

4.0 **ARE COMMERCIAL AND ECONOMIC COMMUNICATIONS TOOLS
SUPPORTING DEPARTMENTAL PROGRAM OBJECTIVES?**

- 4.1 Awareness of External Affairs Programs and Services
- 4.2 Are There Cost-Effective Alternatives to the
 Current Communications Process?

5.0 **SUMMARY AND CONCLUSIONS**

- 5.2 What Are the Economic and Commercial Information
 Needs of Domestic and Foreign Audiences?
- 5.3 Is DEA Effective in Meeting These Needs?
- 5.4 Are DEA's Communications Tools Supporting
 Departmental Program Objectives?
- 5.5 Are These Cost Effective Alternatives to Current
 Communications Tools and Existing Delivery Channels

APPENDICES

- (Tab 1) A. Communications and Culture Branch: Organization and
 Resources (1987-88)
- (Tab 2) B. Trade Communications Program Evaluation Component Profile
- (Tab 3) C. Summary of DEA Expenditures on Commercial and Economic
 Communications Activities (1985-86)
- (Tab 4) D. Data Collection Instruments
- (Tab 5) E. Profile of Business Survey Respondents