

VK 4

grouping for specific purposes and objectives. The Department has a responsibility to carry information, images and impressions to two separate and identifiable publics and to conduct and develop good relations with both. These are public audiences (a) abroad and (b) in Canada . . . . .

In eventual administrative logic, it seems to me that a potential Office of Public Relations and Information should have three modest component divisions: 1) Information Abroad, 2) Information-Public Relations in Canada, 3) Information Support Services. This third would naturally include services to both programmes at home and abroad, such as editorial and writing services, audio-visual services, enquiry services and financial/administrative services.

The memorandum related the development of the academic relations program to the proposal for a division of information for Canadians:

More recently, the academic relations programme has made a substantial contribution to the development of good public relations with a specific and important public sector in Canada. The hope is that this example can be extended to our departmental relations with other groups--business, trade unions, teachers, women and youth groups, etc. I think the organizational object now should be to relate these domestic public relations and information activities and develop them to achieve a fundamentally integrated and balanced programme.

The proposed staffing pattern called for 18 officers for the Division of Information Abroad and 9 for Information for Canadians. The possible inclusion of the Press Office in the latter division was left open