

overlap. These alternative designs would be presented to the same interviewees to determine their impression of the feasibility and impact of the alternatives. The aim of this portion of the study is to identify duplication and ways to eliminate it. A mutual clarification of each agency's perception of its mandate and role will be an added benefit.

- c. Program, planning and budgeting is always difficult when the planning horizon is necessarily much longer than the budget cycle. The National Science and Engineering Research Council now provides three-year grants to university researchers. Their system would be investigated to see whether it could be adapted to fit External Affairs, and whether there are real benefits to be obtained thereby. The feasibility and probable effects of splitting the External Affairs vote so as to separate Public Affairs authorized expenditures from those of other programs will also be investigated. The intent is to provide a conceptual evaluation of budgeting alternatives.

- d(i) The visiting journalists program is designed to improve the quantity and quality of reports about Canada in the foreign media. An indication of the program effectiveness might be obtained by means of a survey of the journalists who received assistance under this program. This would be carried out using a mailed questionnaire. The survey would cover those who had received assistance in some time interval ending at least one year from the date of the survey. The journalists would be asked to estimate how much they had written about Canada in the year prior to their visit and year after. They would also be asked to indicate specific areas in which they felt they had significantly expanded their knowledge or corrected faulty impressions of Canada. Finally they would be asked to indicate whether they are likely to have made such a trip without the aid of the department. There may be some reluctance to conduct such a survey since the invitation to participate is proffered with "no strings attached". Further discussion with the Bureau at the design stage will determine exactly what is possible. Foreign correspondents in Canada will be polled to see if they have noticed an increased receptivity to their copy after a journalistic visit. Consolidation of these impressions would provide some concrete measure of the effectiveness of the program. The ratio of journalists approached to those actually visiting Canada will be obtained if the data permit, as an indirect indication of the effectiveness in attracting highly regarded journalists.