

to convey through all available media information about the artistic and intellectual life of a nation as well as social, economic and political information, unless the whole national image is to be unbalanced and out of focus. The process of distinguishing between the two related channels of activity has been slow and never entirely definitive but from time to time, for essential organizational and management reasons and for purposes of identification of the activities to specialized clienteles in Canada and abroad, decisions have had to be made as to the division of labour for cultural and information programs. The process of distinguishing these two streams, both serving the same basic objectives, was gradual but always in the direction of more marked differentiation.

The W.I.B. and, later, the C.I.S. had carried out on a small scale what would now be considered cultural activities. There had been arranged visits of scholars and artists to Canada; speakers with intellectual or artistic credentials had been sent abroad, particularly to the United States, on tour or to fill specific engagements. There had been support for and consultation with the National Gallery in arranging for exhibitions of paintings and sculptures. Recordings of Canadian music by the CBC (and by Victor) were encouraged and these were sent to Canadian missions, to foreign radio stations and to