

there are arrangements to keep the press office aware of such contacts, to sound out the Minister on his press requirements and to attempt to meet these requirements. A good deal has been done to this end but it seems likely that further steps are needed. However, the pivot of departmental press activity lies, as it should, with the Press and Liaison Division. As the liaison activities of this unit are concerned with an information market outside Canada, and are unconnected in purpose with the press functions, they are dealt with separately. The press office duties currently conducted include the following:

- (a) Assistance to the Minister as required in arranging and preparing for press conferences or interviews and helping in arranging press appearances with broadcast media. Much of this work is responsive but with more staff, more directly promotional work could be undertaken. Recently the practice has developed whereby the Head of the Division has accompanied the Minister outside Ottawa to assist in press relations, establish further press contacts and on suitable occasions to act as delegation spokesman. This worthwhile practice not only facilitates the contacts of the press with the Minister but also gives the press officer an opportunity to expand and clarify policy statements. This is not only useful