

countries, to help them to understand Canada and Canadian policies and enlist their sympathetic interest. Then there is a smaller but no less important program designed to bring information about international affairs and Canadian foreign policy aims and activities to the Canadian public.

Three main operational programs are conducted outside Canada, involving the production and distribution of publications, audio-visual materials (films, radio and television) and exhibition materials. These are complemented by a visits program under which foreign journalists and other opinion-makers are given briefings and familiarization tours of Canada.

To implement these programs, a wide range of materials are supplied to our diplomatic missions which shoulder the burden of information work in other countries. Information activity at Canadian posts normally includes, for example, film distribution and screenings, special Canada Week events, distribution of printed material, speech-making, radio and television projects, organizing exhibitions and selecting appropriate foreign visitors.

Special programs

Basically, our information programs and the supporting materials are aimed at acquainting other peoples with the broad spectrum of Canadian life and activities; this general information is complemented, moreover, by special projects designed to attain more specific objectives. These are often conducted in cooperation with other government departments and agencies.

During 1972, a number of special projects were undertaken both by the Department alone and jointly with other Canadian departments and agencies. A major project of the first kind involved the donation of "seed" collections of 100 Canadian books to 200 different secondary schools throughout the United States, the purpose being to encourage and support Canadian studies programs at the high school level. On the other hand, the Information Service was involved in Canadian Government participation in such events as the Peking Fair, the Canada-USSR hockey series, the Third Asian Trade Fair, an important naval visit to Australia and Canada Week events in many countries.

Thanks to the excellence of the National Film Board's documentary films, the film libraries at Canadian posts continued to do a thriving non-commercial business. For the first time, the Department also sponsored and co-produced with the Board a film specially designed for use in its information programs. Reaction abroad to this film has been encouraging.

In an attempt to reach wider country audiences through the exhibits medium, the Department commissioned from Information Canada/Expositions a floating exhibition which travelled with much success in 1972, on a specially-fitted barge, along the canals and inland waterways of France, Belgium and the Netherlands. Other exhibit activity was designed to meet needs arising from specific occasions, such as the Environment Exhibit presented in connection with the UN Stockholm Conference. More general information aims were served by the art photograph exhibits shown during the year in Europe, Latin America and Australasia.

New plans

In the latter part of the year, an in-depth study was undertaken with a view to reporting on ways and means by which Canadian Government information abroad might be further improved. Canadian missions as well as the headquarters staff contributed to this useful planning exercise. Building on the work already done over the years, the study proposed new ways by which the Department's information objectives might be achieved more effectively.

Provincial governments

Following the publication in 1968 of the White Paper *Federalism and International Relations* and its supplement, *Federalism and International Conferences on Education*, the Department has devoted increasing attention to the interest of the provinces in international relations. This provincial interest has resulted partly from greater travel abroad by provincial ministers and officials for promotional and information-gathering purposes, facilitated and encouraged by the revolution in communications in the postwar period. Also, greater discussion internationally of subjects