

As the month progressed and we learned about the work of the Commonwealth and its agencies, it became more and more bothersome that others knew so little, just as we knew so little before we arrived in London to take advantage of that great opportunity together.

So now it is nearly two years later and we confront the same problem: How do we get their attention?

I offer a few simple suggestions: The first is to shuck the shyness and be much more aggressive in trumpeting the work of the Commonwealth. We all know it has its share of warts, even open sores on occasion, but there is a world of positive news waiting to be told, published and broadcast. Some of that news can be delivered in the traditional ways; cranking out news releases, calling press conferences, publishing discussion papers, organizing meetings with journalists and speaking to small groups. But when was the last time you opened your daily newspaper and read a feature article about an important Commonwealth---any Commonwealth--- initiative?

There are hundreds of former Commonwealth fellows who ought to be informal ambassadors. There are professionals in London whose business it is to promote and report the work of the agencies. Why do we read and hear so little about aid projects, technology transfer, political and economic development?