

PRESS RELATIONS include the preparation and distribution of any material intended for the written press; news releases, news feature material, progress supplements; and the operation of a news wire service.

PUBLIC RELATIONS include speech-writing, the preparation of non-political meetings and conferences; the preparation and supervision of visits of foreign journalists or dignitaries.

PUBLICATIONS include the preparation, production and distribution of annual reports, of scientific and technical publications and of some regulatory or instructional publications for internal or external use.

OTHER MEDIA include salaries and all other direct costs which the departments and agencies were not able to allocate to the other headings.

In view of the amount of money involved in this important area, it is considered that the cost of information services be included separately in the Estimates for each department, and this can be done by showing it as a Program or an Activity supporting a Program.

It is also realised that before this can be done, it would be necessary that a definition of information services be prepared before departments could estimate their requirements in this area. It is considered that this definition should be developed for Treasury Board by Information Canada, using the Task Force's breakdown, mentioned in the penultimate paragraph as a guide.

The power of the purse being perhaps the most persuasive means of control over government activities, Treasury Board must loom large in any departmental reckoning of information expenditures. Once the cost of information services is broken out as a Program or an Activity supporting a Program, within the Estimates, a role which Information Canada should be given to assist it in its regulating and co-ordinating function of federal information services, would be to act as an agent of Treasury Board in screening these departmental information budgets before they go into the Estimates. This screening process would ensure that departments were not over-spending in hardware which was already available elsewhere, duplicating programs or projects, creating a group to perform a function which can be better handled by another department and/or Information Canada, and that Treasury Board would be advised by an independent and knowledgeable body on matters pertaining to information.

We would add that, as a further guarantee of fiscal responsibility, Supplementary Estimates should not be used unless some emergency initiative on the part of the government necessitates the launching of a particular information program.