

offices operated through as many media as a limited staff permitted and within modest financial resources. Press, radio, films, photographs, feature articles, pamphlets, speakers, visitors and exhibitions all played a part. (Except for TV this would almost meet a contemporary list of activities.) It was stressed that the Information Officers must maintain current and intimate contact with the various media and possess sufficient experience and imagination to make effective use of them. Their chief occupation, however, was directed to providing service for the press, with the aim of increasing interest in and understanding of Canadian developments, so that news carried by the wire agencies would be given due attention. A listing of duties at these external offices called for:

1. Establishing and maintaining contact with information distributors in the given country;
2. Translating material for the press, as necessary;
3. Use of contacts to explain or interpret Canadian developments;
4. Maintaining an adequate reference library to answer most enquiries on the spot;
5. Distribution of authorized materials;
6. Making arrangements for Canadian speakers abroad or foreign visitors to Canada;
7. Carrying out other information duties requested by the head of mission;