

2.5 Clients

As might be expected of Public Affairs programs there is a wide range of identifiable audiences and clients which may be summarized as:

I Cultural Relations

Public	Abroad: Cultural community, general public (Priority to France, USA, EEC, la francophonie)
	Domestic: Cultural community; sports organizations
Posts or Missions	All missions (priority as shown)
Other Departments	Coordination with Secretary of State, Canada Council, CBC, NFB, National Museums, Health and Welfare (Sports), INA (Native Arts)
Provincial Governments	Coordination with arts and cultural ministries
Foreign Governments	Limited interaction re exchange agreements
Other	National and provincial sports organizations, Non-governmental organizations, International and Regional Organizations (Conseil de l'Europe, UNESCO, etc.) Canadian National Commission for UNESCO.

II Academic Relations (non-domestic)

Public	Abroad: Academic Community (Priority to USA, Britain, France, Japan and EEC, with some emphasis on USSR and China)
	Domestic: Academic community; Association of Universities and Colleges of Canada