

Visitors and Speakers

During 1949 the Department assisted visitors from abroad and from all parts of Canada by arranging contacts, suggesting itineraries and providing documentation. These visitors were newspapermen, radio commentators, educationists and students. Assistance was also given to people travelling abroad who requested documentation on Canadian affairs.

During the year the International Relations Clubs of the Universities of McGill, Montreal, Laval and Toronto visited the Department, as well as student groups from two United States universities, Mount Holyoke Ladies College and Syracuse. Meetings were arranged for each of these groups with various government departments, heads of colleges and cultural institutions, and with the heads of Divisions within the Department. Plans are under way for further visits of these and similar groups.

Films

Films on Canada have been shown during the past year to increasingly large audiences abroad. Thirty-five diplomatic and consular posts now have facilities to screen films, and to promote the non-commercial circulation of Canadian Government films in their territories.

In Australia, distribution now averages over 1,000 screenings a month to audiences totalling 85,000; in New Zealand about 200 screenings have taken place before audiences of some 15,000 persons, a large percentage of whom are school children. In the United States, the Embassy and all Consulates, save New York and Chicago, operate film libraries; and in Western European countries, distribution has notably increased. Average monthly figures for the Netherlands now stand at some 60 screenings to audiences of 20,000, while 292 screenings to a total audience of 35,390 are the corresponding figures from Belgium. During the same quarter, screening and audience totals in Italy have increased to 59 and 19,270 respectively, while in Greece 42 screenings were held for audiences totalling 13,576. Distribution averages in Latin America have been maintained, with increased activity reported from Mexico and Brazil where an average of at least 15,000 people see Canadian films each month.

A new development this year was the organization of film distribution through the Canadian Military Mission in Berlin. About 20 screenings were held there monthly for audiences numbering over 2,000, and important work has been done in promoting large-scale film distribution through the United States and United Kingdom Information authorities in Germany, as well as through newly-estab-