

(2) Plans, organises and implements an information program in support of the Post objectives by:

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- developing close liaison with news media of the area, including the daily and weekly press, radio and television stations (both commercial and educational), periodicals and trade publications, with the purpose of achieving a wider coverage of Canadian affairs and a more accurate interpretation of Canadian policies,
- initiating, developing and maintaining lines of communication with local organizations and societies whose memberships represent interest groups among whom it is important to ensure the understanding of Canadian policies and achievements and, for the same purpose, with staffs of local business and industries, labour organizations, political parties, and with municipal, regional and national government officials,
- arranging for prestige, special or promotional showings of Canadian films to selected audiences, and for the design and production of and supervising the installation of, departmental displays and exhibits, at fairs and exhibitions and at other locations providing a high degree of exposure to the public,
- arranging individual or group briefings at the Post for media representatives, accepting requests for special interviews or radio and television appearances, and accepting speaking engagements by post officers or speakers from Canada,
- organizing press interviews or conferences, and radio and television appearances on the occasion of visits in the Post area by prominent Canadians,
- facilitating and by promoting Canadian cultural manifestations within the area of the Post, such as the visits of artistic groups, showings of graphic art displays and visits of persons prominent in Canadian cultural life,
- drafting for the Head of Post's approval press releases concerning happenings in Canada of particular interest in the Post area, post activities, and articles or background material covering Canadian subjects of local interest, editing or re-writing articles and press releases originated by Foreign Officers at the Post,
- encouraging universities, schools, societies and businesses to stage special events such as "Canada Week", and studies, courses and seminars on Canadian affairs in colleges and universities of the Post territory, and coordinating the Post participation during these events,