

satisfaction with government/departmental policies, programs and services;

- ° public diplomacy, i.e., the wide array of cultural and information programs delivered abroad in support of the international trade and foreign policy objectives of the government and all its departments and agencies.

This evaluation focuses primarily on commercial and economic communications, both domestic and abroad, in the fiscal year during which the Communications and Culture Branch was created (1986-87). It thus provides a "snapshot" of the function at a particular point in time, though many of the lessons learned still apply today. To establish the context for the evaluation and its recommendations, it is essential to outline how commercial and economic communications were organized at that time and how they have evolved with BCB.

Prior to the establishment of BCB, trade divisions in the geographic branches and the International Trade Development Branch initiated trade promotion communications projects. The Domestic Information Services Division (SCI) or External Information and Creative Services Division (SCS) in the Social Affairs and Programs Branch provided project management services. Most of the funds for communications projects resided in the trade divisions themselves, but a proportion of the funding (about 14 per cent in 1985/86) came from SCI and SCS.

Fairs and Missions communications activities were undertaken by the program divisions within the geographic branches. These program divisions also drew on SCI and SCS for communications project management and for a portion of the funding.