

# CHAPTER 9 COMMUNICATIONS AND CULTURE

## Highlights

- *Corporate and Media Communications Bureau is formed.*
- *Gulf Communications Task Force provides current information during the conflict.*
- *All-European Conference on Canada is held in The Hague.*
- *Bologna Book Fair features Canadian illustrators.*
- *Over 5 000 international academics now focusing attention on Canada.*



Photo: Al Seib

*Cirque du Soleil 91 Nouvelle Expérience —  
Les Floues*

## CORPORATE AND MEDIA COMMUNICATIONS

The Corporate and Media Communications Bureau, created in 1990, supports the information needs of the Department, foreign and domestic media, and the Canadian public. The Bureau is comprised of the Corporate Communications Division, the Media Relations Office, and the Departmental Library.

### CORPORATE COMMUNICATIONS

The Corporate Communications Division provides public environment research and analysis; editorial and publishing services within the Branch; internal communications; and strategic communications advice on issues related to immigration and consular services. The Anti-Drug Information Program alerts Canadians to the dangers of drug involvement when outside the country. The new Consular Awareness Program tells Canadians what assistance they can expect from Canada's missions when in trouble abroad.

An enhanced Corporate Outreach Program builds awareness and understanding among Canadians of Canada's foreign and trade policy agenda. Through study tours, media visits, a speakers' program, service desks, publications and personal contact, the program contributes to a greater understanding of the conduct of contemporary

foreign affairs as practised by External Affairs and International Trade Canada (EAITC).

### MEDIA RELATIONS

The Media Relations Office informs the media, and through them the public, of the foreign and trade policies that form the Department's mandate. This is done through answering inquiries from the media, organizing media briefings and news conferences, and by issuing news releases and other information materials. Approximately 300 news releases and 100 speeches are issued on an annual basis.

During the year, the Media Relations Office was deeply involved in providing information on the Persian Gulf crisis. The office was deluged by media requests over an eight-month period and was a central element of the around-the-clock Gulf Communications Task Force mounted by the Department.

The Office was also heavily involved in communications on the evolution of post-Cold War East-West relations, and on vital trade questions including the Canada-U.S. Free Trade Agreement (FTA), preparations for negotiations on a North American Free Trade Agreement, and the Uruguay Round of Multilateral Trade Negotiations under the General Agreement on Tariffs and Trade (GATT).