

- identity to foreign audiences.
2. Films, TV and photo displays supplement written presentations of most foreign policy themes and issues such as national unity, economic potential, etc.
 3. They enable a large and varied audience to be reached.
 4. They provide useful outlets for Canadian artists, producers, etc.
 5. They compete internationally in festivals, etc.

2.9 Data Bases

The Country Program for each post annually contains "quantitative workload indicators" for actual and projected activities in the Public Affairs field of value to headquarters.

I Cultural

- (a) Performing Arts
financial data for each event is available as are performance reports and critical reviews together with number of audience present
- (b) Visual Arts
financial data, number of audience and critical reviews are kept
- (c) Literature
sketchy data base
- (d) Sports
sketchy data base
- (e) UNESCO
sketchy data base
- (f) Youth Exchange
Quantitative data on numbers of persons exchanged.
Effects are difficult to measure.

II Academic

- (a) Canadian Studies
Quantitative data is available on person years, institutions and countries available but the nature of the program does not lend itself to keeping other