

Moreover, it can be improved on a cautious and experimental basis without drawing overt public attention to the fact that something "new" is going on.

In these circumstances creation of a new publication would be accompanied by certain drawbacks:

- . a climate of public expectation is also created; an expectation which may be difficult to fulfill initially and which makes more difficult a period of experimentation;
- . any new publication must be borne of a clarity of publishing purpose which the Department does not now appear to have and which it would be unlikely to attain without a period of experimentation.
- . a new publication, even if launched by a traditionally unostentatious department, should be accompanied by at least a modest, attention-getting promotional effort -- which entails direct expense of time and money during a period of cost restraint, not to mention the direct and indirect costs of designing the new format.

The answer is by no means automatic either way, but the drawbacks inherent in retention of the basic Monthly Bulletin vehicle (possibly with modifications) would appear to be of less consequence than the drawbacks inherent in an all-new publication.

RECOMMENDATION 2: The basic Monthly Bulletin vehicle should be retained. (again leaving frequency and design modifications aside for the moment).