

at least to any significant degree.

To be truly effective, such a fundamental program could likely be undertaken only as a result of a policy decision at cabinet level, with general orders to all appropriate government departments (e.g. External Affairs, Trade and Commerce, the Travel Bureau, National Film Board, etc.) to see that this matter receives high priority in their departmental programs in the United States. It would probably be necessary for the efforts of all departments to be coordinated under a massive PR-type program, master-minded from one central point. Such a program would certainly be extremely expensive; unless it were, it would likely not be worth undertaking in the first place.

Within such a broad program, the Information Division could well conduct specific activities such as those outlined below. However, these activities would be related to a fundamental Canadian government program. With a receptive attitude on the part of those in the United States who are concerned with curriculum, textbooks, and teacher education, much longer-term results could be expected than might be achieved if the second level of program were undertaken without attention to this fundamental level.

2. The Action-Oriented Program

The following recommendations are not placed in any particular order of priority, mainly because it is felt that in a situation like this, one should be ready to move as quickly as opportunity presents itself in any area. The sooner that the program can be begun the better, if we are to capitalize on the publicity and interest created by our centennial year and by Expo '67.

Because much of this program must enlist the cooperation of many non-governmental educational communities in Canada, it is recommended that the government convene a meeting to announce the program and to appeal for the interest and action necessary to carry it out. Generally speaking, the most