

Similarly, "An Examination of Canadian Communications to meet U.S. Related Economic and Policy Objectives" (March, 1985). This called for a focused public affairs communications strategy for U.S. audiences.

A review of Trade Publications produced by the (then) External Information and Creative Services Division in early 1985 generated a number of findings and recommendations relevant to this study: In particular, the study found that:

- ° A commitment from senior management in the trade sector of the Department to a well-defined communications policy is required;
- ° Criticisms were often aimed at the costliness of the trade publications design;
- ° Canadian trade publications were severely challenged to hold their own among those from other trading nations;
- ° To maintain its integrity as a valid source of information, the Division must produce useful information to be delivered to the right person in the right place at the right time;
- ° Publications will need to be more specific in matching the needs and interests of target audiences. Better liaison, readership surveys and the development of evaluation procedures would aid in the choice of topics and products;
- ° The validity of public diplomacy skills is not recognized in the foreign service and consideration should be given to developing a new profile for foreign service officers that includes this skill; and