

2. DESCRIPTION

2.1 Organization

In assessing the entire range of public affairs activities undertaken by the Department, which have over the years been structured in a number of different organizational ways to meet various exigencies, there seemed to be one basic function addressed to two fundamentally different audiences, viz., influencing public opinion through cultural contact and provision of information (i) at home, and (ii) abroad. For evaluation purposes, this wide range of activities was consolidated into two components, Public Affairs: Abroad, and Public Affairs: Domestic. Both components, like many others, cut across existing organizational lines. As envisaged for evaluation purposes the Public Affairs: Abroad component encompasses:

- I Cultural Affairs, FAC
- II Academic Relations, FAR (non-domestic programs)  
  
both of which have had a separate organizational existence of about one decade, and
- III Information Abroad, FIA, FIE  
which has had a much longer identifiable existence

The program activities are carried out in two Bureaux: the Bureau of International Cultural Relations with Gilles Lefebvre as Director General; and the Bureau of Information with K.G. Williamson as Director General. Assistant Under-Secretary J. Gignac has a staff responsibility vis-à-vis the program; line responsibility falls to Deputy Under-Secretary M. de Goumois.

2.2 Resources

Budgetary levels were frozen in 1976 because of austerity. Personnel levels have since been reduced twice. In constant dollars, the budget has diminished by about 20 percent. Nevertheless, considerable person year and financial resources have been devoted to this component during the past three fiscal years at Headquarters and abroad, as noted below.

a) Personnel

Authorized Person Years (HQ)	79/80	78/79	77/78
I)	22	22	22
II)	12.5	12.5	12.5
III)	46	53	53
Approx. Related Post Resources (PY)	292	309	315
Total	<u>372.5</u>	<u>336.6</u>	<u>402.5</u>