

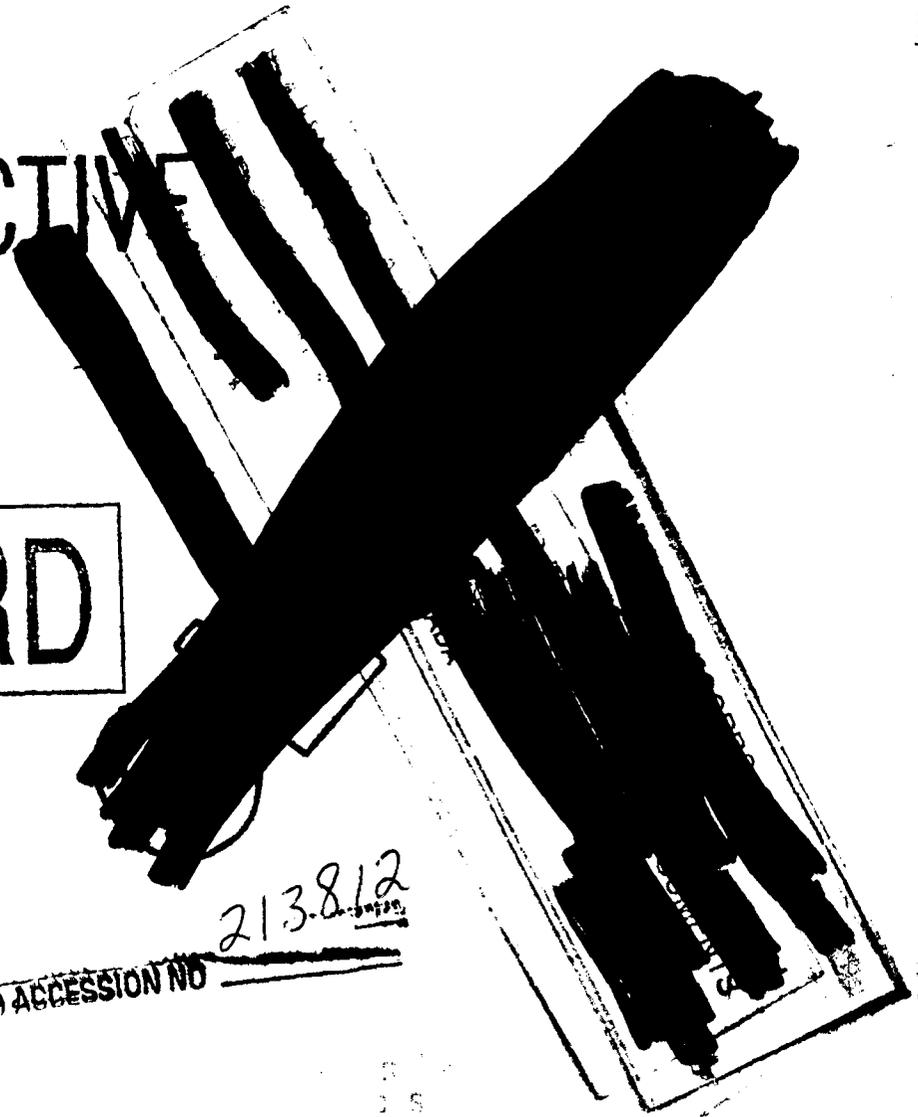
File No. Dossier 56-1-2-USA
Volume 10 From - De 74-09-01 To - À 75-04-31

BOC

213812
56-1-2-USA
Vol 10

SEMI ACTIVE

MKRD



TITLE - TITRE:

Information Activities - Policy and Plans -
Canadian Information Abroad - United States
of America

APPRO

213812

MAP ACCESSION NO

ACCESS TO INFORMATION
L'ACCÈS À L'INFORMATION
EXAMINÉ EN VERTU DE LA
LOI SUR L'ACCÈS À L'INFORMATION

DATE / DATE: 06/12/92

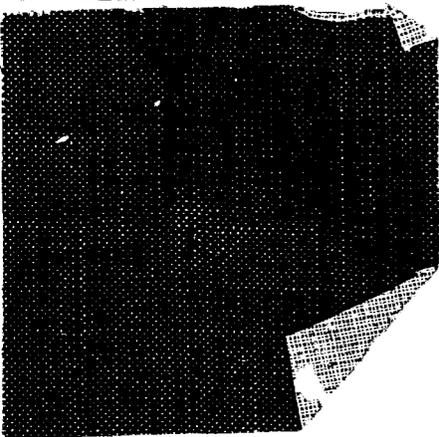
DEPARTMENT
OF
EXTERNAL AFFAIRS

AF - A 151612-115

Retention period - Période de retention:

PUBLIC RECORDS APPROVALS
NOS. 68/001, 69/063 AND
73/004

AND



1995

CLOSED VOLUME VOLUME COMPLET



DATED FROM À COMPTER DU **74-09-01** TO JUSQU' AU **75-04-31**

AFFIX TO TOP OF FILE — À METTRE SUR LE DOSSIER

DO NOT ADD ANY MORE PAPERS — NE PAS AJOUTER DE DOCUMENTS

FOR SUBSEQUENT CORRESPONDENCE SEE — POUR CORRESPONDANCE ULTÉRIEURE VOIR

FILE NO. — DOSSIER N°

56-1-2-USA

VOLUME

11

FILE CIRC DIARY CHRON



UNCLASSIFIED

April 29, 1975

H. E. Ezrin

Preparatory Meeting for Senate Foreign Affairs Committee Appearance, April 30, ;1975

56-1-2-USA	
<i>[Handwritten mark]</i>	<i>[Handwritten mark]</i>

You may wish to review the following information in preparation for your meeting with Mr. O'Hagan on Wednesday, April 30, 1975.

