

15. Connected with the effort to place greater responsibility on the post for information activities is the need for the Head of Post to give this work adequate priority and to provide informed supervision. The same requirement also applies to heads of chancery and other senior officers. It would be useful if a Head of Mission, on appointment, were given instructions on what is expected of his post in the information field. Policy, purposes and profitable procedures should be outlined and, where possible, a list of dos and don'ts should be sketched. Unless a Head of Post feels a direct responsibility is laid on him to assure that information work is carried out as effectively as the other tasks of the mission, information work is unlikely to be well performed.

16. In countries where communication is not principally in French or English, the lack of sufficient material in the local language is a perennial handicap. There have been notable efforts in Ottawa from time to time to cope with this problem, particularly in the Spanish language, but it can be readily agreed that the problem continues to be large and real. Certainly, more can be done at headquarters in this respect but there are possibilities abroad as well if more money can be found. At most posts where English or French are not the language of the country, locally employed clerk-translators are on staff but they are normally fully occupied with translations of administrative or other correspondence, press scans, etc., and little or no time is left over for "creative translation" of the sort required in information work. Nor are these translators frequently of the level of education and experience to under-