

4. In the Blue Book of Estimates, the cost of information services should be fully and clearly shown for each program of each department and for all government agencies. Treasury Board should publish a definition so that departments will know what items should be included in information services. This definition should be developed for Treasury Board by Information Canada. (Chapter IV; Page 15)

5. Information Canada should act as the agent of the Treasury Board in screening the information budgets of all departments and agencies and advise Treasury Board regarding expenditures on information programs proposed by departments. (Chapter IV; Page 15)

6. The Mobile Information Officer program appears to the Committee to have developed into a social welfare service. As an information service it is extremely expensive on a per capita basis and as an information evaluation service it leaves a great deal to be desired. As it has a potential for excessive growth it should be discontinued. (Chapter V; Page 19)

7. The Regional Offices of Information Canada are useful when associated with bookstores and Enquiry Centres. Beyond this the function of the Regional Offices should be to evaluate the effectiveness of all departmental information programs in the various regions.

a) The number of Regional Offices should be limited to Halifax, Montreal, Toronto, Winnipeg and Vancouver.

b) The regional evaluation of departmental information programs should be largely carried out by survey and wherever possible private surveying firms' services should be utilized. (Chapter VI; Page 23)

8. One of the most successful functions undertaken by Information Canada is its Enquiry Service. This service should be improved by being based largely on telephone contact.

a) The number of Enquiry Centres should be limited to the six existing and the five planned. This would mean that there would be Enquiry Centres in each of the ten provinces with an additional Enquiry Centre in Ottawa.

b) The enquiry service should be organized so that a citizen may make a telephone enquiry to the appropriate Enquiry Centre at no charge to the citizen. The Enquiry Centre should be equipped with staff and material to give the citizen the answer to his question or refer him to the appropriate source. The telephone number should be advertised as widely as possible and should be included in a prominent place in every phone book and post office.

c) The news media should be invited to publicize, as a public service, the Information Canada Enquiry Centre in each province. (Chapter VII; Page 25)