TIMING: The meeting will be held in Room 356^g at 0900 hrs on May 15/75

FAI

MEETING's FORMAT: Mrs. Seaborn (tel. 237-0143) of the Parliamentary Centre for Foreign Affairs provided the following information about the usual procedure followed in hearings. The witness is requested to give a 10 to 15 minute introductory statement. The rest of the programme is devoted to questions from the committee members, which the Senators regard as the raison d'être of the meeting. The chairman normally designates one member of the committee to lead off with a question (usually a Senator with a particular expertise or interest in the field). Questions then follow informally on a first come - first serve basis.

2. While stressing that the Committee was flexible insofar as the meeting's format was concerned, Mrs. Seaborn was concerned lest any audio-visual presentation take up valuable question period time. I explained that I was exploring the feasibility of various types of presentation, although no final decisions had been taken in this respect. Mrs. Seaborn seemed relieved when I noted that one of the purposes of an a/v presentation would be to highlight particular projects and that it was not intended to show lengthy film features etc., that we had prepared for the U.S. market.

3. Because three witnesses were being called, Mrs. Seaborn believed that the committee would be amenable to a 25-30 minute presentation (approximately 10 minutes per witness) by the witnesses. However, we shall have to decide whether to permit questions between each report, and also to communicate this decision in advance to Mrs. Seaborn for transmission to Senator Van Roggen. It was not clear from my conversation whether a bloc presentation would be preferable from the Committee's point of view.

... 2

UNCLASSIFIED

- 2 -

A/V PRESENTATION:

- (i) Mrs. Seaborn is arranging an appointment for members of FAI to view the committee room in order to determine the appropriateness of various types of presentation.
- (ii) Mr. Farley advises that a slide show, similar to the one prepared for the training session, can be produced in the time remaining before the meeting.

CONTACTS:

Mrs. Seaborn asked that she be the contact point for future enquiries about the hearing. Mr. E. W. Innis, Clerk of the Committee (2-3060) handles technical issues.



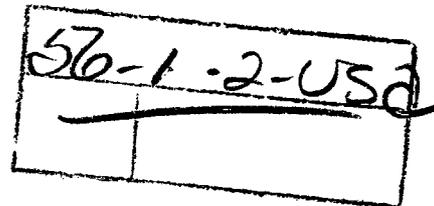
H. E. Ezrin,
Information Division.

AFD

UNCLASSIFIED

FAI

April 28, 1975

LEIO - Los Angeles

As you know, our Embassy in Washington was provided with 4 LEIO positions effective April 1, 1974 and one of those was subsequently reassigned to Minneapolis for fiscal year 1974/75. In addition, Washington will, apparently, be provided with one additional LEIO position effective April 1, 1975 (to replace the position reassigned to Minneapolis).

2. Hence, when Washington is provided with their 1975/76 Manning Levels, the additional position will be retained there while Minneapolis will retain the position provided last year from Washington's allotment. Alternatively, the new position will go to Minneapolis who will, in turn, return the position they have to Washington. Regardless of tactics, when Washington receives an additional position either from Ottawa or Minneapolis, they will have a total of 4 positions going into Fiscal Year 1975/76.

3. At present, 2 of Washington's positions are vacant and the third position will become vacant when the 1975/76 Manning Levels are received. In addition, the Minneapolis position will become vacant at that time. These positions will not be filled before August 1, 1975 in two instances and September 1, 1975 in the other instances. Therefore, during the period April 1, 1975 - September 1, 1975, 18 man months will remain unused.

4. Although provision has been made for one LEIO position in Los Angeles for Fiscal Year 1976/77, the situation there is of immediate concern to us. With the advent of the USA Bicentennial and the Montreal Olympics, it is now considered essential that a Locally-Engaged Information Officer be provided to Los Angeles to co-ordinate National Programs in conjunction with these events, at least until April 1, 1976, a period of 10 months (from June 1, 1975).

- 2 -

5. Given the above situation, authority is requested to utilize 10 of Washington's unused man months in order to provide Los Angeles with emergency assistance. If this proposal is unacceptable, then we would request that alternate provision be made from your General Allocation.

6. GMU have no LEIO positions available which would enable us to provide the necessary assistance to Los Angeles.

ORIGINAL SIGNED
A. B. ROGER

Information Division

FILE/DIARY/CIRC/CHRON

FAI/H. EZRIN/2-4068/hl

The Consul General
New York

Under-Secretary of State for External Affairs,
Ottawa

FAI letter to Consul General of April 14/75 and
Mansé/Ezrin telecon of April 24/75

Information London Visit

UNCLASSIFIED

April 25, 1975

FAI-1302

56-1-2-USA	
5-2-75	
/	

EW4

We regret that the dates proposed in the above-mentioned letter for a visit to the Consulate General by Messrs Tardif and Ezrin are not convenient. We would propose instead that the visit be rescheduled for June 9-11. We should be grateful for your confirmation of the suitability of these dates.

L. P. TARDIF

Under-Secretary of State
for External Affairs

FILE DIARY CIRC CHRON

MEMORANDUM

Mr. L.P. Tardif

CONFIDENTIAL

Mrs. A. Corbet

April 22, 1975

Your memorandum of April 11, 1975

FAP's appearance before The Parliamentary Foreign
Affairs Committee.

1-11-FAI-2-6	
Q	

56-1-2-USA

...

