

- (5) Lack of initiative and sense of local responsibility in the information field at posts;
- (6) Shortage of foreign language material and facilities for capable translation;
- (7) Lack of expertise and use of untrained personnel.

12. Much of the well meant criticism of Canadian information abroad by casual or sporadic observers has failed to take into account the real lack of a large market for Canadian information in many, perhaps most, other countries. The observers, very naturally, launch their comments from a highly Canadacentric base and fail to realize that their interest in and enthusiasm for things Canadian are not shared in any substantial degree by editors of foreign publications. Any information officer approaching his job with a parochial and naive conviction that the Kuritanian press and public is panting to know a great deal more about Canada is due for rude disillusionment. The information merchant faces a tough buyer's market and he is in competition with the wares of thirty to ninety other diplomatic missions all of which are offering information to the local public. Naturally spectacular news about Canada will hit the foreign press - though normally through news agencies - but this type of information is usually nothing the Canadian Government particularly wishes to project and amplify - public discord, disaster, bombs-in-mailboxes, etc. The more positive aspects of national life so often lack direct public appeal abroad and a great deal of painstaking effort is required to encourage