

Clearly, DEA is committed to a form of matrix management and coordination of its communications activities. The responsibility for planning and implementing communications services rests with the Communications and Culture Branch, as do the person-years of trained communications personnel. Yet, the trade divisions in the geographic and functional branches have the financial authority in the form of budgets for communications projects.

Exhibit 1 displays in model form the activities, outputs, and intended impacts and effects of the commercial and economic communications activities at DEA. The objectives of this program of activities were not clearly defined prior to the evaluation. Deriving them from the stated objectives of the related functional areas, the program aims:

- . To educate the Canadian public and business about the importance of exports to Canada's economy;
- . To increase the Canadian public's awareness of Canada's economic and trade policy objectives;
- . To provide trade information to Canadian exporters;
- . To enhance Canadians' awareness of DEA's role, programs and services;
- . To improve the understanding among foreign audiences of Canada's trade policies, goods, services and investment opportunities;
- . To promote foreign investment;
- . To promote Canadian goods and services; and