
CHAPTER XI

RADIO AND TELEVISION, PERSONNEL, EXPOSITIONS

RADIO AND TELEVISION

Conclusions and Recommendations

Government departments often tend to base their information on the printed word and to ignore the effectiveness of radio, television and audio-visual aids. Information Canada should become highly experienced in the latest audio-visual techniques and should advise departments on their use.

More extensive use should be made of the techniques spawned by the electronic age. Information Canada should encourage the departments to put across their message by sight and sound, as well as on paper. The idea was expressed succinctly by The Task Force on Government Information:

"One of the sadder difficulties that have afflicted the federal information services is that departmentalization has applied to their efforts not only in the obvious sense of the loyalties in the assorted government departments but also in a rigid mental separation of the tools of communication. The answer lies in some new sort of administrative machine to bring about an integrated approach to dealing with the Canadian publics of our time."

(To Know and Be Known I, 31, 32)

The Report might have been defining a role for Information Canada, which has already shown an appreciable grasp of the importance of visual and aural aids to communication through its Expositions Branch. Several witnesses at the Committee hearings testified that the departments often turned to Information Canada for advice and facilities in connection with audio-visual displays at fairs and exhibitions. With regard to such presentations,