

14. The material for publication received by any given post is, with rare exceptions, not prepared with that post in mind but is issued to all posts abroad. This scatter-shot technique of supplying material means that any particular post receives a sizeable volume of documentation - speeches, reprints, feature articles - most of which is not usable locally or which requires a good deal of re-working. Not only is there a waste of paper, postage and filing space involved but there is also an unfavourable psychological impact on the information officer at the post who attempts to discern what use can have been intended for this material and ends up with the cynical but sometimes justified conclusion that little or no thought had been given at headquarters to his particular requirements. From comments from posts abroad it would appear to be the common experience that too little material is tailored in Ottawa to the needs of a specific country or area and that something well short of potentially effective results will continue to be realized until more closely focussed documentation is received. There are steps which can be taken at headquarters to improve this situation but, at this point, I am suggesting the line of thought and action which our missions might take. The people with the most lively awareness of the information possibilities in any single country are those serving in the local diplomatic or consular mission and a basic responsibility rests on them to let Ottawa know their needs and to ask for appropriate material. To fulfil this responsibility a greater measure of advance planning is called for than has normally been the case. Perhaps this planning would be realistic if it did