

program will be effective. The Committee feels that, depending upon the requirements of the situation, information programs should be aimed at the widest possible sections of the population.

The failure of Information Canada to cut down on the numbers of information personnel employed by government has been one of the major criticisms levelled at it from the beginning. We recognize the validity of this criticism. We recognize also that if Information Canada's role had been properly defined from the beginning such criticism might have been averted. Expense and proliferation of personnel have been prime concerns in the Committee's deliberations. Our recommendations and conclusions are directed towards the greater rationalization of Information Canada's services, especially in its role as a co-ordinating and monitoring agency. In this role, the Committee realizes that the successful implementation of Information Canada's programs may result in an expansion of the personnel complements of the various Government Departments. However, Information Canada should bring greater consistency to the whole spectrum of government information services and should ensure that any addition to their complements or budgets are fully warranted.