In response to your request, I attach a short briefing paper,
with attachments, on the Visits and Speakers Section as follows:

1. General statement about Visits and Speakers Program.
2. Report on number of visits by geographic areas for fiscal year 1974 - 75.
3. Breakdown of costs of sponsored visits from U.S.A. for 1975 - 75.
4. A sample program (Editorial Executives).
5. List of visitors sponsored and facilitative, accepted to date for 1975 - 76 with estimated cost of each sponsored visit.
6. A copy of Circular Document of January 3/75.
7. Comments about program, including reference to Speakers' Programme in U.S.A.

M. A. CORBET

M. Ann Corbet.

A: FAI
To: _____
De: MIN / UYEMAMA
From: _____
Lettre en date du: 14/4/75 de Paul St Pierre
Letter dated: _____ from _____
Sujet: Cdr INFORMATION Services
Subject: _____

Action requise: - Action required:

____ Réponse pour la signature du Premier Ministre
Reply for Prime Minister's signature

____ Réponse pour la signature du Ministre
Reply for Minister's signature

____ Réponse au nom du P.M./ou Ministre
Reply on behalf of PM/or SSEA

____ Réponse pour la signature de
Reply for signature of:

____ Pour avis et retourner
For advice and return

____ Noter et retourner
Note and return

____ Traduction
For translation

____ Réponse provisoire immédiate pour
le signature de _____

____ For immediate interim reply for
signature of _____

Commentaires:
Comments:

Porter à l'attention des archives du SEAE le
B.F. to Minister's registry on

Commentaires par D.S.:
D.S.'s Comments:

56-1-2-USQ

MA FILE. Noted
St Pierre
Apr 24/75

Ref: 2863

INSTRUCTIONS

- (a) Si une réponse substantielle ne peut être soumise dans les 10 jours qui suivent la réception de la fiche de service, on doit rédiger une réponse provisoire.
- (b) S'il est nécessaire ou préférable de déferer la correspondance à une autre direction pour suite ou renseignements à donner, prière d'en aviser le Service des dossiers de MIN, au numéro de téléphone 6-8885, poste 304.
- (c) Pour obtenir des renseignements concernant les lettres et les notes expédiées par les directions au MIN et exigeant la signature du P.M. ou du Ministre, prière de communiquer avec le secrétaire de cabinet de MIN, numéro de téléphone 6-8885, poste 314.
- (d) Pour obtenir des renseignements concernant la formulation et le style de l'appel, prière de communiquer avec le secrétaire de cabinet de MIN, numéro de téléphone 6-8885, poste 314.

- (a) If a substantive reply cannot be provided within 10 days of receipt of the action slip, an interim reply should be prepared.
- (b) If it is necessary or more appropriate to refer this correspondence to another division for action/information, please notify MIN Registry, telephone 6-8885, Ext. 304.
- (c) For information concerning letters and memoranda sent from divisions to MIN requiring the P.M.'s/Minister's signature, please contact the D.S. in MIN, telephone 6-8885, Ext. 314.
- (d) For queries concerning procedure and style of address, please consult D.S. in MIN, telephone 6-8885, Ext. 314.

FICHE DE SERVICE
ACTION REQUEST

CABINET DU SEAE - OFFICE OF THE SSEA

Date 20/11/73

A: _____
To: _____
De: MINISTRE MINAMA
From: _____
Lettre en date du: 14/11/73 de Paul St Pierre
Letter dated: _____ from _____
Sujet: Cdr INFORMATION Services
Subject: _____

Action requise: - Action required:

- Réponse pour la signature du Premier Ministre
Reply for Prime Minister's signature
- Réponse pour la signature du Ministre
Reply for Minister's signature
- Réponse au nom du P.M./ou Ministre
Reply on behalf of PM/or SSEA
- Réponse pour la signature de
Reply for signature of:

- Pour avis et retourner
For advice and return
- Noter et retourner FILE.
Note and return
- Traduction
For translation
- Réponse provisoire immédiate pour
la signature de _____
For immediate interim reply for
signature of _____

Commentaires: _____
Comments: _____

Porter à l'attention des archives du SEAE le _____
B.F. to Minister's registry on _____

Commentaires par D.S.: _____
D.S.'s Comments: _____

Rep: 2063

INSTRUCTIONS

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Paul St. Pierre

4 - 928 GLENALLAN DRIVE

RICHMOND, B.C.

April 14/75

Dear Allan

Appreciated receiving your lengthy letter today concerning the department's information services although, in tone, you sounded as if responding to a speech from the Conservative Member for Marblehead at a public meeting.

I don't want to prolong this correspondence. You're a busy man. I have a few things to do myself.

However it chances that within 20 minutes of reading your letter I opened my current copy of Time and read, in the American content section which is broadcast about the world, ^{read} the following sentence: "Canada has so far weathered the economic storms better than most of the industrialized world because, as a major producer and exporter of oil, it benefited from the rapid rise in world prices." Three months, one quarter of a year after it first misrepresented the Canadian situation, Time does it again, reading its own files.

Seeing this, I can't feel very impressed by your statement of defence that the PM and Alistair Gillespie made speeches on the PBS TV network once and won an audience rating of 1.7 or whatever it was.

To one of the biggest magazines in the English speaking world the Canadian government is not getting a simple statement of fact across. You refer to this as alleged inadequacy but I would call it inadequacy.

You tell me that Canada now has ten full-time information officers based in the U.S. to carry the message from 20 million of us to 200 million of them. I have just now checked with B.C. Telephone Company to determine how many full-time information officers, exclusive of clerical and other support staff, they use. They have 16 full time professionals and consider themselves understaffed. That's one private company talking to 2 million people.

