

feasibility of hiring public relations firms to conduct Canadian information work under guidance.

- (9) That early consideration be given to appointing a qualified cultural affairs officer in London.
- (10) That a senior information officer with relevant experience, possibly from outside the Department, be appointed in Paris for press and public relations and that cultural relations continue, as a separate task, to be carried out by a qualified officer.
- (11) That a cultural affairs attaché be appointed in Washington (or New York). This official could be an FSO but there might be advantages in employing an outside specialist from Canadian educational circles.
- (12) That a senior, experienced press and public relations officer be provided in Washington, probably a career officer. Serious thought should be given to filling a supporting position for a specialist in press and public relations techniques who would be appointed for this specific job and would not become a permanent member of the foreign service.