

travel agents may be able to provide services which consular posts cannot.

If the consular awareness program is to continue to succeed, there will have to be a continuing and sustained effort to carry on the public education activity through the media. A more aggressive effort in this connection should pay off, particularly if it is kept up. The task should not be too difficult as consular work has a human interest angle which will always be attractive to the media. The Department should never miss an opportunity to enlarge on media reports on consular cases, which are rarely adequately reported. Press briefings on consular matters should be carried out by the departmental Press Office whenever possible, to ensure consistency of approach. When reporters will not write a story based on a departmental briefing or when editors will not print what they write, the Department should put its point across in a letter to the editor.

The Department should not overlook the potential for reaching a fairly wide public through having departmental officers who are knowledgeable in consular matters interviewed on radio talk shows. This is not difficult to arrange in smaller centres. A five or ten minute interview on the radio takes much less time than a speech to a service club and will reach twenty or more times the number of people.