

successfully the publication of an article on such intrinsically interesting and valuable subjects as resources or power development, Canadian peace-keeping initiatives, the performing arts or the opening of the North. Such pieces can eventually be and are marketed and more can be done but ambitions in this line are bound to outstrip achievement by far and realistic acknowledgment of this fact must underlie planning and programming of information efforts.

13. It is a common experience of posts abroad that, all too often, when there is interesting Canadian information at hand regarding policy developments or other national news of importance, word of this information and supporting material arrives too late to be used. Normally, first breath of such news in the local press comes from agency wires in predictably brief and sometimes obscure form. At this point and for the next hours, a post may be in a position to fill out and interpret the story (if aware of it) either by offering further, unsolicited material or by explanation, and thereby transform a passing mention into a worthwhile story which tells something useful about Canada. But normally the post has to express regrets that it knows nothing beyond the press report and has nothing more to add; ironically, it is at posts that enjoy good press contacts that opportunities to amplify such news will be more frequently offered and which will also be more frequently frustrated. Even official government statements often arrive after the time of possible utilization. I believe that shortage of personnel in the Department has been responsible for this flow and I suggest possible improvements later under discussion of activity at headquarters.