

Press and
Radio interviews

1.89 a. A consular officer may be called upon to give press, radio, or television interviews. Normally, he will give an interview when he first arrives at his post or when he visits another city in his district. When giving an interview, a consular officer should base his remarks dealing with matters of government policy strictly on official public statements and speeches and he should not go beyond such official pronouncements.

b. A consular officer should avoid participating in panel discussions on broad international political issues.

Press Releases

1.90 Press releases may be issued on certain occasions by Consulates although they are issued most frequently by the Department or by diplomatic missions. The Department at times may request a Consulate to issue a press release. Press releases may be issued by a Consulate without authority from the Department or diplomatic mission when these are clearly required in connection with the operations of the Consulate, such as Canada Day publicity, naval visits, changes in a post's officer staff or publicity relating to an officer's visit to another city in his district. Press releases on matters of policy or on highly contentious issues require approval of the Department or diplomatic mission in the country.

Public Speaking

1.91 a. An important part of consular officers' responsibility lies in the field of public speaking. It is desirable from the Canadian point of view that consular officers should address representative gatherings.

b. Consular officers should be selective in determining their speech-making responsibilities. Speeches which are delivered to influential organizations or are deemed to advance Canadian interests in a specific field should be given highest priority. Every effort should be made to accept such speaking engagements. Invitations to speak which are made for prestige purposes or which offer little advantage to Canadian interests have a lesser claim on a consular officer's time. However, care should be exercised in declining speaking invitations, bearing in mind the adverse effect of refusals from a public relations standpoint.

Subject
Matter of
Speeches

1.92 In his speeches, a consular officer normally should deal with one aspect or another of the relations between Canada and the country in which he is posted. A consular officer, in his public addresses, must not formulate policy. When speeches relate to Canadian policy, they should be based exclusively on the official statements of policy already released. At the same time, care should be taken to avoid basing remarks about government policy on statements that are out of date.