

organizations to pursue international activities more effectively.

By promoting international cultural and academic events, the International Cultural Relations Bureau supports

Canada's foreign policy and trade initiatives by presenting Canada as a contemporary, sophisticated and innovative nation.

A. COMMUNICATIONS SERVICES

In 1989, the Communications and Culture Branch was reorganized to include the Communications Services Bureau. It provides public environment research and analysis, plus audio-visual and publications services to the Department. The Media Relations Office is also part of the Bureau.

Media Relations

The Media Relations Office informs the media about government policy and programs within the Department's mandate by issuing ministerial press releases and statements and by responding to enquiries. The office also facilitates media relations – for example, by

arranging background briefings for ministerial visits abroad, and other initiatives. Approximately 300 press releases and 100 speeches were issued during the year.

Over the year, particular emphasis was placed on communicating to the media Canadian policy in response to the dramatic changes in the U.S.S.R. and Europe, as well as policy initiatives relating to Latin America and South Africa.

The office was also closely involved in media arrangements for special events and conferences, such as the Open Skies Conference hosted by Canada in February 1990.

B. FOREIGN POLICY COMMUNICATIONS

The Foreign Policy and General Communications Bureau publicizes foreign policy, Canada and Canadian policies at home and abroad. It is also responsible for international sports relations and the departmental library.

Domestic Communications

The primary responsibility of the Domestic Communications Division is to provide strategic communications advice on foreign policy issues to the Department and its Ministers. It also