

Under the circumstances it would seem most improper to put to death one of the few publications concerned with external relations, regardless of its present deficiencies.

RECOMMENDATION 1: The Department of External Affairs should continue to produce a periodical publication.

That said, the question arises: Should the periodical be the Bulletin (leaving until later the matter of frequency of publication) or should it be something new and different?

On the one hand it has an established reputation for dullness which will be difficult and time-consuming to overcome. A reader conditioned to believe that the material in a particular publication is dull often will continue to think so even after the material undergoes substantial improvement.

On the other hand, though, this legacy is not a total curse. Dullness may not be enjoyable, but when it is at least accompanied by an enduring tradition of reliability and integrity it is by no means fatal.

The name, the format, the entire vehicle represented by the Monthly Bulletin today, has in its favor familiarity, an established readership, and its own sense of history.