

* * * ARTICLES FOR PUBLICATION * * *

This paper cancels T.C.S./O.I. 58-12 dated 26 March 58

1. Trade Commissioners may be approached by Canadian publications with a request for articles on some facet of the Trade Commissioner's territory which would interest their readers. There are several reasons why such requests should be referred to the Department for instructions before preparing the article in question. First of all, there must be an overall control of what is written by Trade Commissioners in Canadian publications to avoid any possible embarrassment to the Department due to the Trade Commissioner being unfamiliar with some particular phase of government policy (see O.I. Section 1-24-13). Secondly, a Trade Commissioner's writings should, in the first instance, be available to "Foreign Trade". Thirdly, it is desirable to get departmental clearance before undertaking the work involved in preparing it so as to avoid the risk of such work not being used.

2. Trade Commissioners may also receive requests from publications in their territories for articles or messages. The decision as to whether to accede to such requests rests with the Trade Commissioner, and should depend on the standing of the publication in question, as well as the advantage to his office. Before writing such an article the Trade Commissioner would be wise to consult with the Head of Mission and, in any event, should consider the possible application of Official Instruction 1-24. An English language version of any such articles together with a copy of the publications in which they appear would be useful to the Department for information purposes.

3. Local newspapers which are producing special supplements on Canada often want the prestige of including in the supplement an article by a leading government figure as evidence of Canadian government support. The Trade Commissioner should not place himself in a position of possible embarrassment by guaranteeing that such an article will be forthcoming. It is only after a careful examination of the Trade Commissioner's reasons in favour of such a request, supported by a copy of the publication and detailed information on its circulation, importance and reputation, that a decision will be made at Head Office. Requests for messages or articles written by cabinet ministers should be discouraged except under very special circumstances which lead to direct benefit to Canada.

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