

COMMUNICATIONS AND CULTURE

The role of the Department's Communications and Culture Branch is twofold. It keeps Canadians informed about Canada's role in world affairs and it promotes Canada on the world stage so that foreign policy and international trade objectives are readily understood by the world community.

In the past year, emphasis was placed on enhancing media understanding of Canadian policy regarding changes in the U.S.S.R. and Europe and initiatives in Latin America and South Africa. Among initiatives in 1989/90:

- The Branch developed an anti-drug information program warning Canadians of the dangers of transporting or using drugs abroad.
- The Branch helped the development of a free press in South Africa by working with black journalists to broaden their skills and by linking them with Canadian journalists and organizations.
- A new film and video entitled *Oh Canada!* was produced to promote Canada's identity abroad. It is aimed at foreign audiences and is intended for use by Canadian missions.
- The Branch is responsible for furthering Canada's foreign policy and

trade objectives through international sporting activities. Support was given to the Toronto Olympic bid, to the 1990 Commonwealth Games and to Thunder Bay for its successful bid for the 1995 World Nordic Ski Championships.

On June 28, 1989, a new applied title was adopted by the Department, along with a new corporate visual identity program. The Department is now known as External Affairs and International Trade Canada. This new identity program gave the Communications and Culture Branch an opportunity to build greater awareness of the Department's role.

In the area of culture, sales of foreign rights for Canadian books at Frankfurt and Bogota book fairs doubled from \$5 million last year to \$10 million this year. In addition, 460 awards were given to foreign universities and scholars in more than 25 countries to encourage study about Canada. Ten Canadian Studies programs now exist in Eastern Europe and an Association for Canadian Studies was inaugurated in the U.S.S.R. in September 1989.