

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK  
**Herausgeber:** Federation of Swiss Societies in the United Kingdom  
**Band:** - (1973)  
**Heft:** 1666  
  
**Rubrik:** News from the colony

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written account by a thinking patriot, a man who not only knows his country intimately, but who loves it despite its foibles and idiosyncracies or perhaps just because of them.

The book is richly illustrated partly in colour and shows pictures not only of landscapes and buildings, but also of industry and includes reproductions of Swiss art.

The work has been adapted into

English by Douglas J. Gillam, M.A., F.I.L., La Chaux-de-Fonds. The publishers are the SWISS OFFICE for the DEVELOPMENT of TRADE, 1001 Lausanne.

It makes an excellent present for young and old Swiss living abroad as well as for English-speaking friends. It is also a most useful book for any Swiss anxious to improve his knowledge of his own country. M.M.

# Mass Media and Public Relations

*A panel discussion on public opinion at the Nouvelle Société Helvétique*

On Thursday, 19th July, the London Group of the Nouvelle Société Helvétique held an open meeting at the Swiss Embassy at which nearly 60 members and friends were present. The subject was treated by three speakers by way of a panel discussion, with the President, Mrs. Mariann Meier in the chair.

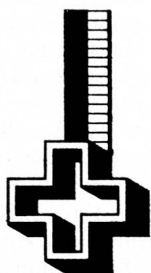
The London Correspondent of the *Tagesanzeiger*, Mr. Samuel Plattner, President of the Foreign Press Association, opened the discussion with a short exposé on changes in the development of newspapers in Switzerland, the concentration of dailies, the distribution of papers free of charge, and the difficulties in getting well-trained staff.

The Deputy-Director of the Radio and Television Services of the Suisse Romande (who had taken the place of another speaker at the last minute), Mr. Bernard Béguin, spoke on the new charter for radio and TV and the change of putting both media under the same management. He spoke of the mistakes that had been made due to the fact that recruitment had been rather too fast. The Federal Government, he explained, would be responsible for legislation — the charter was not as strict as Parliament would be. He talked of "internal censorship" by the TV team itself.

Dr. Peter Kaefer, Press Officer of the Federal Institute of Technology in Zurich (ETH), teacher of business economics, introduced the question of public relations. He said it was a profession today, and the Swiss Public Relations Society had 400 members. He pointed out the difference between good and bad public relations, the difference between information and planted information. Unfortunately, by the time Dr. Kaefer's subject was introduced, the hour was getting late as questions had been plentiful. Dr. Kaefer preferred not to go into details, especially as public relations had in fact been discussed right through the evening without specific mention.

The discussion was lively, and many aspects were raised. It became evident that it all boiled down to the problem of communication. There are also differences from country to country. No Swiss newspaper, for instance, could be prevented from publishing an article on thalidomide as the *Sunday Times* had been in Great Britain. The presentation of TV programmes is not nearly as critical in Switzerland as British Television which differentiates between "disturbing and offending". M.M.

## NEWS from the COLONY



### CULTURAL SELF-RELIANCE

If one were to say that Switzerland is fighting for her existence, it would hardly find credence and provoke a lot of contradiction. How and why? The country's affluence has become almost proverbial, public expenditure for old-age pensions, for invalids, the sick and handicapped, for health, education, vocational training, scientific research, the construction of hospitals, schools and roads indicate a thriving nation. Switzerland plays her part as an industrial, financial and insurance-minded nation. Her tourism is alive and her army prepared. How could one even mention any threat to her existence?

The danger facing Switzerland is neither economic, political nor military. Yet the spiritual values of freedom, independence and self-reliance will have to be fought for continually, whatever the state of the world is and however high the Swiss standard of living. Especially Switzerland with her four languages and two denominations, her 25 Cantons, her diversities, can only remain the nation presented in the Federal Constitution if she retains and preserves her creative self-reliance.

A most vulnerable sphere is the cultural one. It is under daily bombardment by the mass media, influenced by new writings and criticism from within and without Switzerland. In this field in particular Switzerland must demonstrate that she exists not on her material power, but on an idea, an ideal. The spirit finally decides whether Switzerland is to be or not to be.

This criterion has influenced the Swiss National Day Collection (*Bundesfeierspende, Don National*) to

devote this year's sale of badges and stamps to cultural works, to the preservation of Switzerland's historic and cultural heritage.

This year's badge is particularly dignified: a gold cross, its sides carrying the cantonal coats-of-arms, the whole emblem hanging from a red and white ribbon.

Please take any opportunity of buying it and thus supporting Switzerland's fight for cultural self-reliance. The badges are on sale at the Swiss Embassy and Consulates, at societies' meetings, at the Swiss Churches and, of course, the First of August Celebrations themselves.

Over three million francs was distributed to the Swiss abroad from last year's collection. Let us be equally generous in supporting this year's effort. M.M.

### BIRTHDAYS AND ANNIVERSARIES

The following couples will be celebrating their wedding anniversaries: *Mr. & Mrs. W. Pellet*, 30 Cheyne Walk, Hendon, on 16th July — 55 years of married life. *Mr. & Mrs. Kaluza*, 14 Amberley Court, Christchurch Park, Sutton, Surrey, will celebrate their Silver Wedding on 5th August. *Mr. & Mrs. W. Schedler* will have their 38th wedding anniversary on 18th July, and *Mr. & Mrs. F. Delaloye* their 61st on 27th July. *Mr. & Mrs. A. V. Bataillard* will have been married 54 years on 11th August.

Father Bossard will have his birthday on 19th and Mr. J. Zimmermann on 21st July. Ambassador H. B. de Fischer (Berne) will be 72 on 22nd and Mr. A. Boog 91 on the same day. Mr. J. Vogel will be 92 on 28th July and Mr. V. Bataillard the same age on 2nd August.

Mr. B. Truninger (Zurich) will be 66 on 4th August and Dr. H. Rast 82 on 6th of the month, the same day as Mrs. A. Schmid (Glendower) will have her birthday. Mrs. A. Bachofen will be 73 on 10th August.

Best wishes and many happy returns!