

Information specialists should, however, and will continue to urge a change; and reports like the forthcoming Glassco Commission Report are likely to be of very great significance in this respect.

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Yet, having said this, I must add that in so far as information abroad is concerned, what is surprising to me is not how little but, given the framework and the surrounding circumstances, how much is being done. When you consider the whole range of government activities having a bearing on the presentation of an image of Canada to people abroad, you have to mention not only the modest departmental operations of External Affairs, Trade and Commerce, Immigration and Agriculture, but also those of the CBC, the Film Board, the Exhibition Commission, the Tourist Bureau, the National Research Council, the National Gallery, the Canada Council, and the Dominion Bureau of Statistics. Given our system of government, you have then to add in the personal activities of Ministers, and -- collectively the most important of all -- the multiple, continuing and most effective contributions made by private companies and individuals. Many of the companies I have in mind are represented here today. The individuals I mean range from Dr. Penfield to the painter Riopelle, distinguished Canadians who have a great deal to do with our impact in other countries, even when most of them do their job here in Canada. While we must, of course, be aware of the limitations on information work as far as the Government is concerned, we must not underestimate what we already have accomplished in this field.

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When I agreed to give this talk, I was given to understand that I would deal with the External Affairs aspect of our problem. This I propose to do because I think that I am better qualified to do this than I should be to handle government information operations as a whole. Besides, I think that what we in External Affairs do, and how we do it, may not be without implications as regards government operations as a whole.

While information work cannot be the essential part of any foreign-office operations, I can assure you that it is a very important part of our activities. It can, however, only be developed within the framework of general government financial and other policies. Information work in our Department is therefore fully integrated with our other activities. If you allow me, I shall deal just with our integrated approach to information, and then try to give you some idea of the importance we attach to this work.

To the extent that information activities at any particular post are sufficient to justify the assignment of a full-time specialist, an effort is made to appoint one. We now have such information specialists at Washington, London, New York and Paris. This, I understand, will continue as our missions grow and as information work at certain missions becomes a full-time operation.

The general rule, however, in our service is that information and cultural work is not a matter for a few specialists but it is the responsibility of all our officers at all our missions. This means that, even where we do not have an information specialist at a mission, the officers of the mission are responsible for such information work as is necessary to achieve the purposes of the mission. I realize that in this field there may be personal preferences, and, consequently, there are differences in approach and