

data in a useful form.

- (b) Academic Exchanges
Quantitative data is kept for China, USSR and France.

III Information

- (a) Visits and Speakers

Much of the data is subjective, long range and difficult to qualify. Visitors are selected on the basis of perceived reputation and potential impact. A visit may or may not result in quickly obtaining free space or time in the media. Space or time obtained is noted in the short term, but quantitative or more importantly, qualitative, measurement systems have not been extensively developed.

- (b) Creative Services

- (i) Publications

Detailed production cost, storage and distribution data is available, permitting cost benefit and other analytical approaches to be made.

- (ii) Exhibits

Cost, audience and some effects data is available.

- (iii) Research and Writing

Output data is available but data on effects is difficult to assess.

- (iv) Films, TV and Photos

Posts and NFB produce data on audience totals but not on audiences for each film. The number of TV films and clips placed abroad is known, but not the number of times shown or audience reached. Posts report the number of photos reproduced in the local media.