

To make the Department more accessible to Canadians and to involve them more closely in the development of foreign policy, the Division prepared feature articles and radio clips for regional media, carried on a speakers' program focused on the Department and on the government's foreign policy priorities, co-operated with ethnic groups' media and multicultural organizations, and developed information material — both print and audio-visual — on foreign policy issues and on the Department itself.

Some 235 briefings were organized for 50 departmental officers to be given to Canadian universities, media outlets, service clubs and non-governmental organizations. Visits were arranged for 15 Canadian journalists and 16 Canadian academics to multilateral institutions in Europe; 225 students received assistance to participate in UN model assemblies and 10 to participate in the UN Summer Graduate Internship program. Assistance was also provided to six universities and organizations sponsoring Canadian foreign policy conferences in Canada.

During the year some 11 600 telephone and 1 400 written requests for information on international affairs and the Department were handled. Over 25 000 publications were mailed out in response to requests.

Information programs abroad

The External Communications Division continued to promote an image of Canada abroad as a modern, distinct, bilingual and multicultural society that is economically and technologically advanced. This was done through communications management of major foreign policy issues and events, and through production and acquisition of information materials (publications, films and videos, exhibits) for distribution abroad.

The major communications strategy was to promote abroad the 1988 Calgary Winter Olympic Games. Two films and some 25 video shorts for international broadcast were produced. Generous editing rights and creative production techniques facilitated multilingual transmission at low cost. Novel distribution strategies ensured access by CTV-Host Broadcaster, international television networks and local stations, airline inflight programmers, and Canadian missions abroad. In addition, several Olympics promotional films were translated and distributed abroad. Canadian missions reported wide usage of these materials by international broadcasters. Taking advantage of the presence of leading Canadian artists and performers at the Calgary Olympic Arts Festival, filming was begun for a video stressing what is new, unique and different about Canadian performing and visual arts.

Communications advice and support was provided in connection with Joe Clark's visit to Africa in February 1988; the defence of the Canadian fur trade and for the Response to the Malouf Report on Seals and the Sealing Industry in Canada; the announcement of Canada's New Sealing Policy; and a strategy to counter South African propaganda and censorship.

Four issues of the Department's "flagship" magazine *Canada Reports* were produced in a new full-colour, 28-page quarterly format. Themes covered included summitry (Francophonie, Commonwealth and Economic), multiculturalism, Calgary Olympics, and Canada in Space. In addition to English and French versions, a Spanish

version — *Reportaje Canadá* — was produced for some 50 000 targeted international recipients.

A review of the Department's film and video collection abroad led to the introduction of a new policy for acquisition and distribution of films and videos abroad. Under the travelling exhibits program, 62 exhibits depicting various aspects of Canadian life toured 31 countries.

Three new titles were added to the Department's publications for targeted audiences: *Transportation Technology* and *Agricultural Technology* (Canadian Experience Series on science and technology); and *The Inuit of Canada* (Reference Series).

As part of the Department's foreign visits program, seven working visits were sponsored during the year. More than 70 foreign journalists, academics, politicians and government officials were escorted across Canada for meetings with political, business, academic and cultural leaders; themes included summitry, Canada-U.S. free trade, the Meech Lake Accord and the Calgary Olympics.

The External Communications Division continued liaison with Radio Canada International (RCI), and consultations were held with RCI regarding its negotiations with Radio Japan and Radio Beijing for bilateral transmitter-time exchange agreements.

Trade communications

The Trade Communications Bureau seeks to make Canadians aware of the vital importance of international trade and to understand national trade policies. It publicizes the availability of the Department's trade and investment development programs, services and related publications.

Several communications projects for the Economic Summit in Toronto were begun. Communications strategies were formulated to support a diversity of other events, including the Ministerial Meeting of the Cairns Group of Agricultural Exporters, the expansion of the Technology Inflow Program, and new initiatives to increase exporters' interest in market opportunities in Hong Kong and the Middle East.

National circulation of *CanadExport*, the Bureau's twice-monthly international-trade newsletter, rose to 30 000 from 27 000 the previous year. *CanadExport* kept readers posted on sales opportunities abroad, foreign market trends, forthcoming trade fairs and missions, and developments in trade policy, programs and services.

Info Export, the Department's export trade information centre, handled up to 150 requests for information per week. It is located in the lobby of the Department's headquarters in the Lester B. Pearson Building at 125 Sussex Drive, Ottawa, and has a toll-free telephone number (1-800-267-8376) for callers from anywhere in Canada. Info Export either gives clients immediate answers to their exporting queries or puts them in touch with experts who can.

Portable exhibits were presented at nine Canadian trade shows and conferences — including the Canadian High Technology Show, Transtech International and the Canadian Exporters' Association Annual Conference. Over 10 600 business people approached exhibit personnel for export information. The Speakers Desk arranged for departmental specialists to address business groups, universities and trade associations. Trade officers spoke on such topics as