



The basic framework for communications and culture in 1987/88 continued to be the use of communications in Canada and public communications and cultural diplomacy abroad to:

- increase awareness and understanding among Canadians of Canada's role in the world and of the relevance of international affairs to their security and prosperity;
- promote Canada in the world and support the achievement of its foreign policy and international trade objectives; and
- enable the Canadian government, individuals and organizations to pursue their international interests more effectively.

Within this framework three broad themes were pursued in the development and carrying out of specific communications and cultural activities. These were the "relentless internationalisation of the national agenda" and the government's response of "constructive internationalism"; a sharpening of the corporate identity of the Department of External Affairs in the context of the government's desire for a fuller collaboration between it and the public in the conduct of Canada's international relations; and further integration of communications and culture as a strategic factor into policy development and program execution. The following sections outline the ways in which these themes were translated into concrete action during the year.

Media relations

The Media Relations Office, through continuing contact with news and media organizations in Canada, provides the public with the Canadian perspective on foreign political, economic and trade developments and their impact on national security and prosperity. By providing information on all aspects of Canadian foreign policy and trade issues, it encourages media and public interest in Canada's role within the international community. To this end, it maintains a continuing working relationship with the Parliamentary Press Gallery in Ottawa and with local media representatives across Canada. As the departmental focal point for contacts with Canadian journalists and foreign correspondents based in Canada, it actively participates in the Department's planning of media-related activities and the development of communications strategies on a wide range of foreign policy and trade issues.

To assist the Secretary of State for External Affairs, the Minister for International Trade and the Minister for External Relations and International Development in furthering the government's foreign policy agenda, the Media Relations Office arranges media briefings, interviews, editorial board meetings, photo opportunities and press conferences. By

monitoring the print and electronic media, the Office keeps the ministers' offices and departmental officials apprised of current media preoccupations and issues. It distributes annually an average of 2 500 transcripts of news programs for use within the Department and provides a daily telegraphic news summary to all missions abroad to keep them informed of major events in Canada.

As the host of several high-level international meetings including the Francophone Summit and the Commonwealth Heads of Government Meeting, Canada received much worldwide media attention during the year under review. The Media Relations Office worked closely with other government departments in planning media arrangements for these international conferences. When the Prime Minister or any of the three External Affairs ministers travelled abroad on official visits, journalists were provided with relevant economic and political data to place each visit in its foreign policy context. Media representatives were encouraged, when warranted, to accompany the ministers on their visits in order to secure effective media coverage. The Office makes all press arrangements for visits to Canada by heads of state, heads of government and foreign and trade ministers.

Some 400 ministerial and departmental news releases and 100 speech texts were provided to media outlets and key groups across Canada during the year.

Domestic communications

The Domestic Communications Division informs Canadians about Canada's position on foreign policy issues and seeks to ensure that the Department is sensitive to the foreign policy attitudes of Canadians. It is responsible for ensuring that the Department's public communications priorities are reflected in its policy development.

A number of projects were undertaken during the year to increase Canadian interest in the Commonwealth and Francophone summits, chief among them an education kit distributed to Canadian schools.

Volume II of the *Canadian Anti-Apartheid Register* was produced during the year. Some 5 000 Canadian individuals and groups took advantage of the opportunity provided by the Register to express their views on South Africa, indicate the measures they had taken to encourage South Africa to dismantle *apartheid*, and affirm their solidarity with the disenfranchised majority in that nation. Volume II of the Register was presented to the United Nations Secretary-General, Javier Perez De Cuellar, by Mr. Clark in September.

A national campaign was directed at making Canadians more aware of the dangers of travelling abroad with drugs or in the company of those possessing drugs.