

present an accurate, sharply-focused picture, particularly to people of influence, of what Canada is and does. One of the most effective means to this end is to bring European opinion-formers—editors, writers, broadcasters and scholars—to Canada. As a result of wide-ranging contacts with Canadians and travel to different parts of the country, these communicators not only provide first-hand reports for European readers and listeners but, perhaps more important, a sustained interest in Canada is developed which can favourably influence their future selection and treatment of news and information about Canada.

Other information programmes include exhibitions and the distribution of films, photos and publications. The latter may be general publications for mass distribution, or specially prepared news-letters. Public speeches, the promotion of travel to Canada and Canadian participation in international sports events also contribute to a greater understanding of the Canadian people and their way of life. In the context of mass media the CBC International Service makes a major contribution through its broadcasts and the provision of Canadian recordings for broadcast by European radio stations. Plans are also under way for the enlargement of existing television exchange programmes. The scope for such activities is large and expanding in Western Europe, but more determined efforts are required in both the governmental and private sectors to meet the challenge.

Canada's cultural and information relations with Eastern Europe are cast in a rather different mould, in the sense that: the number of exchanges is limited compared with Western Europe; Canada must seek to secure and maintain a degree of reciprocity in the various exchange programmes; Communist governments play an exclusive role in establishing, regulating and supporting exchanges.

Despite some of the political motivations of the Soviet Union and other Eastern European governments, cultural relations at the present time represent one of the most promising fields for developing contacts with Communist countries. These relations may have a cumulative effect, combined with other kinds of contact, in bringing about more normal relations with the countries of Eastern Europe. Besides, there is no doubt that the academic and artistic communities in Canada consider such exchanges beneficial from their point of view.

At present, Canada is at a substantial disadvantage in its exchanges with the Soviet Union and other East European countries, both in terms of the opportunities afforded in the respective countries and financial and other conditions which prevail. Many of these adverse conditions could be rectified under the terms of general exchange agreements. One with the