

countries of actual or potential importance to Canada. I would envisage that, if such a project were approved, a "feasibility study" should first be conducted by an expert, in much the same way that such studies are done before an industrial or resources project is undertaken in an economic aid programme. On the basis of his report a relatively large information programme in one country could be set up to be completed in, say, three years. It might involve the hiring of Canadian and local information experts, increased provision of films and T.V. tapes, further cultural manifestations, establishment of one or two information centres, considerably increased book presentation, lecture tours by qualified Canadians, etc. Another area where trial runs could be made is precisely in the field of information centres where the public in, initially, one or two countries could come to read or borrow books provided by the Canadian Government and Canadian publishers, where films would be shown, recordings by Canadian musical artists or live performances could be heard, where Canadian lecturers could speak, where Canadian publications would be available for loan and/or for sale and where small permanent or temporary exhibitions could be staged. Again for illustration, I suggest that New York City and Geneva might be chosen - the first concentrating principally on English expression, the second on French. If the experiment demonstrated not only popularity but national value to Canada from such centres, the number should then be expanded. It is not my purpose here to list a great range of such new activities but to suggest the kind of thinking the Department might encourage to achieve greater momentum and dynamism in its information activities.