

4. As has been suggested in the chapter on information activities at posts abroad, there appears to be too little written material provided by Ottawa designed to meet specific needs of specific posts. Almost all the Canadiana sent from Ottawa is on service-wide distribution. Of this material, a rather small proportion will be usable by all posts, a considerably larger proportion can be used by quite a number of posts and, I suspect, a certain proportion will be useful to no one. I believe that Statements and Speeches must, on faith, be sent to all posts and, in general, can provide a useful reference source and, sometimes, an amplifying source for press use. However, it appears that greater discrimination is required if the currency is not to be debased by the circulation of official statements on a good many subjects of little interest or value in an information programme. The feature articles on things Canadian present a greater problem and challenge. These articles should provide the greatest volume of material to be used in the foreign press and periodicals and I think they could do so if more scrupulous attention were paid to the requirements of individual posts based on inform assessments of the information market in individual countries, in some cases areas, and the topics of interest in those countries which we think should be read and discussed publicly. Once again, distribution is on a general basis and we are faced with the familiar problem that articles which may be of interest in Scandinavia are meaningless in West Africa. And to receive a substantial volume of articles irrelevant to the country of any given post means that inevitably the information officer concerned will waste his time trying to peddle an