My letter to you, like my last report to Mitchell Sharp, dealt with fundamental policy, not details of the Mounties' Musical Ride excursions. My point is that you don't attach enough staff, money, autonomy or importance to the business of telling Canada's story abroad. Your answer is that you do. We might as well leave it there.

Regards

000380

2863

O/SSEA
APR 18 1975
REGISTRY

FAI/L.P. TARDIF/2-693/10R

DOSSIER JOURNAL CIRC CHRON

MÉMOIRE

FAR

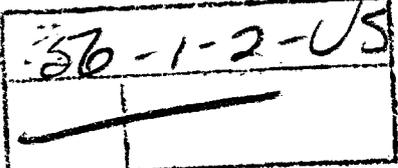
Sans Cote

Le 21 avril 1975

FAI

Votre mémoire du 17 avril 1975

Departmental Committee on Research Priorities:
Research project in intercultural communications
between Canada and the United States

56-1-2-USA


SAM

GWU

FAP

FAC

Bien que nous n'ayons pu prendre connaissance que de façon très rapide du projet de recherche mentionné sous rubrique, nous croyons que l'étude faite par le Fletcher School of Law and Diplomacy et le Centre québécois de relations internationales serait non seulement très intéressante en soi, mais également un outil très utile pour l'orientation des programmes et des activités que nous pourrions entreprendre aux Etats-Unis dans le secteur de l'information. Cette étude pourrait aussi être utile pour la formulation des programmes francophones que nous envisageons de mettre sur pied aux Etats-Unis. Pour ces raisons, nous recommandons que ce projet soit considéré de façon positive à la réunion qui en considérera les mérites le 24 avril prochain.

L. P. TARDIF
L.P. Tardif,
Directeur adjoint,
Direction de l'Information

File

56-1-2-USA
April 18, 1975.

HSS

A G E N D A

PUBLIC AFFAIRS MEETING, WASHINGTON, APRIL 21-22, 1975

1. Statement of Objective of meeting
 - (a) Ottawa
 - (b) Post

2. Review by Post of -
 - (a) Post Objectives in general and information/cultural/academic objectives in particular (related to 1975/76 country programme documentation),
 - (b) Priority audiences and attitudes,
 - (c) State of jurisdiction and coordination between Ottawa, the the Embassy and Consulates in Public Affairs planning and programming.

3. Post Programmes - (Refer to Washington Letter 628 of March 26)
 - (a) Information Programming (Post and FAI)
 - (b) Canadian Studies (Post and FAR)
 - (c) Cultural Affairs (Post and FAC)
 - (d) Francophone Programming (Post and FAC, FAR, FAI)
 - (e) Bicentennial (FAI, FAC, FAR, Post (including Kennedy Centre).
 - (f) Projects not covered above, including -
 - (i) Canadian and Binational Societies (Post)
 - (ii) Speakers Program - Politicians (Post and FAI)
 - (iii) Ra_inville Report and Film Distribution (FAI)
 - (iv) Battelle Survey (FAI)

- 2 -

- (v) Law of Sea and Circumpolar Exhibits (FAI)
- (vi) Institute of Canadian-American Studies (FAR)
- (vii) Reference and Film Library (FAI and Post)
- (viii) R.O. 611 (FAI)
- (ix) Olympics (FAI)
- (x) Norma and Gladys (FAI)

4. Post Staffing Issues

- (a) Current status of organization and staff assignments (including LEIOs) - (Post)
- (b) Role of National Information Officer (Post)
- (c) Status of Cultural/Academic Staff (Post)
- (d) 1976/77 increment (FAI)
- (e) Staff titles (FAP).

END OF FIRST DAY

5. Future Priorities: Problems and Needs

- (a) Possible changes or refinements of country objectives that may affect Public Affairs plans and operations (Post)
- (b) Increased efficiency in -
 - (i) Selection of audiences (Post)
 - (ii) Methods of reaching audiences, following up contacts, and assessment of techniques (Post, FAP, FAI),
 - (iii) Provision of timely intelligence, policy backgrounders and pre-emptive and remedial publicity,

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- 3 -

- (iv) Technical communication facilities with other Posts
in USA (GWP)
 - (v) Training of staff and learning by experience of others
(FAP, FAI, Post),
 - (vi) Informing Canadians,
- (c) Inter-relationship between responsibility centres in Ottawa,
the Embassy and Consulates, e.g. -
- (i) On policy and priorities,
 - (ii) In opérations,
 - (iii) In training
 - (iv) Interdepartmental cooperation,
 - (v) Use of other Canadian resources.
- (d) Public Affairs at Consular Posts -
- (i) Guidelines on priorities,
 - (ii) Duties of Public Affairs staff,
 - (iii) Liaison and Evaluation,
 - (iv) Geographic jurisdiction.
- (e) Preparation of Public Affairs portion of Heads of Post meeting
in the Fall,
- (f) New Chancery.
6. Recapitulation of agreed action plans and future staff requirements.
7. Minutes of Meeting.

SUMMARY RECORD

OF PUBLIC AFFAIRS PROGRAMMING MEETING

HELD WASHINGTON D.C. APRIL 21-22, 1975.

(Responsibility for action where appropriate is noted in margins)

Item 1 - Purpose of Meeting.

Mr. Reid explained that the meeting was intended to permit the joint review and assessment of the goals and effectiveness of the public affairs programme in the United States. The Headquarters personnel present wished to obtain a better understanding of Washington's conception of its role for 1975/76 both as a post and in its national operations capacity. In his response Mr. O'Hagan agreed with the purposes of the meeting set out by Mr. Reid and noted the need to maintain priority for public affairs programming in the United States.

