

ship survey undertaken by the Division in co-operation with the Canadian missions abroad, resulted in some 6 000 changes to their mailing lists to ensure that they were reaching the priority recipients. In support of Expo 86 special issues in full colour were produced in English, French and Spanish. These two publications, with a combined readership of about 36 000, generated some 250 inquiries, mainly on product or business information.

*Canada a Discovery*, a publication containing basic information on Canada, which had been first issued the previous year in French and English, was produced in German, Spanish, Portuguese, Japanese and Arabic. These foreign-language editions received an Award of Excellence in their category from the Information Services Institute.

Publications on energy, medical technology and design in the *Canadian Experience* series were produced or were in production during the year for distribution to selected audiences abroad. These four-colour booklets, designed to enhance awareness of Canadian scientific and technological capabilities, were also used extensively at trade fairs. They are produced simultaneously in English, French, German, Spanish and Portuguese.

Several booklets in the *Canada Reference Series* were revised or reprinted during the year and some new ones added. These booklets are used by Canadian missions abroad in responding to the most often-repeated questions on Canadian topics.

Thirty speeches on Canadian foreign policy, mostly by Cabinet ministers, were produced in the two official languages for distribution in Canada and abroad. Photostories were provided by posts for placement in foreign media.

A range of information materials was produced to supplement publicity abroad about Canada's June 1986 participation in the World Cup Soccer Tournament in Mexico. The Division also co-ordinated the Department's advertising activities both in Canada and abroad. Virtually all advertising was devoted to the stimulation of Canadian trade.

A broad range of activities was carried out in film, television and photography in support of the Department's information objectives abroad. To promote Canada in the United States through Expo 86, six public service announcements encouraging attendance at the Vancouver world exposition were distributed successfully through US television outlets. Seen by an estimated 100 million viewers, they won first prize in their category from the Ottawa Chapter of the International Association of Business Communicators. Additional Expo 86-oriented video material was also distributed to missions in other countries.

Two 15-minute films dealing separately with Canadian advances in transportation and communications were commissioned for distribution abroad. As well, the Division participated with other federal government departments in the production of a 28-minute film for children dealing with the history of developments in Canadian transportation and communications.

New films in support of trade also included "Canada's Wild Pacific Salmon," a nine-minute production funded as a joint venture with the Europe and United States Branches, the Agriculture, Fish and Food Products Bureau and the British Columbia Fisheries Council. This film won first prize in its category from the the Ottawa Chapter of the International

Association of Business Communicators and from the Canadian Society of Cinematography. Other new trade-support films included ten short videos showing Canadian competence in various sectors, particularly high technology.

The Division co-ordinated distribution of National Film Board films as well as some made by Canadian private sector producers to missions abroad for showings to foreign audiences. Canadian films were seen abroad by millions of viewers. It also maintained close liaison with Radio Canada International (RCI), providing suggestions on the geographic coverage of RCI shortwave broadcasting and information on the Department's public affairs priorities.

To help communicate important Canadian political, economic and social policy developments to key decision makers and opinion formers abroad, diplomatic missions received a daily economic news bulletin by telex, press clippings of major news stories and selected verbatim extracts from the House of Commons Question Period. Missions also received ten issues of a bimonthly economic statistics digest, a press kit on Canadian experience in transportation and communications, developments in keeping with the theme of Expo 86 and communiqués, speeches, backgrounders and major policy announcements from other government departments. The Division co-ordinated the timely provision of detailed information on the government's budget to missions abroad for their use in briefing interested foreign government officials, companies, financial institutions, investors and individuals.

A large volume of queries from missions about a wide variety of complicated subjects, usually on Canadian government policies or activities, were answered during the year. These inquiries were normally made on behalf of foreign governments and other key mission contacts.

The Division sponsored or facilitated working visits to Canada, mainly in co-operation with geographic branches, of some 470 selected foreign opinion formers, including journalists and editorial writers. Many of these visits resulted in newspaper, periodical or broadcast media stories abroad on Canada and Canadian affairs.

## Information programs in Canada

Dissemination of information to Canadians continued to be a high priority for the Department in 1985-86, involving the Domestic Information Services Division in a host of projects over these twelve months.

The Division's tasks include not only the preparation of communication strategies on various subjects of major significance, but also their implementation. It launched the Green Paper by the Right Honourable Joe Clark, *Competitiveness and Security*, a top-priority document to assist in the understanding, analysis and eventually the revision of Canadian foreign policy. Declarations condemning *apartheid* in South Africa, affirming Canadian territorial sovereignty in the Arctic and launching free trade negotiations with the United States followed. At the end of the fiscal year, when the *apartheid* issue again came to the fore and the conference of NATO foreign ministers in Halifax approached, yet another major effort was required of Division staff. In particular, they contributed their expertise in planning and finding the information tools and methods to best inform the Canadian as well as the foreign media. They worked closely with the