

believe you should consider your audience when you are communicating. The task force, though, pointed out that youth is an audience which is impervious to the flow of news that comes from conventional news media. We felt posters were a logical way to try to get across some of the things we think interesting about the nature of our society and government. We produced a few rather significant sayings by Canadians in the past about the nature of the Canadian experiment, and asked our artists to do them in a style that would communicate with youth so they might ponder these things themselves and get a dialogue going. The poster has worked extraordinarily well.

How?
In the first month more than a thousand people bought the posters, a very high figure. Many young people feel negative towards what they consider "outsiders ripping off the culture"

—like advertisers and other outsiders who use hip posters and other paraphernalia of youth culture to sell their product. You've escaped this?
Some people may criticise, but there have been a lot of young people who have taken the trouble of writing saying 'this is fantastic; the government cares about us and wants to talk to us'.

What else do you have in the works?
What we hope to be doing in future years is talking a bit more about Canada and the Canadian experiment to the rest of the world. But with the kind of priorities we have in Canada now, we are not going to be able to do very much about this for some months to come.
Do you still find Canadians as uninformed about the Federal Government as the task force report indicated?
Certainly. It would take more than a year before they become well-informed citizens.

