

LIBRARY DEPT. OF EXTERNAL AFFAIRS
MINISTÈRE DES AFFAIRES ÉTRANGÈRES

INFORMATION AND PRESS ACTIVITIES OF THE DEPARTMENT
OF EXTERNAL AFFAIRS AT HOME AND ABROAD: A STUDY

INTRODUCTION

This study is an effort to examine the basis for departmental information and press activities as a support for the conduct of foreign policy which is the reason for the Department's existence. Further, an attempt is made to assess whether purposeful and useful activities are being performed, whether adequate value is received for the time and money expended, whether the job is effectively carried out and whether the level of activity is appropriate to Canada's present position in world affairs. The study has not led to dramatic or revolutionary conclusions. Out of it has emerged a general view that activities have been and are along the right lines, that organization, programmes and procedures could be made more effective with proportionately little extra cost but that real value for Canada would result from a significantly larger programme, still well short of those of other comparable countries, if an expanded budget permitted reinforcement and improvement of existing activities and some breaking of new ground, initially on an experimental basis. In this field, as in others, the Government cannot expect to get more than it pays for and must decide what importance and priority it attaches to information and press activity in support of external policy and accept the financial implications involved.

By the very nature of this study, a substantial part of the comment is critical and could lead to an impression that very little has been accomplished by the Department in the information and press field over the years. This is