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CREATION OF A BUREAU OF INTERNATIONAL CULTURAL RELATIONS AND A BUREAU OF INFORMATION WITHIN THE DEPARTMENT OF EXTERNAL AFFAIRS

The Secretary of State for External Affairs, Don Jamieson, announces the creation of a Bureau of International Cultural Relations which will assume responsibility for all cultural, artistic, academic and historical affairs within the Department of External Affairs in Ottawa, and in Canadian Missions and cultural centres abroad. The increasing importance of these elements in the conduct of Canadian relations with other countries has led to the decision to create a separate bureau.

Other programmes of the Department which were formerly the responsibility of the Bureau of Public Affairs will be taken over by a new Bureau of Information. This bureau will be responsible for information and media programmes carried out by posts abroad, world exhibitions and public relations activities in general.

Mr. Jamieson emphasized that the new policy of the Department is to call upon highly qualified professionals to fill key cultural and information posts at home and abroad. He is, therefore, pleased to announce several appointments that reflect this policy. Mr. Gilles Lefebvre, a recognized expert in the arts, will be the Director General of the new Bureau of International Cultural Relations, Mr. Hugh Davidson, a specialist in music and broadcasting, will be Counsellor (Cultural Affairs) in London, and Mr. Kenneth Williamson, a senior member of the Department with considerable experience in the field of public information, has been appointed Director General of the new Bureau of Information.

(See biographical notes on the reverse side.)

