

- 1 133 2 - the message can't be effective unless you know where it's coming from - if this organization is serving me as a traveller, then I think that should be identified - otherwise it's press for the government rather than education for the people
- 1 134 6 - the name should appear as it does in the phone book so you can call easily
- 2 92 4 - That (the phrase "serving Canadians ..." would not tell me that I should read it.
- 2 120 4 - Nothing else tells you what it's for except that - you need something on there that tells you directly that you should read it and who it's from.
- 2 121 6 - Do they serve Canadians at home?
- 2 122 7 - I never think of External Affairs as serving - I think of them as providing a service for which the tax payers pay - there's a difference between providing a service and serving - I don't like that serving - it's corny.
- 2 123 6 - They shouldn't say "serving Canadians" on the cover if, when you get inside, it tells you about all the things they won't do.
- 2 125 1 - External Affairs, by definition, is not supposed to serve Canadians at home - they serve Canadians abroad - GENERAL AGREEMENT THAT THE PHRASE "SERVING CANADIANS ABROAD" BELONGS ON THE COVER.
- 2 127 3 - I'm just wondering why they're saying "serving" instead of "helping" - 1 128 9 - I think it's a more powerful message to say "serving".
- 2 128 7 - What you want on there is "important information from External Affairs" - I don't want to know whether they serve me or not - I don't care what they do - if they have information to pass to me, I want to know what it is if it's important.
- 2 129 1 - It should say "an important message to the Canadian traveller from External Affairs" - that should be printed somewhere on the front page - 2 130 9 - Maybe that's too long - 2 131 1 - Then say "a message to the Canadian traveller" period.
- 2 132 7 - Anything saying "serving" is a promotion - "important message" is better.
- 3 64 9 - Je viens de voir quelque chose - "au service des Canadiens à l'étranger" - c'est tout petit - trop petit - 3 65 8 - Je ne l'avais même pas vu - 3 66 1 - Moi non plus.
- 3 68 6 - Je changerais ça ici en bas ("au service des Canadiens ...") - j'aimerais mieux le voir ici (à la place de "Affaires extérieures") et "Affaires extérieures" en bas.
- 3 69 6 - Je mettrais les desseins un peu plus petits - j'aimerais voir le message plus visible ("servir les Canadiens ...").
- 3 79 1 - "Au service des Canadiens ..." est trop petit - je ne sais vraiment pas que ç'a quelque chose à voir avec les consulats canadiens - je vais penser que c'est quelqu'un qui essaie de me vendre quelque chose - je ne le lirais pas.