A brief discussion ensued about the evolving division of responsibilities in the field of academic relations between FAR, FAC and FAI. FAR was responsible for the promotion of Canadian studies abroad and for those elements of seminars, conferences etc., which were related to this programme. Under the new five-year plan, FAC was responsible for visits of professors and general academic exchanges, except where professorships are specifically assigned to FAR. On the other hand, FAI was responsible for schools relations at the primary and secondary level as distinct from university relations. It also played a consultative and supportive role in the production of materials for university level programmes. FAI also conducts a domestic foreign policy information programme in Canada and a Speakers programme both of which include participation by Canadian academics.

Item 2 - Post Objectives in General.

Mr. Nutt noted that the primary objective of the public affairs programme was to support the broader Canadian political, economic and

social objectives in the United States during a crucial period in our relations. This programme would have to work to persuade American decision-makers, to correct misunderstandings, and, in general, to obtain the optimum advantage for all Canadian policies with respect to the United States. In response to Mr. Reid's questioning about the relationship between country objectives and Washington's national public affairs role, a general discussion ensued about the current appropriateness of public affairs country objectives, and more particularly what the responsibilities and relationships of the Embassy were with regard to the Consulates. This subject was reviewed several times during the course of the meeting. In passing, FAP also noted that any revisions suggested for the public affairs country objectives would be equally applicable for the selection criteria for Heads of Posts.

After a review of the evolution of the Office of Information in Washington, Mr. O'Hagan emphasized that public diplomacy had an important complementary function to perform in trying to explain Canada, to anticipate objections to Canadian policies, to take initiatives to build a broader base of receptivity in the United States for Canadian policies and hopefully more sympathetic reaction to them. A separate paper, which is attached, outlines the criticism of the current country objectives which were leveled by those present at the meeting.

FAP
GWP
WASHINGTON
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It was recognized that the development of country objectives in the public affairs field would require consultation both with post management and with other divisions and departments at headquarters before being finalized.

Item 2 (B) Priority Audiences.

Mr. Seaborn reviewed the cultural/information programme as outlined in the Country Programme for 1975/76 and identified the priority

audiences from that document. He noted that the Embassy publications served media, academics, selected schools and the business communities. While accepting the primacy of the media as a priority target audience, Mr. Roger questioned why government and business audiences were not given a higher priority by the mission and lower priority assigned to schools' programmes. Mr. Seaborn replied that the Congressional Liaison office at the mission draws upon resources of the Office of Information in order to perform its role with regard to Congress. There was however no central contact point in the Embassy through which public affairs efforts could be directed at business leaders, organizations, lobby groups. Mr. Seaborn suggested that contacts with academics provide both short-term and longer-term benefits in explaining Canadian policies to influential opinion formers.

FAP identified the need to carefully select audiences for pre-emptive or remedial outreach programmes. He called for joint planning to identify economic-oriented audiences to whom the thrust of Canadian economic policy could be explained and also for greater selectivity and specificity in the choice of other audience groups. He also hoped that closer strategies could be worked out in conjunction with other sections of the mission in order to ensure the optimum use of the resources of the public affairs programme in support of mission objectives. The Embassy should examine means to establish more substantive relationships with significant lobby groups in Washington.

Washing-
ton

FAC noted that a cultural network of contacts with theatre owners, impresarios and others should also be exploited if we were to get the full advantage of the new five-year plan in cultural affairs and to give fullest expression to the attempt to explain Canada's distinctive identity to the United States. Mr. Seaborn noted that Canada's cultural distinctiveness was

not clearly understood in the United States.

A discussion ensued about the need to focus finite public affairs programme resources at specific target audiences, while at the same time utilizing any extra capacity in the general field of developing good relations. It was accepted that it was neither desirable nor feasible to attempt a programme whose sole purpose was to convert as many U.S. citizens as possible to an understanding of the new concept of Canadian nationalism.

The outreach programs of the public affairs sector should be directed increasingly at these priority audiences. Mr. Reid inquired whether the program of public appearances by the Ambassador, senior officials of the Embassy and others was being planned on a coordinated basis in conjunction with the objectives established annually by Mission management. It was essential that follow-up activities be monitored and conducted in order to ensure increased efficiency in the program.

The roles of the media relations officer, in working with the Washington based press corps (both Canadian and U.S.) and the national information officer who worked part-time with the press outside of Washington were explained. While the Embassy was able to service the print media effectively, the electronic media were far less approachable and mission resources had not been devoted in any significant fashion in developing more extensive relations with the electronic media.

Washington
ton

There was general agreement that a refinement of priority audiences was required and that it was also a decision to be made by Embassy post management in consultation with the consular posts; (see also page). The headquarters personnel present looked forward to obtaining the views of the Embassy in this matter.

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Item 2 (C) State of Jurisdiction and Coordination
Responsibilities

An effort was made to trace the coordination of a public affairs initiative from its inception to its ultimate delivery to defined target audiences. Mr. Nutt noted that headquarters would decide in consultation with appropriate departments the exact nature of the message and the timing for its dissemination. Subsequently, it would be the role of the Embassy in Washington to coordinate an information dissemination program in conjunction with consular posts in order to convey these ideas to the pre-defined target audiences. Mr. Roger suggested that once the message theme had been decided the Embassy also had a role in massaging the message into the different formats required for dissemination in the United States. Several questions were raised about how the Consulates were included in the process of disseminating this information, and how the Office of Information of the Embassy coordinated its own services with activities being undertaken by other sections of the Mission, in support of a particular program objective. Mr. Nutt noted that heads of posts at the Consular territories were much more conscious and willing to undertake public affairs program initiatives; however, some posts by virtue of their situation would have more important tasks to undertake vis-à-vis priority audiences than would others.

