

- ° The Department should develop a knowledge of outside publications from the federal and provincial governments and the private sector.

A survey was conducted in 1984 to determine the perceptions of CanadExport (DEA's primary export publication) among its readership after just one year of production. The findings suggested that the original objectives of providing useful information to members of Canada's export community were being met, both for those who had already established export markets and those who were interested in initiating export opportunities. The context area of greatest interest was information on trade opportunities, followed by trade fairs and people to contact.

As described below, this report builds upon these various studies in evaluating the economic and commercial communications services at DEA.

1.1.2 Focus of the Evaluation

In the context of the Communications and Culture Branch, the term "communications" encompasses all aspects of the Department's public communications, that is, all those activities which come under the general headings of:

- ° domestic communications, i.e., activities aimed at improving the Department's sensitivity to public concerns and perceptions; increasing the level of service to the public; improving the public understanding and