

conference should not be held too frequently or its interest and authority fade, nor should it be held at such long intervals as to convey the impression of something very special at which spectacular announcements might reasonably be expected. Perhaps a monthly press conference would serve the purpose of regular and accustomed meetings to serve the business purposes of press and Department alike. Any decisions in this regard must, of course, depend entirely on the Minister's own preferences regarding his own means of contact with the press. Ministerial appearances on radio or T.V. present a further and impressive opportunity for informing and influencing public opinion. In this regard as well as in connection with his contacts with newspapermen, the Minister has the right to expect full support from officials of the Department to collate material, organize interviews and make any required technical preparations. The support called for relates entirely to the substantive field of the Department's responsibility and would not be expected to reach into the area of domestic political discussion. The report of the Glassco Commission recognized that all governmental activity has at least a modicum of political significance and that a Department's publicity activity may be seen as "an excursion into the realm of political controversy". The report continues, however, in a reassuring way: