

that a proposed Canadian service of this type is already under study by the CBC. It was agreed that government funds could not be used for such a purpose without inviting the possible criticism that political ends were being served. Mr. Grierson volunteered to endeavour to obtain financial support for this service from the Rockefeller Foundation, the Guggenheim Foundation, or some other body.

In addition to covering the various media mentioned above, French Canadian opinion would have to receive particular consideration.. Foreign language groups might also require special treatment. Mr. Phileas Cote was considered to be the only man fully qualified to deal with French Canadian opinion. It was charged that his appointment might draw criticism, because of his former association with the National Liberal Federation, and to offset this it was suggested that Mr. Rhodes, formerly with the Conservative Organization, be employed in some capacity, perhaps to look after mailing lists, general correspondence, etc.

To provide proper ministerial authority and a channel of regular reports to the Cabinet, the present Subcommittee of the Cabinet on Public Information could be retained, and at regular intervals reports on progress, requests for authority for expenditure of public funds, etc., would be submitted. Constant liaison would also be maintained with the Prime Minister's office and through this contact special authority of the Prime Minister would be sought for particular projects. Mr. Heeney undertook to speak to the Prime Minister at the first opportunity and suggest that as a first step Mr. Brockington's services be secured for Public Information work.

W.L.M. King Papers, Memoranda and Notes, 1933-1939  
(M.G. 26, J 4, volume 155, pages C111159-C111597)

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