

informs Canadians about the work of the Department, and increases public understanding of Canadian foreign policy.

In the past year, an anti-drug information program was developed by the Division. Through advertising and public relations, the program warned Canadians about the dangers of transporting or using drugs abroad. At the same time, an effort was made to inform the public of what Canadian embassies can and cannot do to help Canadians in trouble.

The Division prepared material on Canadian foreign policy initiatives for distribution to national, regional and local media. It also provided information to academics, businesses and non-governmental organizations on foreign policy initiatives by the Government, the Prime Minister and the Secretary of State for External Affairs and other Ministers.

The Domestic Communications Division was instrumental in helping pursue a free press in South Africa. With non-governmental organizations, the Division worked to build the skills of black journalists and assisted in the development of links with Canadian journalists and organizations. It also provided specific detailed information to ethnic media across Canada.

External Communications

The External Communications Division promotes Canadian identity abroad by providing corporate communications material aimed at specific foreign audiences, and by keeping Canada's foreign missions informed of major Canadian policies, issues and events.

During the year, the Division produced three issues of *Canada Reports*, a magazine with an international readership of some 35,000. Topics covered included the environment, the Canadian economy and Toronto's bid for the 1996 Olympic Games.

In addition, a new film and video were produced for use abroad. Entitled *Oh Canada!*, the film is an exciting look at Canada, its people and industries.

A number of publications were also produced on key topics such as education, university study, the political system, the environment and biotechnology. As well, the booklet *Canada - An Overview* was updated this year.

Work progressed on a new series of 26 fact sheets in ten languages. A photo and slide kit was prepared, as well as different language versions of several other publications.