

- 5) Approximately what staff will be required?
7. Information program abroad.
  - 1) What work now being done by information officers abroad should be dropped?
  - 2) What work should be continued?
  - 3) What new work should be undertaken?
  - 4) What is relative importance of various aspects of work?
  - 5) What offices should be maintained abroad and approximately what staff will be required?
8. Planning of the information work of the Department in the light of the above discussion, and preparation of a submission to the Minister setting forth for his approval.
  - a) Statement of purposes or objectives of information activities;
  - b) Proposed program for year 1947-48 with estimate of cost of each item;
  - c) Proposed staff at home and abroad.

These recommendations from Mr. Reid advanced the idea of objective-setting, of program planning to achieve agreed objectives and the establishment of program and budgetary priorities. These priorities were not only internal to the Information sets of programs but were also to propose a scale of relationship between the Information work of the Department and its other, substantive functions. Unfortunately, the files fail to produce the submission to the Minister which Mr. Reid requested and it is uncertain that his systematic approach was pursued.

Even if the use of public information in the pursuit and support of Canadian interests and policies abroad was not specifically and officially outlined and