

area were enlarged through a new foreign trade newsletter — *CanadExport*. This provided a bi-weekly package of export-related market intelligence and information for Canadian manufacturers, information from the Department's network of commercial officers and from geographic trade sector offices in Canada. Since its start in September 1983, distribution has risen to 16 000.

During the past year some 2 000 copies of films and videocassettes from the National Film Board and the private sector were sent to posts, for use at prestige and general screenings. To match the earlier film *Stages, En Scène*, a 40-minute film on francophone theatre in Canada was produced and sent to selected posts.

To relate the achievements of Canadian athletes to growing up in Canada, a version of the film *Heroes of Winter* was prepared for showing at the 1984 Olympics in Sarajevo. Trade promotion was supported by the distribution in five languages of a film on fibre optics, *Towards the Intelligent Universe*, and a cassette series, *Export Now*, was begun for Canadian businessmen. To keep information officers abroad and foreign journalists abreast of Canadian developments, the Department distributed videotapes and audiocassettes of television and radio public affairs programs. Newsclips were produced for television stations by Canadian posts in the United States.

A special "touchscreen" Telidon database was prepared for the annual business symposium at Davos, Switzerland, and a pilot interfacing a Telidon database and videodisc was prepared for display at the Chicago Science Museum. The emphasis in both was on trade and high technology. The Department sponsored production of two special presentation recording albums, on Oscar Peterson and on the Montreal Symphony Orchestra.

The photo library of more than 30 000 transparencies continued to expand and was used by posts abroad for publications, exhibitions and trade shows.

Posts were provided with articles for the foreign press or for post publications, press kits on governmental policy and topical issues, texts for exhibits, daily summaries of economic news, accounts of proceedings in the House of Commons question period and the federal budget. Among special projects was revision of a publication on investment in Canada, *A Profitable Option*, prepared for the symposium at Davos.

In the year under review the Department sponsored at least 600 media visitors and other "opinion-formers" to Canada, mainly from France, the United Kingdom, the Federal Republic of Germany, the United States, Japan, Australia, Brazil, Venezuela and Mexico. Travel abroad was facilitated for 14 Canadian specialist lecturers in fields such as medicine, education, public administration, culture, satellite communications, computer technology and law.

### **Information programs in Canada**

To augment the Department's communications with various Canadian audiences, a number of new programs were developed during the year. A multi-media campaign warned Canadians of the dangers of involvement in the international drug trade. Another urged Canadian travellers to prepare themselves adequately before venturing abroad; this included a 30-minute film *Bon Voyage But* prepared for TV stations. A number of publications, exhibits and advertising and radio programs were produced to inform exporters of services

available to help market their products and services abroad. A program was also begun to bring departmental speakers to Canadian audiences to give them an inside look at foreign policy and international affairs.

The Domestic Information Division also served as focal point for the Department's general public information activities directed to domestic audiences, including responding to general inquiries, preparing diverse publications dealing with the Department and with Canada's external relations, and organizing trips abroad for groups with a special interest in international relations.