

Information

The "media explosion" since the Second World War has altered the conduct of diplomacy in some areas. Traditionally, diplomacy has meant the conduct of international relations through direct diplomatic contacts and government-to-government dialogue. The expansion of mass communications has made public opinion a highly-significant factor in the foreign-policy formulation process of many governments. It may no longer suffice for an ambassador to explain his country's views to ministers and officials; he may also find it useful to inform the public in his area of accreditation.

Public information programs abroad are undertaken by all Canadian embassies and consulates, but such activity is greatest in the United States, Western Europe and Japan, reflecting both the importance of these areas to Canada and the benefits of conducting information operations within them. Central direction is exercised by the Department's Information Division, which produces information materials and conducts projects, supporting current Government programs, to suit the needs of particular audiences. Day-to-day information activities include answering inquiries, promoting and distributing publications and films about various aspects of Canada, arranging exhibits and developing relations with foreign information media. Under one major program, journalists considered to be "opinion-formers" are brought to Canada for briefings and familiarization tours. During 1975, visits to Canada were arranged for 977 journalists sponsored by diplomatic and consular posts.

The Information Division also undertakes special projects. An example is the 1975-76 voyage of the historic Newfoundland fishing-schooner *Norma & Gladys* to ports in the U.S., the Caribbean and Western Europe under the co-sponsorship of the governments of Canada and Newfoundland. The vessel, which was open to the public in its ports of call, carried a display to illustrate Canada's concern that fisheries be protected through international agreement on the law of the sea. The arrival of the *Norma & Gladys* at the various ports was publicized by materials prepared in local languages. At the same time, law-of-the-sea and circumpolar exhibits were shown in the United States and Europe to emphasize Canadian policy concerns to selected audiences.

To assist them in their information programs, Canadian posts abroad are provided

with background materials for the various information media. For example, the Information Division produces a variety of publications in English, French and foreign languages aimed at selected audiences. The periodical of largest distribution is the *Canada Weekly*, of which over a million copies — in English, French, German and Spanish — were sent out in 1975. About half a million copies of the school-oriented brochure *Facts on Canada* were distributed abroad in nine languages. Illustrated articles and photostories are sent to posts for use in periodicals published at key missions in the local languages or for submission to local publications. Background materials are also prepared for speakers.

Some information materials are produced in co-operation with other government departments and agencies, and with private firms. For example, the Department collaborates with the National Film Board and private film-makers in the production of films for foreign distribution that are relevant to Canada's international aims; 14 films were produced during 1975. Arrangements were made to obtain CBC television programs for use at posts. The first programs obtained were the series *Images of Canada*. Exhibits and displays were constructed and shown abroad throughout the year in collaboration with Information Canada/Exhibitions.

In addition to the programs designed for foreign audiences, the Information Division is responsible for two programs designed for Canadians. The object of one is to provide information about the Department and foreign-policy formulation to Canadian groups and individuals by a variety of means including seminars, speaking tours, publications and group visits to the headquarters of international organizations of particular significance for current foreign-policy objectives. A major instrument of the program is the publication *International Perspectives*, a bimonthly magazine of informed opinion on world affairs.

To carry out this program, the division co-operates with the information services of NATO, the Commonwealth and the European Community.

The second program is international sports liaison. This is designed to advance and defend the interests abroad of Canadian sports bodies by direct liaison with and assistance to those bodies, and by close co-operation with Sport Canada, the federal agency responsible for