The following issues were raised with regard to the most effective means of orchestrating a public affairs information initiative in the United States.

FAP
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- (a) The need for clarification of the Embassy's role, responsibilities and authority vis-à-vis working with and guiding Consular posts in furthering information initiatives.

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FAP
GWP
Washington

- b) The need for more extensive background briefing for Consular Heads of Posts and for secure communications links with the Consular Posts.
- d) The need to clarify the tasking relationship between those Consular Posts in the United States which are not part of the ICER structure and the Embassy in Washington or the External Affairs headquarters with regard to public affairs programme initiatives. It was further noted that in situations where quick action was required, the coordination process between the Embassy headquarters and the Consular Posts took place almost simultaneously usually in the form of a telegram from the geographic bureau to the Embassy and Posts for activation as possible.

Discussion ensued about the roles of the academic relations and the national information officers, both of whom had national advisory and guidance responsibilities. It was believed that they should provide assistance and guidance to Consular Posts in program articulation in those areas. Mr. Graham noted that the Embassy would be the most appropriate central filter in developing the U.S.-wide academic relations programs. FAR did not have the resources to work individually with each Post in the development of detailed programs. Moreover, the national officer in charge of this program would have additional information available and knowledge which would prove indispensable in assisting individual posts to develop effective programs. FAC expressed concern as to who will be responsible for coordinating cultural programs throughout the U.S. from the Embassy in Washington.

Item 3 - Cultural Affairs Programs

Mr. Asselin traced recent developments in the cultural affairs

programs and outlined the dimensions of the new five-year plan for the United States. In total the cultural affairs budget is to expand from \$4m on April 1, 1975 to over \$12m by the end of the five-year cycle. Although Treasury Board approval is not yet forthcoming, it is hoped that the budget for the United States would be \$400,000 in 1975/76, the bulk being committed to the Kennedy Centre Bicentennial celebration and the Walnut Street Theatre presentation in Philadelphia. A sum of \$500,000 will be devoted in 1976/77 subject to T.B. approval. Mr. Asselin asked who would be responsible for the coordination of suggestions for the types of programs in which the funds should be spent and for the implementation of the actual programs themselves. He urged that this information was required in order to plan effectively in the 1976/77 fiscal year.

Mr. Asselin stated that Canada was prepared to open bilateral talks with the Americans in the Fall of 1975 with regard to cultural exchanges and arrangements. However, considerable additional information was required as to the extent of reciprocity that United States was willing to offer in a way of such exchanges. Mr. O'Hagan remarked that the State Department did not have high expectations about what might be achieved at first. He noted a proposal for exchange of cultural personalities was one suggested method of beginning the program. He argued that the State Department would be content with a program being developed at a gradual scale. In response to a comment that an Advisory Committee of the State Department had also mentioned exchange of academic personalities, FAC noted that they would like to add a cultural dimension to the exchange program, and to academic relations activities. It was suggested that proposals should focus on areas in which activities had not been undertaken as yet, e.g., proposals for scholarships for training of young

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performers, technicians etc. FAC also suggested that it would be useful to obtain lists of festivals; the span of programs developed would have to take into account the priority audiences upon which the Posts had decided to focus. It was recognized that many of the program suggestions could be implemented unilaterally and would not require reciprocal action. It was also noted that there was a commercial dimension to FAC's activities in the sense that such cultural exchanges often led to the opening of markets for Canadian performers.

The discussion then centred on the best means of administering such a program. Mr. Reid asked whether, with respect to cultural affairs policy, it was reasonable to assume that the Embassy would provide leadership to the Consulates. Mr. Seaborn noted that development of a cultural program in the United States was a full-time job. Mr. Reid suggested the opening of a cultural and academic relations section in the office of Public Affairs at the Embassy. While Mr. O'Hagan agreed to assess this possibility, he noted that with the current resources the on-going management of such a program by Canada based personnel would be difficult. FAC noted the importance of resolving this management issue at an early stage if the program were to commence in 1976/77. It was noted that two alternatives could be pursued in developing a cultural relations program in the United States. This program could either be undertaken with various organizations directly or it could be developed at first in conjunction with the universities. The role of the Canada Council touring office as an impressario with responsibility for commercial tours by Canadian performing groups was underlined.

It was agreed that as soon as Treasury Board provides a firm response as to the funding levels available for the new cultural affairs

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program, FAC would send a letter to the Embassy requesting their reaction
FAC by a specific date, as to certain program suggestions that had been developed
in Ottawa and requesting further suggested program tools. It would be the
Washington- responsibility of the Embassy to coordinate this response after consulta-
tion by the Embassy with the Consulates. It was further noted that subject
Consulates to further study a full-time cultural affairs officer would be required in
Washington for 1977/78.

The discussion then turned to Embassy letter 628, March 26,
1975, and specific programs put forward for funding by headquarters.

Prestige Film and Film Festival Showings: \$5,000

It was agreed that if the bi-centennial funds requested from
Treasury Board were provided FAC would provide support as required for
the American Film Institute Film Festival to be opened in conjunction with
the Kennedy Centres celebrations. \$5,000 was earmarked for this activity.

