

9. We endorse the activities of the Communications Services Branch and recommend that in developing information programs, Information Canada should not overlook the value of making use of the private sector especially if this results in costs savings through reducing the need for permanent personnel (Chapter VIII; Page 31)

10. Before private agencies are used by government departments, it should be necessary to have the approval of Information Canada which should develop a method for evaluating such agencies in relation to the service required of them. (Chapter IX; Page 33)

11. We generally endorse the activities of the Publishing Branch of Information Canada, but make the following observations:

a) The present six bookstores appear to be functioning well and should be continued. However, due to the high costs associated with these bookstores we endorse the decision not to open any more, but to market government publications through authorized agents.

b) We believe that the wide distribution of government publications is a highly important public service. Therefore Information Canada should continually monitor the authorized agents to ensure that they are making government publications easily available to the public.

c) We recommend that Information Canada publicize in the various media the availability of government publications through its bookstores, authorized agents and a highly efficient mail order system.

d) Information Canada's function of regulating departmental information services should extend to the make-up of government publications and their distribution to the public. Special attention should be given to the volume of publications which are now distributed free by government departments to recipients who, in many instances, have no interest in them. This practice should be drastically curtailed. (Chapter X; Page 35)

12. Government departments often tend to base their information on the printed word and to ignore the effectiveness of radio, television and audio-visual aids. Information Canada should become highly experienced in the latest audio-visual techniques and should advise departments on their use. (Chapter XI; Page 39)

13. Information Canada should not become a source of information personnel for government departments but should advise government departments on the qualifications required of information personnel and the methods of evaluating their performance. (Chapter XI; Page 40)

14. We endorse the activities of the Expositions Branch of Information Canada. (Chapter XI; Page 41)