

groups.

3. Canadian studies abroad, exchange of academics and the awarding of scholarships reach an elite group whose members are expected to pass on knowledge acquired about Canada.

### III Information

#### (a) Visitors and Speakers

1. Media space and time are obtained abroad.
2. Impact is greater on foreign audiences because it is received through their own media.
3. Cost is often less than through direct Canadian methods e.g. advertising, exhibitions.
4. There are long term benefits in many cases by stimulative permanent interest and knowledge of Canada in opinion formers who have participated in the program.

#### (b) i) Creative Services

1. Enable posts to respond easily to different levels of enquiries.
2. Permit more detailed and complicated presentations than many other tools.
3. Inform and impress foreign audiences in selected languages.

#### ii) Exhibits and Displays

1. Enable large and varied audiences to be reached in receptive circumstances.
2. Enable posts to respond to host country desire for Canadian participation in exhibitions.
3. Provide posts with "props" for promoting contacts, as in Canada Days and receptions held at the opening at exhibits.

#### iii) Research and Writing

1. Professional and expert attention is devoted to the creation of information material which is responsive both to the national interest and foreign requirements.
2. Responding at Headquarters or abroad to enquiries provides information specifically designed to create favourable impressions.

#### iv) Films, TV and Photos

1. Photographic media are among the most direct and clearest means of asserting national