

to selected foreign journalists, was of value in supplementing the activities of Canadian posts abroad directed towards a better understanding of Canada, its policies and interests.

6. Relations with the CBC International Service

In addition to the close liaison maintained with the International Service of the CBC on general information activities, the Department provided guidance and background information to assist the Service in the interpretation of international developments. Canadian missions abroad co-operated with the CBC-IS in placing Canadian transcriptions with the foreign broadcasting stations.

7. Films, Photographs and Displays

The distribution of Canadian films remains one of the most effective information activities undertaken by Canadian missions abroad, and is carried out in co-operation with the National Film Board. During the first half of 1959, Canadian Government films were shown non-commercially to a total audience of eight million.

Prestige film showings were organized with success by a number of Canadian posts. In co-operation with the National Film Board, many missions arranged the entry of Canadian films in international festivals.

A variety of photo-features and photographs on Canadian subjects received wide distribution in foreign newspapers and periodicals. In the field of visual aids, special emphasis was placed this year on the preparation and production of photographic displays for use chiefly at exhibitions. Eleven subjects were developed and more than 100 sets of photo displays were produced and distributed to posts.

8. Relations with the Press

The Press Office continued to handle the general day-to-day inquiries from members of the Canadian Parliamentary Press Gallery, representatives of news agencies, and foreign journalists resident in Canada. Approximately 90 departmental press releases were issued. Texts of ministerial statements and other current and background material useful to the press were distributed.

The Press Office assisted with arrangements for press, radio and television coverage of a number of distinguished visitors and press conferences were arranged for the Prime Ministers of Australia and The West Indies, the President of Mexico, the Mayor of West Berlin, and the Presidents of the Executive Bodies of European Communities.