

### Chapter III

#### INFORMATION WORK AT HEADQUARTERS

Inherent in the preceding discussion of the purposes and conduct of information work abroad is the recognition that there must exist at headquarters in Canada substantial and efficient official machinery to give direction to and provide materials for information programmes in other countries. That this is a rather special function has been acknowledged in the Glassco Commission Report:

"Speaking for Canada is a very different task from speaking to Canada. The general canons of honesty and good taste apply to both, but the government's information activities abroad must pursue aims differing from those of its domestic services. This chapter, then, is concerned with the various information programmes directed to audiences abroad by a number of federal departments. In examining the information activities of the Department of External Affairs, however, the organization and direction of overseas services cannot be treated separately from its activities at home, and the latter are therefore included here."

The artificiality of discussing separately information work abroad and at headquarters has already been mentioned and the procedure explained as simply a presentational convenience. For in discussing the purposes, objectives and practices at posts abroad, the purposes and scope of departmental activities in Ottawa become apparent. The information staff is, of course, closer in location and time to the development of policy and is responsible for bringing knowledge of these matters to the attention of posts and for providing guidance on their presentation to foreign audiences.