

- full integration of all aid programs in Africa, including those for anglophone and francophone African countries;
- more effective coordination of inter-departmental policy, particularly aid, trade and finance;
- strong Canadian support for UN co-ordination of international aid efforts for and in Africa; and
- with the assistance of a Consultative Committee on Africa, improved and expanded lines of communication between the various levels of government in Canada, the voluntary organizations, the media, and the Canadian people.

This final point merits special emphasis. The Canadian International Development Agency and the Department of External Affairs should be far more open and accessible in their dealings with the public and with those who have particular interests and insights regarding Africa. Resources and information available to CIDA should be more widely and effectively shared. A policy of systematic and constructive engagement with all elements of the public sector should characterize the approach to a "Decade for Africa".

Communication

Until a year and a half ago, there was very little about Africa in the media. Today there is much more. CBC/Radio Canada has done exceptional reporting on the situation in Africa and has sponsored as well major programs on the background of the crisis. Local and regional stations — CJOH in Eastern Ontario, CFPL in London, ATV in the Maritimes, the Inuit Broadcasting Corporation, to name a few — have picked up community stories, followed them to Africa, brought them home and shared them with media colleagues. The press — from *Le Devoir* to the *Vancouver Sun*, daily and weekly papers as well as the news services — produced features on Africa.

The depth and frequency of coverage can still be improved but the past year has shown what the media can do and how vital it is. Yet the only two Canadian news organizations with bureaus in Africa are *The Globe & Mail* and *Southern News*. The Decima Research poll shows that television coverage of the famine was the single greatest factor affecting Canadian attitudes towards the crisis in Africa.