Ottawa, Ontario K1A OG2

To: Directors of Information/Communications Services, OGDs

Dear

As you know, the Department of External Affairs is currently conducting a thorough evaluation of its communication services as these pertain to commercial and economic activities. These services include the distribution of a broad array of printed materials as well as specialized information services to facilitate trade. The recipients of these services include domestic and foreign audiences.

You will remember that last May we requested that you provide us with a list of your information activities. This information was linked to an inventory of all information activities undertaken in the commercial and economic area by our Department, which we are still assembling.

A second major part of the evaluation is to carry out questionnaire surveys of our Department's different client groups, e.g. Canadian businesses, trade associations, provincial governments, the media and academics, as well as foreign audiences. We have hired the DPA Group Inc. to undertake the surveys of Canadian audiences, and we are ourselves surveying a small sample of our missions abroad in order to indirectly capture the views of our foreign audiences.

We also intend to capture the ideas and opinions of other federal government departments, which may see themselves as co-producers of information material which is aimed at domestic and foreign audiences. The purpose of this letter is directly linked to this. We are asking each of those in other federal government departments, who earlier provided us with material about their information services, to look over the attached questionnaire in preparation for a face to face or telephone interview with us. We do not expect you to send us the questionnaire completed, although you may wish to fill it out for your own convenience prior to the interview.

As you may gather from the questionnaire, the objectives of this survey and the evaluation are as follows: