

and 20 issues of the Spanish and Portuguese versions (5 000 copies biweekly, distributed to the appropriate countries). General publications also included six new *Response Sheets* (for wide distribution in response to frequently asked questions about Canada) in ten languages. Several booklets in the *Reference Series* were updated and new titles added in several languages. This series provides information on a variety of subjects for distribution to selected audiences, principally journalists, libraries and academic institutions. An interesting new booklet is *The French Canadians*, illustrated in black and white, which will be complemented by the inclusion, early in the next fiscal year, of *The French Fact in Canada*, which covers the current scene.

Worthy of note is the addition to the glossy, four-colour, science and technology series of *Communications: The Canadian Experience. Canada — A Discovery* replaced *Canada in Today's World* as the Department's principal general publication on Canada for distribution to selected audiences abroad.

During 1984-85, the film, television and photography program carried out three studies to evaluate participation in Canadian festivals and weeks, to ensure that film libraries around the world are kept abreast of issues of the 1980s, and to study the needs of the Department as they relate to access to television outside Canada.

Some 2 000 films from the National Film Board and the private sector, 2 500 videocassettes and 40 000 photos and slides were sent to posts abroad for information purposes.

For the Los Angeles Summer Olympic Games, the Division produced, in both official languages, a film entitled *The Heroes of Summer* and 24 illustrations of Canadian athletes. For the first time, in co-operation with French television FR-3, the Department screened a one-hour report on Canada during prime time. The Department also contributed towards production of a film on the tour of Les Grands Ballets Canadiens in the East.

A new audiovisual program, mini-doc/videodisc, was created during 1984-85. Its main purpose is trade promotion. A joint production with the private sector, it consists of video capsules on the priority segments of Canadian industry. These capsules are distributed to foreign television networks and screened during trade fairs or conferences abroad.

During the year, the Division carried out a number of activities to keep Canadian diplomatic missions well informed about Canadian political, economic and social developments. Copies of the federal budget, 160 economic news bulletins, 135 key speeches by political leaders and senior officials, and verbatim transcripts of exchanges in the House of Commons "Question Period" were sent to posts abroad.

Approximately 3 500 information requests from posts abroad, mainly from foreign journalists, business people, political personalities and government officials, were researched and answered during the year. Public affairs and commercial personnel abroad received 18 photostories and kits which stressed Canada's role as a world trading and exporting nation. Press kits were prepared for the domestic and foreign press for official visits to Canada of foreign heads of state or government, and for visits abroad by Canadian leaders. The Division sponsored or facilitated working visits to Canada of some 370 selected foreign "opinion-formers", including journalists and editorial writers.

Information programs in Canada

During the year under review, the Domestic Information Services Division took on increased responsibilities following an Executive Committee decision to give increased priority to the provision of information to domestic audiences. As a result, the Division enhanced its speakers and exhibits program, and also acquired responsibility for promoting trade and managing the production of trade publications destined for domestic distribution.

In conjunction with the External Information Services Division, which handled the mechanical aspects of production, the Division produced numerous export and trade-related promotional materials during the year. Approximately 75 trade publication projects were completed for use in Canada. These included guides for Canadian exporters, pamphlets and brochures for PEMD and PPP, market studies, the biannual *Directory of Trade Representation Abroad*, export development plans and reports, and guides for manufacturers of Canadian defence products.

Responsibility for the *CanadExport* newsletter — which provides information and advice to exporters on a twice-monthly basis — was transferred to the Division. Its circulation grew from 16 000 to approximately 20 000 during the period under review. An independent survey conducted during the year indicated that the newsletter was not only well reviewed by the business community, but it was one of the most successful of its type ever produced by the federal government.

For Export Trade Month, the Division produced a number of communications tools to enhance Canadian awareness of export potential, including several radio features, a short film entitled *Made in Canada*, articles for the weekly media, and an eight-page supplement on exporting for the *Globe and Mail*, the French-language magazine *Commerce* and other major daily newspapers.

Following publication of the discussion paper *How to Secure and Enhance Canadian Access to Export Markets*, released by the Minister for International Trade, an advertising campaign was developed to publicize the Minister's regional meetings with Canadian business people. A comprehensive communications program was also developed to publicize Marketplace 85, to coincide with the return to Canada of over 100 trade commissioners. As well as producing a pamphlet to explain the role of trade commissioners to the business community, the Division arranged extensive coverage of the commissioners themselves through interviews with the print and electronic media. Towards the end of the fiscal year, the Division began to develop a communications strategy for the Green Paper *Competitiveness and Security: Directions for Canada's International Relations* by the Secretary of State for External Affairs, and it got the printing and distribution process underway.

To help bring the export message to the business community, a trade exhibit was developed and put on display at about ten trade shows across Canada. The exhibit included a Telidon program entitled *Think Export* designed to inform business people about government programs for exporters, as well as an audiovisual program on trade. Both of these were produced by the Division, as were a number of other audiovisual