

## Questions

10 but expenditures to June 30 were approximately \$406,000.

## NATIONAL DEFENCE INFORMATION SERVICE

## Question No. 2,550—Mr. Robinson:

1. Does the Department of National Defence provide an information service and, if so, what was the cost for each of the years 1960-68 inclusive?

2. How many publications and/or periodicals and/or information sheets and/or public releases were provided by the Department for each of the years 1960-68 inclusive and what was the cost for each publication for each of the years 1960-68 inclusive?

3. How many copies of each publication are provided and to whom are they distributed and how is the distribution effected?

|                           | 1965-66      | 1966-67      | 1967-68      | 1968-69      |
|---------------------------|--------------|--------------|--------------|--------------|
| The Sentinel              |              |              |              |              |
| La Sentinelle             | \$ 35,118.13 | \$117,867.93 | \$128,581.44 | \$125,876.53 |
| Canadian Forces' Bulletin | —            | \$ 14,000.00 | \$ 10,000.00 | \$ 10,000.00 |

Press releases are prepared by the information offices in Ottawa and in the field as a part of their information duties. Records are

**Hon. Léo Cadieux (Minister of National Defence):** 1. See *Hansard* dated July 23, 1969, pages 11518-9.

2. Prior to 1964, the Royal Canadian Navy published *The Crownsnest*, and the Royal Canadian Air Force, *Roundel*. All three services issued press releases. Costs prior to 1965-66 were not maintained in a manner which would permit this data to be readily identified. Since 1964, the Canadian Forces information publications consist of *The Sentinel*, *La Sentinelle* and, since 1966, the Canadian Forces' *Bulletin*, as well as press releases. Publication costs:

not kept in a manner which permits the cost of producing press releases to be isolated.

3.

|               | 1965   | 1966    | 1967    | 1968    |
|---------------|--------|---------|---------|---------|
| The Sentinel  | 96,000 | 480,000 | 480,000 | 480,000 |
| La Sentinelle | 14,000 | 70,000  | 70,000  | 70,000  |

Published ten times a year, these magazines are distributed to the Canadian Forces, on the basis of one for every five persons serving in the Regular Forces, one for every ten in the Reserve Forces, and one for every 20 in the

Cadet Services. Copies are also distributed to the military associations and to Canadian news media. In addition, there are over 7,000 paid subscriptions through the Queen's Printer.

| Canadian Forces' Bulletin— |        |         |         |
|----------------------------|--------|---------|---------|
| English                    | 32,500 | 110,000 | 316,000 |
| French                     | 7,500  | 21,300  | 37,100  |

Variation in number published is due to the production, from time to time, of special editions which are issued to each member of the Canadian Forces (these editions contain detailed information on major changes in service conditions & terms of service). Normally one copy is distributed to each Commander, and one copy for each five persons serving in the rank of Sergeant and above.

Press Releases    2423    2561    2649    3433

These are distributed nationally, regionally to news media depending on the subject.

[Mr. Pelletier.]

## DEPARTMENT OF FINANCE—COST OF PUBLIC RELATIONS

## Question No. 2,555—Mr. Robinson:

1. Does the Department of Finance have a public relations staff and, if so, how many?

2. What was the total cost of public relations for the Department for each of the years 1960-68 inclusive?

**Hon. E. J. Benson (Minister of Finance):**

1. The Department of Finance does not have a public relations staff as such. Relations with news media and the public are handled by