

CHAPTER 9 COMMUNICATIONS AND CULTURE

Highlights

- *A new corporate identity was developed so that all EAITC documents and displays will be instantly recognizable.*
- *An Association for Canadian Studies was created by the U.S.S.R., the first of its kind in the Soviet Union.*
- *The sale of foreign rights for Canadian books at two major book fairs doubled from \$5 million to \$10 million over the year.*
- *An anti-drug information program was developed to warn Canadians of the dangers of drug use abroad.*
- *An international lobbying strategy was developed to support Toronto's bid for the 1996 Summer Olympics.*
- *The CanadExport newsletter was given a new format with the result that circulation rose from 40,000 to 56,000.*

The Communications and Culture Branch is responsible for communications both within Canada and abroad. Canadians must be informed of Canada's role in the world and the importance of international affairs to our prosperity and security.

Acronyms for this chapter are listed on page 135.



Mr. Clark speaks with Archbishop Scott at the National Day of Namibia on March 21, 1990

- *A public information campaign was organized to gain support for Canada's stance on overfishing in the Northwest Atlantic Fisheries Organization.*

At the same time, Canada must be promoted on the world stage, and its foreign policy and international trade objectives enhanced. This type of information and promotional activity enables the Canadian government, academics, private interests and