

DIVISION

Communications Programs and Outreach (BCP)

RESPONSIBILITIES

Overall

- Promotes Canada's image and awareness of DFAIT at home and abroad.

Domestic and International Outreach

- Raises public awareness of DFAIT's work and Canada's role in world affairs through outreach activities such as the Speakers Program and exhibitions.
- Projects a strong, contemporary, dynamic and sophisticated image of Canada in the world through the development of public affairs tools for Canadian missions abroad using leading-edge technologies. These include the Public Diplomacy Resource Site, Canada in a Suitcase, the Canadian Interactive Information Touchscreen System, and Mission Web Site Enhancement.
- Manages and delivers the Foreign Visitors Program and conducts outreach activities with domestic media.

E-communications

- Responsible for ongoing e-communications advice to departmental clients.
- Responsible for development of the Department's Web presence, including the Canada and the World cluster in the international portal of Government-on-Line.

Historical Section

- Senior Departmental Historian provides advice on relations with the academic community, directs DFAIT's educational Web site, "Canadians in the World," and organizes the annual O.D. Skelton memorial lecture.
- Advances understanding of Canada's foreign and trade policy through research and publications on the history of our international relations.
- Of note are the documents on Canada's External Relations, the official history of the Department, departmental history publications, the Informal Access Program, the history Web page and outreach to academic institutions.

NOT IN AREA OF RESPONSIBILITY

- Domestic outreach activities for ministers' offices.
- Departmental presence at exhibitions and fairs across Canada.
- Organizing foreign visits by individual journalists.

