

are working admirably. It would appear that further attention could be given to liaison with and services to the Minister and my impression is that with the addition of more personnel the press office would be able to meet these needs more adequately. I have given some thought to more far-reaching means of serving the Minister's requirements such as attaching an experienced officer of the press office staff to the Minister's Office, or, employing an outside journalist or P.R.O. in that Office. On reflection, and after consultation, I would conclude that the attachment of another departmental officer for this purpose would not achieve much more than the press office with additional personnel can achieve. The appointment of an outside public relations specialist could bear the seeds of a good deal of confusion and cross-purpose unless he sedulously declined comment to the press on external policy, while he obviously would be of no use to external policy if he were kept out of this field. To sum up, I think the best practical solution is to leave this responsibility with the press office, to ensure the press office gives it priority and to give the press office the manpower needed. (It is, of course, not the purpose of this memorandum to consider the Minister's public relations requirements beyond those arising from the conduct of foreign affairs.)