A general discussion was held about the different responsibili-
ties of the Film FESTIVAL Bureau of the Secretary of State, National Film
Board, FAC (which had general responsibility for coordination of film
festivals) and FAI, (which concentrated on special film showings particu-
larly to support the transmission of hard information). In response to
suggestions from the Embassy that individual film festival shows could
be carried around the country it was noted that in most instances private
distributors owned the rights to many Canadian films and were reluctant to
permit the Canadian Government to show these films in festival circumstances
without substantial royalty payments, or unless the films were shown under
the direct patronage of Canadian Government representatives. It was also
noted that while the Embassy had, in the past, lent its name to assist

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private promoters in promoting Canadian films, such activity in the long term could raise expectations among private commercial distribution houses which could not be met by the Embassy. Instead FAC suggested that the Embassy try to concentrate more on exploring the possibility of co-production opportunities.

Faculty and Teacher Re-training Programs

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FAR's responsibilities deal with professors who are working on research related to Canada or Canadian-U.S. relations projects. On the other hand, FAC has a programme under which travel expenses for Canadian professors who are invited by universities in the United States to spend a month or more participating in programs at the university. Further instructions and guidelines will be forthcoming on this issue as the policy evolves. However, by and large, program funds are not available for this fiscal year. It was further noted that if the proposed Institute of Canada-U.S. studies gets off the ground, funds may be incorporated into the institute for the purpose of funding research projects by professors.

Special Book Presentations

Mr. Seaborn was concerned that if the Canada Council's presentation ceased at the end of this year, the program being proposed by FAC was too modest to meet the needs already determined. FAC pointed out it could not tailor individual book packages (two sets 1976/77 of 150 books each); 4 sets in 77/78) to meet specific requests by universities. A suggestion that funds be provided to individual universities in order to purchase books or be given to the Embassy or Books Canada for such an activity was discounted because such gifts would require special approval by Parliament as either grants or contributions.

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While it was acknowledged that very few libraries in the U.S.A. could afford to purchase substantial quantities of Canadian books at this time, FAR pointed out that the book donation program should be viewed as a gesture -- "seed money" -- in order to encourage universities to undertake projects by themselves. Supplementary donations and upgrading of current holdings were desirable activities but were not the original intention of the programme. The cost of a book donation program such as the one Canada Council engaged in (which was primarily in aid of Canadian Publishers) was well over \$150,000 a year, and the priority for continuing this activity would have to be weighed against other priorities. FAC is to enquire and advise the Embassy whether the programme will be continued for a fourth year.

Francophone Programming

It was stressed that the new thrust of all public affairs programs should be to present Canada as a multicultural and bilingual nation; thus, emphasizing the francophone aspect in Canadian programming should be a regular and continuing aspect of all posts' programs. Mr. Graham noted that paragraph 15 of a recent letter from FCP to Washington may have been misleading in stating that one of the rationales for the new proposed Institute of Canadian-U.S.A. relations was to conduct francophone programs. It was further noted that the logic, upon which division of responsibility which had given Boston and New Orleans special roles as resource posts for francophone programming had been based was invalidated by the new principles being put forward in FCP's recent letter. Unfortunately, these posts could not be given sufficient personnel and financial resources in order to perform these duties in the first place. It was agreed that the Embassy in Washington would reply to FCP's letter and would urge that all posts be given a francophone public affairs capacity either in respect of

Washington

resources or that some provision be made so that they could conduct francophone programs.

With regard to FAI's relationship with francophone programming, it was noted that FCP's letter did not reflect the wide spectrum of resource materials that FAI was producing nor did it accurately summarize how FAI could be involved in supporting Posts programs. Reference was also made to the federal identity program and the importance of ensuring that all mission materials going forward to the indigenous populations in their regions were entitled in both French and English. Mr. Roger emphasized that the purpose of francophone programming was not to attempt to teach language skills in the United States although this was a constant temptation for U.S. professors, who, regardless of Canadian motives in handing the materials over, used them for language training purposes. As an example, Mr. Roger noted that the provision of French language materials particularly in the film media in New York served to promote awareness of the Canadian identity as a bilingual country; nevertheless, it was quite possible that some of the materials would be used by teachers in promoting French language skills. However, programs which were based solely upon the promotion of French language skills would not be supported by Information Division as such activities might well be regarded as intrusion in local affairs i.e., at the state level where curriculum control rests. The Embassy noted that Teachers Kits would be useful.

Item 3 (A) Information Programming

Mr. Roger introduced this section of the program by noting that the budget increments given to Information Division for the 1975/76 fiscal year would not be sufficient to offset the effects of inflation upon the divisional budget's real purchasing power. He also noted that an information

infrastructure had been developed at U.S.A. consular postings during 1974/75 which would, and is already demanding servicing by Ottawa. It was against this background that information programmes in the coming year in the U.S.A. would have to be evaluated.

The discussion turned to individual projects raised by Washington in their recent Information Budget Forecast (Wash.letter 628 of March 26/75).

Canada Today

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FAI agreed that this was the flagship publication of the Embassy, and of the Public Affairs Information program in the United States. It was confirmed that \$200,000 has been budgeted for the magazine in 1975/76. This amount would have to cover special re-prints in addition to normal printing costs. However, sympathetic consideration would be given to any special proposals for reprinting the magazine for particular uses. FAI looks forward to the Embassy apportioning its budget on a tighter schedule given the fact that it was unlikely that additional funds will be forthcoming at the end of the fiscal year to cover any cost overruns. Circulation of the magazine should rise to the 50,000 to 60,000 level at the end of 1975/76. The Embassy's extensive mail revision system was noted. To be most effective the cooperation of the Consular Posts in addition and deletion of names from these lists should be solicited. A brief discussion ensued about the benefits accruing to the Consulates by having them mail out copies of this publication from their own headquarters rather than relying upon central mailing services. It was agreed that for costs reasons central mailing would be continued.

Some concern was expressed by FAI about the amount of time devoted by Canada based officers in Washington to the production of this magazine.

