

No subprograms in the cultural relations group have been suggested for process or effectiveness evaluation. The objectives for this group are not as focussed as those in groups II and III, so that issues of objective clarification and overlap issues must be addressed first.

i. Visiting Journalist Program Effectiveness

This program is considered to be the top priority of all information programs. Its operational objective is to improve the understanding of Canada held by influential foreign journalists with the expectation that this will increase the quality and quantity of their writing in Canada. Is the program able to attract significant numbers of the most highly regarded journalists? Do the journalists in fact change their attitudes about Canada? Is this reflected in their writing, and if so, what effect does it have? How many journalists come to Canada apart from the program? Do resident foreign correspondents detect an increase in demand for or use of their articles by foreign media after a visit?

ii. Information Dissemination Effectiveness

In previous times of greater spending freedom, information materials (particularly publications) were widely distributed. More recently, headquarters has suggested certain types of publications should only be distributed to particular target audiences. A similar viewpoint has been adopted on the distribution of films.

Does the program in practice reflect this change in viewpoint? Are commercial channels sufficient in certain countries (e.g., for film distribution, cultural exposure)? Is this change in emphasis properly understood and implemented at posts? Are there barriers to implementation? Are the actual recipients different from the target audience used in planning? Is the distribution environment properly understood at headquarters? Are there better ways of handling publications to ensure product quality and use (e.g., is the information timely, is it read, is it jargon-bound)? What can be inferred about the effectiveness of the program?

4.4 Methodology

- a. The study of objectives and assumptions is primarily designed to clarify the foundation of the program. It