

"Why am I doing this?" Despite conscientious effort and (sometimes) good grasp of technique, it is too frequently hard for an information officer to explain - to others or to himself: "How does the initiative I am now planning serve the interests of the Canadian Government and people?" I think perhaps the basic problem arises from the anomaly that the fundamental purposes of an information programme abroad are understood but that so often the information activities themselves cannot be clearly related to these purposes.

3. Under rational examination, simply to impart information to the rest of the world about Canada is not a self-evident national objective; information work abroad must aim to and, in a broad sense, must be shown to support and advance Canadian interests. The ultimate objectives of such information work are those of external policy: to guarantee the security of the nation, to attain the highest possible degree of national prosperity and, in this pursuit, to fulfil those specific obligations towards the rest of the world which enlightened self-interest or the humanitarian desires of the Canadian people may demand.

4. While it is important that a foreign information service never lose sight of the bedrock reasons for its existence, it would be inane, in operational terms, to focus chiefly on those ultimate and universal goals of peace and harmony which are more aspirations than objectives and which present a horizon far too distant for the purposes of a practical, current programme. Horizons must be lowered and targets brought closer.