

INTERNATIONALLY KNOWN

Re The Case For A CBC/Radio-Canada World Service (Oct. 12): Contributor Jean-Frédéric Légaré-Tremblay proposes that a

CBC/Radio-Canada world service would be the solution to a lack of election campaign proposals on foreign policy and culture and communication policy. Are those really issues that a new broadcasting service can address?

He points out that authoritarian regimes appear to be intensifying efforts to sway public opinion through media. But how effective would a Canadian service be in helping to rebalance the information flow? What would be unique about a Canadian service to make people substitute it for those of the BBC or France 24? Mr. Légaré-Tremblay tells us that we have the assets to play a major role, while at the same time noting that Radio-Canada's existing international service has a minuscule team of nine employees.

I believe this proposal is vulnerable to criticisms of the institution itself. CBC/Radio-Canada's mission seems ill-defined and of questionable value in a hyper-rich media universe.

■ **David McGrath** Kingston