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PUBLIC AFFAIRS

The *Bureau of Public Affairs* has been established to bring together management activities of the Department that are essentially devoted to communication with the public or sections of the public at home and abroad. The purpose of this grouping is to seek to ensure correlation of the several activities involved. The component units are: the *Academic Relations Service*, the *Cultural Affairs Division*, the *Information Division* and the *Historical Division*.

Academic Relations Service

The Academic Relations Service is a unit entrusted with promoting understanding and co-operation between the Department, on the one hand, and, on the other, academics, universities and internationalist groups interested in the study and discussion of international relations and in the long-term formulation of Canadian foreign policy. To that end, the Service sets up and carries out programs for the establishment and development of contacts with individuals and organizations in Canada to foster consultation, discussion, meetings and other forms of exchange.

Cultural Affairs Division

The Cultural Affairs Division was created to formulate and execute Canada's cultural policies *vis-à-vis* other countries in accordance with Government directives and in co-operation with Canadian cultural organizations. It is made up of three sections: Programs and Agreements; Arts and Letters; and Conferences (Education) and UNESCO.

Programs and Agreements Section

This section negotiates agreements with countries designated by the Government, plans exchange programs provided for by such agreements, prepares the Division's budget, and forecasts the cultural activities of the Department of External Affairs throughout the world. The section maintains close liaison with the Canada Council, the National Arts Centre, the National Film Board, the National Gallery, the National Museums, the Canadian Broadcasting Corporation, the National Research Council and many other cultural organizations.

Since 1964, the Department has been implementing a program of cultural relations with countries wholly or partly French-speaking. Its object, in accordance with Government policy, is to stimulate official bilingualism at the national level by promoting exchanges of all kinds with Belgium, France and Switzerland. A cultural agreement was signed in 1965 with France, and a similar agreement was signed with Belgium in 1967. An agreement on book exchanges was concluded with the Federal Republic of Germany in 1969 and the same year saw the signing of a scientific-exchange agreement with France. Programs of cultural exchange have been instituted with Germany, Italy, the