

(10) Replies to public enquiries;

(11) Short-wave radio.

10. There would appear to be almost unanimous agreement among those who have done information abroad that film distribution is the single, most successful activity in which we engage. This medium reaches an ever-growing audience at showings and, increasingly, through television. By its nature, the visual presentation of Canadian life is more readily understood than the written work, even to those audiences whose ears are not perfectly attuned to commentaries in French or English. Where commentaries in the local language are available, the impact, of course, is predictably greater. Comments from posts indicate a general view that NFB (and CBC) films are very satisfactory, that more new films are sought and that there should be a greater effort to provide more vernacular sound-tracks. There is also a feeling that more liberal travel allowances should be provided to permit more frequent film showings by post personnel, either Canadian or locally employed, at centres other than the capital, particularly in large countries. I believe that a good deal of attention should be given to the question of (a) providing more sound-tracks in other languages than French or English and (b) the encouragement of or financial subsidy for specific film productions tailored to the support of particular external policies and programmes. I discuss this further when considering the information functions of the Department in Ottawa.