

Information Work at Posts Abroad

7. The separation of discussion of the work of making Canada and its policies known abroad into chapters on Abroad and At Home is artificial and is done for convenience of presentation. The people engaged in these activities in Ottawa and at diplomatic or consular missions are warp and woof of the same fabric. Ultimate direction and authority are vested in the Under-Secretary and implemented by the Information Division and the Cultural Affairs Division while abroad Heads of Mission and information officers bear responsibility for execution of determined programmes and also a good deal of initiative within this framework. Officials working in this field at home and abroad must be reciprocally responsive and alert to the requirements of the other.

8. The central function of a diplomatic mission is, of course, to establish and maintain contact with the government of a foreign country, to report on its actions and attitudes, to convey Canadian decisions or opinions, occasionally to negotiate and to conduct bilateral "business". And most of this week-to-week work can proceed, in large degree, without the direct and immediate assistance of public information programmes intended to increase knowledge of and friendship towards Canada. However, we are concerned with the role of a diplomatic mission in a wider sense. The credentials of an Ambassador require him "to foster relations of friendship and good understanding" between Canada and the country in question and the Embassy is recognized as the source of authentic information about Canada. Thus a diplomatic