

In its role as image-maker and interpreter, the Bureau of Information has fashioned a number of valuable publicity, promotional and informational services. Many of these services - such as press and information material, film distributions, exhibits, book commissions, reports, translations, briefings and television programs - reinforce the cultural image Canada projects as a civilized, democratic society which has much to offer the rest of the world as well as much to receive in return. In this connection, the posts abroad play a key role. They are in constant touch with headquarters in Ottawa in order to keep on top of daily changes and to receive briefings on Government policy for use in contact with foreign governments, the news media and the general public. They receive texts of statements, speeches, press scans and background information on a variety of domestic and foreign policy subjects, ranging from pipeline and nuclear policies to the latest economic forecasts and trade statistics.

Publications occupy a special position in the array of materials emanating from the Bureau of Information. Each year, the Department produces a broad selection of publications in English, French and many other languages on a variety of Canadian themes. These publications are directed at target audiences as well as at the general public in other countries, depending on the particular type of publication. For example, in 1977-78, two major publications were published - one on Canada's involvement in the United Nations during the thirty years of its existence, and one on Canada and the Commonwealth. In addition, the periodical Canada Weekly - which contains information on topical events in Canada as well as pertinent information on various aspects of Canadian culture - is distributed to some 20,000 readers throughout the world in English, French, German and Spanish. About 250,000 copies of the booklet Facts on Canada have been distributed abroad in 11 languages. Illustrated articles and photo-stories are prepared annually for publications issued by Canadian posts in local languages or for submission to foreign publications. Numerous press kits are prepared for journalists accompanying ministers on missions abroad as well as for journalists visiting Canada with foreign leaders. Reference was made earlier to the extremely successful program of bringing critics and journalists in the arts to Canada in order to expose them to Canadian artistic accomplishments. This same approach is utilized in the information area but on a far broader scale. In 1977-78, for example, some 600 journalists and "opinion-makers" were brought to Canada from 48 countries for briefings and familiarization tours. Finally, the bi-monthly publication International Perspectives, which deals with Canada's role in world affairs and topics of current international interest, is finding a growing market both at home and overseas. It maintains an open editorial policy whereby foreign and Canadian experts are encouraged to present their candid views on topics of domestic and world interest. In 1976, the Fall issue was devoted entirely to Canada's external cultural policy.

These publications are complemented by a proliferating number of television and film activities. Through support provided by the Bureau of Information, television programs in French and English are produced for broadcast in Europe, Africa, Asia, Latin America and the United States. Moreover, many posts abroad possess video-cassette equipment to enhance their public affairs effectiveness as well as to receive public affairs features from Canadian television organizations for showing to target audiences. Many films produced by the National Film Board have become available in video-cassette form and are used to great advantage in certain parts of the world. To round out these activities, the Bureau also assisted several foreign film teams