

Information to the General Public

The public is served directly on a continuing basis by a number of means and some of these have considerably more significance and impact than others. On occasions when the press picks up and broadcasts information from such channels the scope of impact is naturally much extended. The following channels involve activities for the Department:

- (1) Speeches by the Minister. At the highest and most important level, the Canadian public receives information on international affairs directly from the Minister in the form of public addresses. The forum may be small or large and the subject broad or limited in scope. In any case, the Minister must depend to a considerable extent for the provision of material for speeches of a non-political nature on the resources of his Department. No entirely satisfactory system of speech-writing has yet been evolved and perhaps renewed thinking needs to be given to this problem. At certain periods (and at present) an experienced officer has been attached to the Minister's Office whose primary responsibility is to collate and edit speech material originating in the Department, to write large components and organize the material into the draft of a respectable public address. If the address is devoted to one principal aspect of foreign policy, one or two officers of the division concerned must provide the bulk of the material