

field is justified at a large number of posts. This being so, it follows that a generalist officer, who can operate in various fields, must do the information work. And normally he can do it quite successfully, given proper direction and useful materials. He should, if our standards are maintained, have the required qualifications which are less technical than professional - broad knowledge of Canada, close association with policy developments, a feel for the local country and the personality and imagination to utilize contacts for the promotion of interest in Canada. A specialized P.R.O. might by good luck have most of these qualifications but it is not likely that he could readily turn his hand to other jobs of the mission in the political, consular, economic or even cultural fields. I think the present system of using FSO's and EAO's for information work at most missions should be continued but their work should be buttressed by more detailed direction from Ottawa, by greater interest and participation from the head of post and other officers and by the concomitant adjustment of priorities to give the information work the time, thought and even prestige it needs to be successful.

18. At certain important posts, just below the "top" level, a specific study needs to be made of the value which might accrue from the provision of a full-time specialist in the information field who would have experience in the practice and techniques of public information. Where a genuine requirement could be shown to exist, it could be met by the appointment, no doubt through Civil Service competition, of a person experienced in public relations. (Such