

more to amenities offered to Canadians rather than to Canadian information directed towards the local press and public. The provision (or lack of it) at all posts of up-to-date Canadian newspapers - particularly home-town papers - falls into this category and will be discussed later. General or specific ignorance in foreign countries is also frequently adduced as evidence that official Canadian information is unavailable or ineffective. Many criticisms of the scope and effectiveness of Canadian information abroad are based on comparisons with the programmes and activities of other countries which have concluded that a large and expensive effort in the field of information abroad is required in their particular national interest to service political, cultural, economic or prestige purposes. Such critics have seldom faced up to the implications in financial and human resources nor have they calculated the reasonable proportioning of effort between substantive work in foreign affairs, including economic aid, and the publicizing of this work. What is clear is that no Canadian Government has decided on "Big Information" and presumably this reflects a feeling by the citizen and taxpayer that modest programmes of information abroad, purposefully and economically conducted, are what they want. My comments and recommendations, therefore, relate to a relatively small but (hopefully) improved and somewhat larger information programme.