

IN THE RED CROSS WORLD

MEETING OF INFORMATION EXPERTS

Two working parties, composed of Red Cross information experts from seven European National Societies and representatives of the League, the International Committee and the Henry Dunant Institute, met in Hamburg in November 1971. The purpose of the meeting was to study the latest methods for evaluating public opinion as well as audio-visual techniques.

In accordance with the wishes of the Second Meeting of Heads of Information, held in 1970, the working parties were organized by the Federal Republic of Germany and the League and held in the Hamburg Studio, a firm specializing in the production of audio-visual equipment.

The working party on *public opinion polls* was chaired by Count Karl-Georg von Stackelberg, a former president of the World Association for Public Opinion Research. The participants considered ways and means of drawing up a standard questionnaire for use by National Societies.

The working party on *audio-visual techniques* visited the Hamburg Studio installations and was shown the Super 8 Optical and Electronic Systems, Electronic Video Recording, Video Cassette Recording, and Video discs. While it was agreed that there was no urgency about providing Red Cross Societies with equipment which was comparatively costly, it was nevertheless considered necessary that they should keep abreast of technical developments and be prepared to adapt their information or training equipment to such media as might be available to public authorities, educational institutions and other such bodies.

The participants made a detailed study of the methods used by the Regional Committee of the Red Cross at Hamburg in the recruitment of members and fund-raising.
