

## INTRODUCTION

Following preliminary discussions, Hopkins, Hedlin Limited was on March 5, 1970 retained by the Department of External Affairs to undertake:

"...a study of and recommendations regarding the editorial purpose, content, readership market and periodicity of the (External Affairs Monthly) Bulletin."

During the research phase of the study Consultants William Gold (project leader) and Dennis Hopkins conducted personal interviews with:

- . Senior personnel of the Department.
- . Officials of the Canadian Institute of International Affairs
- . Members of the academic community selected on the basis of demonstrated interest in Canadian external relations.
- . Certain senior mass media journalists.

Issues of the Bulletin itself, from its inception in 1948 to the present, were examined, as was additional periodical literature from the following sources:

- . Government of Canada
- . A wide variety of foreign countries, including specifically members of the Commonwealth, Western Europe, Southeast Asia, and the United States.