

11. It is probably in the use of the written word for information abroad that the greatest frustration is encountered. This is potentially a highly effective area of activity and, in fact, much has been done and continues to be done. This is certainly the area in which an information officer must feel himself actively engaged but the results of efforts to place Canadian information in foreign newspapers (and reflections in radio and T.V.), periodicals or specialized journals are only occasionally rewarding and all too frequently are disappointing. After reviewing the files and noting comments on their information activities from posts abroad covering many years, the causes for less than satisfactory performance would seem to be:

- (1) A very strict limitation, which varies, of course, from country to country, on interest in Canada and therefore on the market for news and information about Canada;
- (2) A perennial shortage of timely information on Canadian developments;
- (3) A lack of material specifically produced with the needs (and market) of one country or group of countries in mind;
- (4) Lack of specific direction from Ottawa on tasks to be performed by a specific mission and ignorance of the purposes and objectives of the post in this field;