

My delegation believes that publicity will be a particularly important element of International Cooperation Year. Since one of the aims of the year is to counteract the impression that the world is dominated by conflict - an impression to a considerable extent stimulated by publicity media - this can be accomplished only by encouraging the same publicity media to focus their attention and that of their readers and audiences on world cooperation. Naturally, the U.N. will itself play a role in publicizing the International Cooperation Year through facilities at Headquarters and through U.N. information offices. However, the major publicity will have to be generated nationally. The role of governments in generating publicity will vary from country to country, depending on local factors. In many countries, including Canada, the power of governments to arrange for publicity is strictly limited. This is why my delegation welcomes the suggestion of the Preparatory Committee that the Year should be conceived of in a way which would generate public interest in concrete aspects of international cooperation. We are particularly attracted by the suggestion that different months should be given over to cooperation in specific fields such as public health, welfare, food, education, etc. Undoubtedly, a great deal of attention will have to be given by the new committee to the development of this idea so that all manifestations of international cooperation will be comprehended. We think that in Canada, and in countries having a similar organization of the press and radio, this approach would encourage the development of an interest by a publicity media which would be sustained throughout the whole year. We would hope that newspapers and radio and television stations throughout the country would be attracted by the possibility of having a regular article or programme which would feature the activities of groups or individuals in the community served by that station or newspaper in the international cooperation field designated for the month in question.