

an immediate series of articles, editorials, talks, lectures, etc., but also provide a basis of interest in things Canadian which one can hope would suggest a continuing concern to follow up and write about Canada over a long period. The budget for this activity has recently been increased tenfold and results from this increase should begin to show before long. The personnel requirements for the section of the division dealing with foreign journalists should be given close attention after a year's operation on the expanded budget but in the meantime the staff should be brought up to full strength. It seems desirable that the senior position in this section should be filled by a person familiar with the problems of journalists and with some special experience in the field and attention should be given to the possibility of enlisting a qualified officer from outside the ranks of our rotational officers.

7. In the preceding chapter I have mentioned the great value attached to the distribution abroad of Canadian films. In conjunction with the NFB, a special study might be prepared to: a) assess and budget the reasonable need for further foreign language sound-tracks and b) the possibilities for and cost of the production of a few films over, say, a five-year period specifically and purposefully aimed at foreign audiences in the support of external policy, to be at least partly financed under the budget of External Affairs. If the Department is to make more effective its participation in film work abroad there is probably a need for greater expertise in this field and I suggest that the possibility of recruiting a public information officer with special knowledge of the film medium be explored.