

aspects of Canadian life. The picture should not be limited to Canadian accomplishments but should also indicate Canadian hopes and aspirations both in the human and in the material fields. Also, advantage should be taken of opportunities to provide to the people in the area the Canadian viewpoint on any issues currently affecting Canada's relations with the country. (See also 1.91).

d. Every available opportunity should be taken in information work to promote the particular interests of Canadian government departments and agencies. Promotion of these interests, and in general all information work likely to bring material benefits to Canada, should have high priority among the objectives of any Consulate. When information facilities are used in common to promote varied governmental interests, they should be employed equitably with a view to giving maximum value to each interest.

e. The answering of reasonable requests for information from foreign agencies or individuals is an essential responsibility of all Consulates.

1.86 A supply of information material is provided for consular posts; the Department asks for an estimate of requirements each year. In addition, other information material to meet specific requests is supplied by the Department as the post requires it. Requests should be made well in advance of requirements.

Information Material

1.87 Posts have libraries of films provided by the National Film Board of Canada, and are encouraged, in accordance with existing regulations on the use of motion pictures, to seek the widest possible distribution for such films.

Films

1.88 a. Certain situations may call for a Consulate's sending material to persons controlling information media, as background information. Consulates should take every opportunity to influence by such means newspaper articles, editorial comment, and radio or television broadcasts. Situations may arise requiring letters to editors correcting misstatements or distortions, but controversial exchanges on matters of opinion should be avoided.

Relations with
Local Information
Media

b. Consular officers are expected to establish good relations with editors and publishers in their area and with the managers of the local radio and television stations. Personal contacts are more productive than the mere transmission of press releases and information material to publishers.