

Other economic and commercial communications services (e.g., bilateral and multilateral trade negotiations) were initiated by the divisions responsible. These divisions had much the same funding and service arrangements with SCS and SCI as the trade and program divisions.

As mentioned above, the Communications and Culture Branch was established in early 1986. It has overall responsibility for the Department's public communications in Canada and abroad. In 1987-88, the Branch will account for 3.6 per cent (\$32.12 million) of the Canadian Interests Abroad Program budgetary expenditures and 3.3 per cent (143) of its person years. Appendix A displays the organizational structure along with the resource activity summary for this Branch.

Of major interest to this evaluation is the Trade Communications Bureau (BTD). This Bureau is responsible for the development and delivery of communications programs in Canada and abroad which support trade policy and trade promotion initiatives. It consists of a Domestic Trade Communications Division (BTC) and Trade Communications Abroad Division (BTA). Appendix B provides the program evaluation component profile for this activity.

Although BTD has the functional responsibility for trade communications, the budgets continue to reside almost completely in the trade and program divisions in the geographic, trade and economic policy and development branches. The budgets for trade communications once administered by SCS and SCI no longer exist in their new organizational counterpart -- the Production and Technical Services Group (BCP).