

## Information

The public information program has been developed to support and facilitate achievement of Canada's foreign policy goals and the objectives abroad of all Canadian government departments and agencies. Similarly it is intended to facilitate the international interests and endeavours of Canadian individuals, businesses and institutions. Some of the Department's information activities abroad are essentially responsive—serving the expressed desires of citizens of foreign countries for knowledge of Canada and things Canadian, or of those who express their support for or disagreement with Canadian policies. However, the main thrust of the Department's information programs abroad is toward the advancement of specific foreign affairs objectives.

Wherever possible, information activities are tailored to support important government programs and are directed to relevant audiences. For example, trade promotion is made easier through the portrayal of Canada as a technologically advanced producer of sophisticated goods and services. Specialized publications are distributed by posts abroad to this end. Still other means have been developed to increase understanding of specific Canadian policies among selected and influential groups. One very successful effort of this type is the visits and speakers program under which foreign "opinion-formers" such as journalists, broadcasting personalities and academics are invited to Canada for briefings and familiarization tours, and selected Canadian speakers are sent abroad to address influential groups.

Foreign public information activities are undertaken by all diplomatic and consular offices. To assist them the Department's Information Division prepares a variety of publications in English and French documenting Canada's history, institutions, economy and foreign policy. Many of these, such as a school-oriented brochure *Facts on Canada* and the periodical *Canada Weekly*, are published in several



*A display of rare Canadian books was a feature of Canada Week celebrations. The exhibit, in the Lester B. Pearson External Affairs Building, Ottawa, is inspected by Pierre Benoit, Mayor of Ottawa, Edgar Gallant, Chairman of the National Capital Commission, and Mrs. Ruth M. Thompson, External Affairs Chief Librarian. Information Canada Photothèque.*