

CBC (I.S.) and the considerations (including encouragement from this Department) on which the recommendations were based.

Recommendations

- (1) That directives be addressed individually to posts, setting out the broad purposes of their information activities and interpreting these in terms of information objectives in each country. I believe the initial draft of such Standing Orders should be written at the post but the Department should first provide posts with a suggested skeleton proforma to guide preparation of the draft. The standing instructions eventually arrived at would be a point of reference and direction to the head of post and the information officer and, very particularly, to new incumbents. Out of these guidelines posts should be encouraged to develop information manuals to elaborate useful local methods, contacts, media and any possible pitfalls.
  
- (2) That a serious and continuing effort be made by heads of post and other officers to ensure that those performing information tasks are up to date and informed on Canadian policy trends and in a position to give authentic information as required. The constant interest in and direct supervision of information activity by the head of post (and/or head of chancery) is required to encourage the information officer and ensure his activity is purposeful and efficient.