cross on behalf of victims of armed conflicts, the World Conference of Educators, the Red Cross International Nursing Study Centre, the International Red Cross Meeting of First Aiders, all of which gave rise to valuable discussions and provided a "clearing house" where participants were able to exchange and compare experiences. Commemoration Day on September 1, 1963 was described in the *International Review*, which reproduced the speech delivered on that occasion by Mr. C. J. Burckhardt, a Committee member, as well as extracts of addresses by the President of the Swiss Confederation, the President of the Geneva State Council, the President of the ICRC and the Chairman of the Board

of Governors of the League. An account of the ceremonies which took place in the Parc des Bastions, at the Grand Théâtre and in front of the Henry Dunant memorial is abundantly illustrated with photographs.

From the above it will be seen how wide was the coverage given by the *International Review* to the events of the Red Cross Centenary.

Furthermore, it published other studies of which we would particularly mention R. R. Baxter's "The First Modern Codification of the Law of War—Francis Lieber and General Order No. 100"; "The Nurse and Humanization of the Hospital" by M. Candille; "The Empress Shôken Fund" by M. Iconomow; "The Red Cross—Its Relationship in Time and Age" by G. Owens.

The *International Review* contains several headings under which news is given concerning Red Cross tasks and responsibilities, information on the activities of National Societies and other subjects of a humanitarian character. We would mention in particular the report of the Commission of Experts consulted by the ICRC on the question of humanitarian aid to victims of internal conflicts. Accounts are also given of the work of some international organisations and other institutions, such as "The Red Cross and Refugees"; "The Education of Blind Youth"; "The International Council of Nurses"; and an original article by G. del Vecchio, entitled "Contribution to the History of the Red Cross".

The English version of the *International Review* which is identical with the French edition, was inaugurated in 1961 and receives a constantly encouraging welcome by its readers. The Spanish and German Supplements reproduced some of the main articles published in the *Review* as well as information concerning the activities and missions of the ICRC throughout the world.

Finally, mention should be made of the publication in 1963 of the *Table des Matières de la Revue internationale de la Croix-Rouge* (French edition) covering the years 1939 to 1961. This consists of 128 pages comprising an index of authors and a table of contents.