

## Chapter 8

# INFORMATION PROGRAMS AND PRESS SERVICE

The Department supports three distinct information services: one for Canadian diplomatic posts abroad, another for Canada and a third, the departmental Press Office, which combines media relations with elements of the other two.

### Media relations

The Department's Media Relations Office develops and implements the services necessary for the Deputy Prime Minister and Secretary of State for External Affairs and the two Ministers of State to carry out their relations with the press. The director of media relations is the Department's official spokesman on foreign policy who answers questions from journalists and arranges briefings, press conferences and interviews in Ottawa and abroad. The two deputy directors act as spokesmen for the Ministers of State.

The Press Office will, on request, assist Canadian journalists travelling abroad on assignment, by planning the visit, providing background material and ensuring that Canadian diplomatic posts will brief them on the political, economic and social situation of the countries visited.

### Press office

When the Prime Minister or any of the three External Affairs ministers travel abroad on official visits, the Press Office briefs the accompanying journalists on the objectives of the visit and usually distributes a press kit containing background political and economic data. There were several occasions of this kind in 1982. In the same way, when foreign dignitaries make official visits to Canada, the Press Office arranges coverage, briefings, meetings and interviews for journalists accompanying the visitor and interested Canadian journalists. When necessary, the Office arranges accreditation for foreign and Canadian journalists. It also regularly assists some 40 foreign correspondents who cover the Canadian scene, living in Canada or the United States.

All departmental news releases are issued through the Press Office, as are speeches and formal announcements. For diplomatic posts abroad, the office sends a daily telegraphic transmission of news gathered from Canadian newspapers, a key element in keeping posts informed on events in Canada.

### World exhibitions

The World Exhibitions Program is responsible for managing Canadian participation in world exhibitions, sometimes referred to as world fairs. Canada participated in Energy Expo 82 in Knoxville, Tennessee with a pavilion dedicated to explaining the Canadian energy scene. This exhibition drew an audience of 11 million visitors. Invitations to participate

at other large exhibitions were received from the United States for Expo 84 in New Orleans, on the theme of river cultures and from Japan for Expo 85 in Tsukuba, on science and technology for man at home. Plans continue to develop for universal exhibitions in Paris in 1989 and Chicago and Seville, Spain for 1992. Registration for these events is expected to be complete by 1983.

Canada will host the 1986 World Exposition, Expo 86, in Vancouver, on transportation and communications. The World Exhibition Program is responsible for the government-to-government promotion and co-ordination of the Exposition. Fifteen countries have already agreed to take part and it is anticipated that as many more will follow.

The World Exhibitions Program also manages a collection of 35 travelling exhibitions which provide general information on Canada. These exhibits may be used as elements of Canada's information program abroad or serve the important function of attracting foreign audiences to other events such as Canada Days, film weeks and travel or trade promotion.

### Information programs abroad

The Department keeps Canadian diplomatic posts informed of both current news in Canada and longer-term policy matters. Some public affairs activities are co-ordinated from headquarters, others are at the discretion of the individual post. A constant exchange of information, advice and requests passes back and forth between Ottawa and the posts. The Department uses a variety of means to help them inform their local publics about Canada and promote our trade and policy objectives.

In 1982, some 3,000 copies of National Film Board and private sector films went out to the 90 film libraries at the posts, who use them for general or prestige screenings. "Canada Today/Canada d'Aujourd'hui," a half-hour film produced in 1981, was translated into 19 foreign languages, thus becoming accessible to much larger audiences. Two new films, "Taking the Leap" and "Long and Lean", were produced in support of trade promotion. In a new program to keep information officers and foreign journalists abreast of Canadian political developments, the Department distributes video tapes and audio cassettes of television public affairs programs. Short television documentary tapes were produced for distribution to television stations by our U.S. posts. During the year, two special projects were the production of a memorial recording of pianist Glenn Gould's work and a Telidon display tape for use at the opening of the Munich consulate. A photo library of more than 30,000 colour