

The differences shown between the Activities and Objects of Expenditure in the above Table represent the costs of Objects of Expenditure other than Information. As an example the \$699,000 shown against Agriculture would include the costs of one or all of the following applicable to Information Services:

- salaries and wages
- transportation and communications
- professional and special services
- rentals, purchases, repairs and upkeep
- utilities, materials and supplies
- all other expenditures

Excluding the large percentage for Manpower and Immigration the average of the other three departments shown in the Table is approximately 72%. The average percentage for all four departments is approximately 144%. Applying these percentages to the total of \$60.3 million shown for information under Objects of Expenditure in the Estimates, the resultant figures come to, in the former approximately \$104 million and in the latter \$147 million. It should also be borne in mind that these amounts do not include the cost of information services in a number of Crown Corporations not shown in the Blue Book of Estimates.

It is, therefore, concluded that the total cost of information within departments and agencies of the federal government shown in the Estimates, exceeds \$100 million and is more likely to be closer to \$150 million. If all Crown Corporations not shown in the Estimates were to be included it is our opinion that this figure could be as high as \$200 million.

Notwithstanding the difficulties involved in disentangling information costs from general departmental budgets, it is felt that the Task Force's approach is a logical method of identifying information for accounting purposes. The information process is divided into five main categories: advertising, audio-visual, press relations, public relations, publications. This may be rather arbitrary, but so is a financial statement. In any case, the aim is to define information for budgetary purposes. To give a more complete idea of the Task Force's breakdown of the information process, we cite the following:

**ADVERTISING** includes the preparation and insertion of ads in selected or general publications for promotion purposes; the production of spot T.V. and radio commercials.

**AUDIO-VISUAL** includes the preparation, production and distribution of radio tapes or T.V. clips (films covering news and feature material) of radio and T.V. shows; the production and distribution of documentary films, motion pictures, video-taped material, slide presentations; the production of transparencies, still photographs and posters; the production and presentation of exhibits and displays.