Someone sent us a clipping last week from *The Atlanta Journal and Constitution* about the Council for the Development of French in Louisiana, with the notation “CODOFIL sure gets around.” Indeed it does and far more than the general public realizes. In the 15 years that that agency was created by the Louisiana Legislature, its work toward a renaissance of the French language in Louisiana has received international publicity.

CODOFIL’s crusade to preserve a heritage and culture that are among the greatest in history, is known throughout the civilized world. We have seen articles about the revival of bilingualism in Louisiana in periodicals throughout the country, from the smallest newspaper to the *New York Times*. Stories have been written about CODOFIL in leading papers and magazines of Canada, France, Switzerland, the Scandinavian countries, and numerous other countries.

They all tell the story of CODOFIL — how the decline of French began in the 1920s, when state education policy forbade the use of French in public schools, and accelerated until James Domengeaux, local attorney and former U.S. congressman, undertook the revival of French as a personal crusade, how, with the help of other French-speaking politicos as well as academics at USL, he persuaded the Legislature to create CODOFIL in 1968 as a semi-autonomous state agency, with the object of promoting bilingualism.

What the stories do not tell, but what we in the heart of Acadiana know, is that such publicity is invaluable to our area. The prime purpose is being served, that of preserving the French language, but it also brings our area to the forefront of national and international attention. There is no way to pinpoint just how many tourists come to the area because of all that publicity, but people from the states, as well as Canada and France and other countries, have been attracted here and add to the millions of dollars that tourism brings to Louisiana.

With the World’s Fair in New Orleans next year, we can expect a greater influx of tourists and their dollars, not only because of World’s Fair publicity on the local and state level, but because of the impact that CODOFIL has made over the years.

The publicity that CODOFIL generates for Acadiana is dignified and in keeping with its lofty goals. It has nothing in common with the “Pierre and Marie” caricatures that have plagued us for long and are an insult to the 250-year-old proud French tradition of Acadiana. We need more such publicity as generated by CODOFIL and will continue to give all-out support to its aims.