

- (1) Ministerial contact with the press and other media. The Minister's relations with the press may consist of personal appointments or meetings with one or more journalists and this relatively exclusive and intimate contact is highly appreciated by the press and produces valuable results. It is beset, however, by two major difficulties in that the Minister has a limited amount of time and can rarely receive journalists and, as a consequence, must be selective and thereby run the danger of being accused of favouritism or discrimination. One means of avoiding this possibility while remaining accessible to the press is the institution of the more-or-less regular press conference at which the Minister can meet, discuss with and respond to a large cross-section of the press and broadcast men. There seems to be little question as to the real value of the regular and carefully organized press conference. It pleases the press, provides them with livelier copy than they are apt to get from reporting parliamentary statements and gives them the opportunity to seek for information of some particular interest to them. At the same time, it enables the Minister, whether he is speaking on the record, not for attribution, or off the record, to convey information on policy and conduct of his portfolio to those who write or broadcast the news. A regular press