

## FIRST TECHNICAL MEETING ON RED CROSS INFORMATION IN LATIN AMERICA

From 25 to 28 October 1971, Bogotá was the venue of the First Technical Meeting of Latin American Red Cross Society Heads of Information and Public Relations, organized jointly by the Colombian Red Cross and the League. The meeting was attended by delegates from ten South American National Red Cross Societies, public relations specialists and representatives of the Canadian and Spanish Red Cross Societies, who attended as observers, as well as members of the League's Information Bureau.

This meeting was held at the request of the Second Meeting of Heads of Information of National Societies, held in Geneva in June 1970. Following a recommendation of the IXth Inter-American Red Cross Conference (Managua, Nicaragua, December 1970), the agenda included discussion of all aspects of Red Cross information, fund-raising and membership recruitment.

The main decision taken at the meeting concerned the creation of a permanent group of experts comprising representatives of the Colombian, Ecuadorean, Guatemalan and El Salvador National Red Cross Societies. It will be responsible for planning and co-ordinating the production of ideas and information material specifically for Latin America. It will also encourage National Societies with good information facilities to help Societies in neighbouring countries which have less well-developed facilities. The overall co-ordinator will be the League's Latin America delegate, Mr. Ricardo Bermudez, and a public relations expert from the Spanish Red Cross will advise the group.

The delegates examined the problem of the relative shortage of information material for the general public in Latin America. The regional co-production of films and other forms of advertising material should help to bridge this gap.