

Department's External Information Services Division, the specialist group established to organize the event, and NATO information services.

Rather than launch into a detailed list of the various activities carried out by the Division at these events, suffice it to say that on each occasion the Division undertook not only to prepare the communication plans, design and produce various information documents including books, brochures, newspaper articles, press releases, speeches, letters, information kits and videocassettes: it also prepared the appropriate distribution lists, containing up to 20 000 names in the case of the Green Paper and the *apartheid* declarations; assembled and distributed the documents in question; and provided follow-up, as necessary.

In addition, since 1985 marked the 40th anniversary of the United Nations and 1986 was declared the International Year of Peace, the Division also became involved in special activities to highlight these important events. To commemorate the activities of the 40th anniversary of the United Nations in its own way, the Division, in co-operation with the External Information Services Division, the United Nations Division, the United Nations Association in Canada and the Secretary of State, produced information kits that were distributed to Canadian school children and students to inform them about the UN and Canada's role in it. In the context of the International Year of Peace, the Division took part in preliminary meetings to examine the possibilities for departmental involvement. One result of these meetings was to be the book published in the fall of 1986 by the Office of the Ambassador for Disarmament and the Arms Control and Disarmament Division.

In 1985-86 the Division published some 300 English and French documents on general information, foreign policy and trade in various formats and for various audiences. Some of these included the collection of guides for Canadian exporters and the market studies series, with special emphasis on the United States, brochures for the PEMD and the PPP, the *Business Directory of Canadian Trade Representation Abroad* and the *Statements and Speeches* series. In addition to the books and brochures for which it is responsible, the Division provided publication services for other divisions, services and organizations. Some of these publications included a number on arms control and disarmament, in particular the *Disarmament Bulletin*, which is being republished after some years in a new format, *The Annual Report of the International Boundary Commission*, *The Canadian Trade Negotiations* and *The Joint Report of the Special Envoys on Acid Rain*. Finally, the Division published the above-mentioned Green Paper *Competitiveness and Security: Directions for Canada's International Relations*, which was so popular that it had to be reprinted twice (making a total of 60 000 copies in print), and republished in a new format the

*Canadian Foreign Policy Collection*, a series of texts designed to explain this subject clearly and simply under various headings such as competitiveness and security, NATO, etc.

*CanadExport*, the bimonthly publication that provides advice and information for Canadian exporters, continued to be equally popular, with a mailing list of more than 25 000.

The Domestic Information Services Division received 45 500 calls, produced 2 600 letters and dispatches and distributed 25 000 informative documents. This service was especially hard pressed when major announcements were made by the Canadian government, as for example when the Green Paper on Foreign Policy was tabled in the House; when Mr. Clark issued statements on *apartheid* and Canadian sovereignty; when Prime Minister Mulroney spoke on free trade; and when international catastrophes such as the Mexican earthquake, the volcanic eruption in Colombia, the explosion of the Air India jet and the bombing of Libya occurred.

In addition to providing 178 guided tours of the L.B. Pearson building, the Division organized four visits for 30 Canadian journalists and academics to familiarize them with multilateral institutions such as the UN, NATO, UNESCO, OECD, GATT, etc. With a view to enlightening the Canadian public, and in particular certain opinion formers, the Division sent 32 lecturers across Canada to explain foreign policy in seminars, lectures, radio broadcasts, etc. More than 760 students received financial assistance to view model assemblies in North America, chief among them the United Nations, which celebrated its 40th anniversary in 1985.

The Division took part in eight Canadian industrial fairs. Participation generally consisted of activities carried out jointly by the Domestic Information Services Division, other departmental divisions and DRIE. It is estimated that 66 000 visitors attended these fairs during the year.

The Division published advertisements or short items on a weekly basis in Canada's major magazines and newspapers, giving advice to Canadian businessmen and encouraging exports. It also began an advertising campaign in the media centred on the challenge of trade and trading houses. As it did last year, in October the Division planned and produced an eight-page leaflet on trade and exporting that had a press run of 650 000. Among others, this supplement and others were placed in Canada's major newspapers and magazines: *La Presse*, *Les Affaires*, *The Globe and Mail* and *The Financial Post*.

Finally, the Division also produced a number of documents for the media and for departmental presentations over the course of the year, including 12 broadcasts for radio, one for television (Canadian aid for the famine in Ethiopia), three series of slides for briefings and 115 newspaper articles.