

CHAPTER I

On the basis of files available in the Public Archives and the Department of External Affairs this paper seeks to scan the history of public information programs of the Canadian Government for the people of other countries. ~~It begins with wartime programs of~~ the 1940s and concludes with the activities of the early 1970s. It is not a brilliant record but is marked by a great deal of conscientious endeavour by employees of the Department who worked with a bare minimum of government policy to guide them, in the face of frequent indifference from their own departmental leadership and almost always with a level of resources which permitted only threshold operations. Mr. Arnold Heeney once remarked on the unique nature of the public information work which showed "a simultaneous tendency to expand and to contract." This was true in the sense that planning, even approved programming, was perforce expansive in nature but the financial and personnel resources sought or even bestowed for the operation were only too vulnerable to constriction or re-allocation to other functions. There