

not attempt to project requirements for more than a year ahead but it could be very useful if, before the beginning of each calendar year, each post would supply the Department with a description of its practical requirements and a listing of the subjects of articles or reports it would hope to receive and use in the coming year. At some posts it would be a distinct achievement to place a half-dozen important articles per year in the local press or journals while in big and important countries the figure would obviously be much larger. Considering that staff and money in Ottawa are limited, the posts must recognize that overly ambitious programmes will not be fulfilled and should feel some confidence that what they ask for will be satisfactorily utilized and can reasonably be provided. Within any suggested programme of subjects to be developed, as clear an indication as possible of priorities should be given to enable the Department to use its resources as effectively as possible. The exercise of examining and recommending a programme for the publication of Canadian information in a given country would require a serious study by the information officer, by others at the post and by the Head of Mission. Insistence on carrying out such an exercise seriously could also do a good deal to concert at posts abroad the public information activity with the current substantive work of the post and the Department. This effort could also result in better informed, more closely pinpointed direction of information activities at each post and it would certainly mean more systematic and meaningful attention to the whole information field by the posts.