

DIVISION

Media Relations (BCM)

RESPONSIBILITIES

- As official spokespersons, BCM staff respond "on the record" to all media inquiries from both the domestic and international press (based in Canada).
- Disseminates DFAIT's positions on the whole range of foreign affairs and international trade issues, as well as on corporate matters related to the functioning of the Department.
- Provides advice to ministers' offices and divisions on communication and media implications of policies, programs and on official visits abroad.
- Organizes and coordinates media activities such as media opportunities, press conferences, backgrounders and interviews.
- Spokespersons provide assistance and accompany ministers and the Prime Minister on foreign visits as required.
- Spokespersons assist with media arrangements in the context of special activities, such as summits or international meetings and conferences, taking place in Canada.
- Provides daily print and electronic media monitoring services (e.g. clippings) and media analysis.
- Provides newswire subscription services (Canadian Press, Reuters and Agence France Presse).
- Orders transcripts and/or videotapes of news-related programs, press conferences, scrums, etc.

NOT IN AREA OF RESPONSIBILITY

- Does not answer queries from the general public.
- Does not draft news releases, speeches, articles, op ed letters, etc.
- Does not produce communications products, such as news releases.
- Does not act as a shield against media interest.
- Does not provide transcripts, media analyses or non-commissioned public opinion research to the general public.
- Does not monitor community papers as part of regular media monitoring.

TIME LINES

- We answer each and every call.
- As a matter of principle, we try to answer requests from the media within the hour.
- As much as possible, delays in answering questions (when research is necessary) will not exceed two hours.
- Print clippings packages are prepared by 7:30 a.m., and delivery continues until 9:00 a.m.

