

CONFIDENTIAL

*File under A.D.P. Heeney
J.L.D.*

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PUBLIC INFORMATION

Following is a summary of the discussion which took place in Mr. Heeney's office on November the 13th among Mr. Heeney, Mr. Grierson, Mr. Pickersgill and Mr. Turnbull.

There was general agreement as to the urgent need for definite action on Public Information. Mr. Grierson mentioned, in confidence, that one of the chief officers of a film distributing agency in Canada was proposing to institute something in the nature of a private censorship on newsreel films brought into Canada. Mr. Grierson felt, and the others agreed, that it was a dangerous situation to have private citizens proposing to interpret government policy by exercising such control over one important medium of Public Information.

The nature of Public Information organization was discussed at some length and there was no dissent from the view that instead of an elaborate organization a few key men should be able to direct the work. For example, film activities might well be in charge of Mr. Grierson; radio in charge of Mr. Brockington; press in charge of Mr. Hambleton; speakers and related activities in charge of Mr. Kenneth Greene, whose qualities were recognized. The men mentioned would, by regular consultation with one another and with Mr. Brockington acting as the senior, see that a co-ordinated policy was followed. Close contact would be maintained with the Prime Minister's office to ensure that the views of the Prime Minister and the government generally were obtained. The trend of public opinion would be learned by careful scrutiny of editorial comment, utilizing the clipping service of the Prime Minister's office, and by surveys of public opinion somewhat similar to those regularly carried out by the American Institute of Public Opinion (Gallup poll). It has been learned confidentially

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