

Mr. Trudeau to meet Mr. Carter

Prime Minister Trudeau has accepted United States President Carter's invitation to visit him in Washington on February 21 and 22. He will be accompanied by Mrs. Trudeau.

Mr. Trudeau said he was very pleased to be able to meet with Mr. Carter. The visit will give the two leaders the opportunity to discuss international issues and bilateral relations.

Some sources report that Mr. Trudeau will address a joint session of the U.S. Congress while he is in Washington, although this has not yet been confirmed. It would be the first time, it is believed, that a Canadian prime minister has addressed the U.S. Congress.

Canada-Mexico exchange

The Canada-Mexico Exchange Program for Young Specialists and Technicians is seeking Canadians between 18 and 30 years old, interested in gaining practical career-related experience in Mexico for periods of four to 12 months, starting in late September 1977.

Applicants in Canada must be Canadian citizens, have a good basic knowledge of Spanish and possess a degree from a university or a diploma certificate from an educational institution at the post-secondary level. Work experience is preferable though not essential. Applicants must also be in good health.

The major areas in which traineeships may be made available are: agriculture (seed production), soil technology (research), phytology (micro-organism control), plant genetics; anthropology (social and physiological) archaeology; architecture (urban development, conservation, cultural restoration); astronomy; biochemistry; biology; cardiology (high level research); demography (human geography); ethnology (high level research); journalism (communications science); museology; public finance; research in tropical medicine; social medicine (sociology); and tropical ecology.

The National Council for Science and Technology in Mexico will be responsible for selecting young Mexican specialists and technicians for training in Canada under the bilateral agreement. Canadian companies will be asked to provide training.

Readership survey results

Almost 1,500 readers returned questionnaire forms in a *Canada Weekly* readership survey out of a circulation of about 11,000 (at time of survey).

The majority of respondents, foreigners or Canadians living or working abroad, are teachers and professors (274). 491 readers cite their major interest as general news of Canada.

A total of 915 readers found the publication interesting, 437 useful in their work, 70 said it was too short, eight thought it was too long and, of the five who found it uninteresting, four still wanted to receive it.

Asked which they preferred, a monthly or weekly publication, 778 readers indicated weekly, and 80 per cent of the 113 who preferred a monthly one stated their desire for a magazine format, longer and more detailed. Reasons of economy were given in other indications of a monthly preference. (Not all readers answered all questions, which accounts for the discrepancy in numbers.)

In the frequency-of-reading replies, 911 said they read it weekly, 49 read it monthly and 12 said they read it occasionally.

Recipients

The respondents included (besides educators, referred to above) general administrative personnel (85), missionaries and clergymen (53), journalists (73), radio and television staff (15), medical personnel (43), librarians (28), Canadian Armed Forces (25), scientists, economists, people in international agencies, retired Canadians and others. (Just for the record, Spike Milligan, well-known British comedian is a recipient and, just recently, we had a request for the names of Johnny Carson and Ed McMahon of the United States' "Tonight Show" to be placed on the mailing list.)

Many of the teachers, Canadian and non-Canadian use the publication in class. ("I find *Canada Weekly* invaluable," said one teacher in East Africa.")

Topics

Among the topics asked for more frequently were: provincial news, politics, sports, education, economy, science, culture, the Canadian North, history,

foreign affairs, arts, Canadian involvement in other countries, medicine, immigration, business, geography, natural resources, Canadian developments, employment, trade, environment, transportation, music, wildlife, bilingualism, books, world affairs and oil.

Subjects specified as missing included religion, short stories, pen-pals, "touring Canada" and a yearly index.

Many recipients stated *Canada Weekly* was their sole source of Canadian news to be found in their part of the world and, as such, was the only link with "home."

Another interesting fact was that it was passed by recipients, after they had read it, to a total of 23,220 others, including one who reprinted it in another publication.

The survey form was attached to the issue dated January 28, 1976 but, because its circulation covers almost every area of the world, some six months elapsed before the questionnaires ceased coming in. An interim report appeared in the issue dated March 10, 1976, before a complete analysis could be completed — a time-consuming task.

Since that time I have published regularly, news in brief, incorporated a page devoted to the arts and have endeavoured to comply with some of the wishes of the majority in selection of content. Missing topics and an index will have to wait, unfortunately, until assistance is obtained.

I reiterate my appreciation of the literally hundreds of complimentary remarks. Constructive criticism and suggestions are always welcome. The time and trouble readers took in answering the questions — some in great detail — was most encouraging, since it was proof of their interest.

The readership survey indicates the value of the publication and your preferences. I will strive for improvement and maintenance of its regularity.

M. K. Sheldon
Editor.

