

A very considerable part of the work of the Department, both abroad and in Ottawa, consists of replying to requests for information on Canada. These range from very simple queries to others involving complex and technical matters. A large proportion comes from teachers and students seeking information for school use. There has been a marked increase in the number of people seeking information on the facilities available to foreign students in Canadian secondary schools and universities. In addition to the large number of requests handled by Canadian representatives abroad, the Department dealt with approximately 22,000 enquiries from abroad and some 3,000 requests from Canadians for information relating to external affairs.

To assist posts in their information work the Department provides a wide range of documentation and services.¹ Seven *Reference Papers*, 20 *Reprints*, 61 *Statements and Speeches*, and 48 *Supplementary Papers* were produced. Twenty illustrated articles were prepared for foreign press use on such diverse subjects as the St. Lawrence Seaway and the Shakespeare Festival at Stratford; these were widely reproduced. Some 15,000 photographs were distributed.

Established journalists, writers, and lecturers are encouraged to visit Canada and during 1954 more than 150 such visitors from 36 countries were given help in arranging itineraries and interviews and in procuring background documentation and illustrations. Of particular interest was the tour of Canada in June by a group of 20 leading journalists from 13 NATO countries, arranged in conjunction with the Information Division of NATO and the Department of National Defence. Since their return, these visitors have given radio talks and illustrated lectures, and series of well-informed articles have appeared in more than 50 newspapers. A number of foreign newspapers and periodicals sought assistance from Canadian posts in the preparation of special editions or supplements devoted to Canada, among them *Le Monde* of Paris, the *Boston Sunday Herald*, and the Mexican periodical *Todo*.

The documentary film has proved a highly effective means of presenting a vivid impression of the Canadian scene to a large public abroad. With the co-operation of the National Film Board, 63 posts are equipped with film libraries, varying in size from 40 to more than 750 films, and carry on an active programme of film distribution. During the first nine months of 1954, 7,000,000 people attended film programmes arranged by Canadian representatives abroad. The use of Canadian films on television increased considerably during the year, particularly in Europe.

Liaison with the International Service of the Canadian Broadcasting Corporation has continued to be the responsibility, within the Department, of the Political Co-ordination Section. This Section has provided the CBC-IS with a regular and continuing supply of background and policy information on current international problems. Increasing quantities of CBC-IS transcriptions were placed by our posts with national and private broadcasting outlets abroad. Specially recorded July 1 and Christmas programmes were very widely used.

The Department also assists the National Gallery, the Exhibition Commission, and other appropriate bodies in arranging exhibitions and displays of a more ambitious nature. In 1954 the Department assisted

¹A list of the publications of the Department is given in Appendix G.