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Wash. The Embassy advised that it was considering whether it could relieve some of the Canada based officers of these responsibilities by the introduction of an editorial board system which would provide policy guidance to an I.O. to be hired locally who would be responsible for the operational management of the magazine. The need for contractual arrangements with Mr. Kelly and Mr. True was noted, and Mr. Percy undertook to provide draft contracts along the lines of the Inglis contract for International Perspectives.

Canadian Press Comment (CPC)

FAI Wash. Mr. O'Hagan explained that the significant rising costs associated with the distribution of CPC was as a result of placing its mailing list on a computer format which permitted much greater efficiency. He emphasized that if contract employment could be obtained for production of this particular material a great deal of pressure on Canada based staff would be relieved. It was agreed that FAI would pay \$8,500 for the computer mailing and distribution system; the Embassy would investigate whether one of the locally engaged information officers could undertake production of the actual material.

Canada in the U.S. Press

There was some discussion as to whether Consular Posts' irregular efforts to produce analyses of press clippings in their region could not be utilized by the Embassy for the production of Canada in the U.S. press. It was generally believed after some further discussion that this was not practicable. In response to Mr. Nutt's question about the possibility of conducting reliable survey of media thinking of Canada and the United States, Mr. O'Hagan noted that certain media trendsetters could be identified who would provide a clear guide to both headquarters in Ottawa and the

Embassy in Washington. about the kind of coverage Canada was receiving from the media in the United States.

Wash. It was agreed the Embassy would explore the possibility of coordinating press analyses from the Consulates in order to develop more national information strategy. However, headquarters would not support in its 1975/76 budget, the revival of Canada in the U.S. Press.

Canada Reports

All Posts This valuable Embassy publication was complimented highly and headquarters support for the publication as required was promised. It was emphasized that Posts should take greater care in defining the priority target audiences to whom these materials would be sent so that we could obtain maximum mileage from using such tools in the United States.

Press Conference Monitoring and Radio T.V. Transcripts

Both these budgetary expenditures should be placed under R0561 as they are supportive of many Mission activities and not just the Information program.

Miscellaneous Printing and Re-printing of brochures

Wash. Both these items were included in the original Posts budget item R0611 Local Promotional Charges and should be charged against that item. It was noted that R0611 is a budget handled by Finance Bureau of External Affairs and that the funds do not come from Information Division.

Local Postage and Delivery Costs

The Embassy assured FAI that the majority of all of these costs were still handled under the budget of the Embassy for general mailing.

Film Promotion

This item was budgeted for and should be charged against R0611.

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Information Materials

As was noted in the letter under reference these items are paid for from the FAI budget. It is hoped that approximately 40,000 copies of Canada's Past and Present edition will be distributed to the Consulates and to the Embassy direct from headquarters in the near future.

ACSUS

Wash. This annual \$10,000 grant is included in Finance Division's submission for main estimates each year. Mr. Reid suggested that the post evaluate the benefits accruing to Canada from this programme.

High School Book Program

An evaluation is currently underway of the High School Book Program. It is unlikely that a full cycle of book donations will be recommenced until fiscal year 1976/77 even if the reports favour this proposal. There is a possibility however that some supplementary book donations might be made to those schools in 1975/76 who most effectively used the book presentation materials in the past.

Prestige Book Presentations

FAI's recent efforts to replenish its book presentation supplies and its intent to circulate lists of promotional presents which might be used by Heads of Posts was announced. It was pointed out that these items were for use by the Head of Post or by persons delegated by the HOP and were for presentation to distinguished citizens and opinion formers etc. in the United States. The only requirement was that Posts advise Ottawa as to who received which gifts together with comments on the appropriateness of the items supplied.

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Speech Writers

FAI commented that with the addition of speakers notes [shortly to be distributed by Ottawa] and with the Embassy's increment of IO and Canada-based information officers the speech writing capacity required would be available. It was noted however that FAI's capabilities were primarily in its research capacity but not in speech writing. Mr. O'Hagan noted that the Office of Information was frequently under pressure to produce a number of speeches for the Ambassador's use. The Embassy had explored the possibility of hiring local speech writers to prepare this material. However they were expensive and their material was of indifferent quality. It was agreed that the Embassy would provide comments to FAI upon the suitability of the speaker's notes that were soon to be distributed. In its turn, FAI promised to provide assistance for any speech series or speech projects which the Embassy might wish to undertake at any future date. The Embassy undertook to forward copies of the Ambassador's speeches to FAI for further dissemination as appropriate.

Glossy Photo-Journalism Magazine

FAI enquired what had become of the Embassy's earlier proposals to issue a quarterly glossy magazine. Mr. O'Hagan replied that the Embassy was currently exploring the merits of this proposal on its own resources but would wish support from headquarters for the future when more extensive studies might be undertaken.

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International Perspectives

The Embassy was requested to provide guidance on how the format of International Perspectives might be adapted or modified in order to make it an effective tool for widespread dissemination of Canadian views in the United States. The Embassy will supply suggestions by May 15 as to how International Perspectives might be modified for further use both by the Embassy and the Consulates.

Washington

Radio T.V. Programming

Mr. O'Hagan urged that action^{be}/taken in this area in the very near future. If External Affairs waited for exhaustive studies to be conducted in order to assess the effectiveness of this project vis-a-vis others we might be too far along the road in order to have significant impact on the most important media in the United States. It was suggested that any Radio T.V. programming could be a spinoff from Canada Today-d'aujourd'hui. Until recently, the Embassy did not have resources to look into this matter carefully. However, they were now prepared to devote substantial amounts of time. Mr. Reid noted that at some point next year, the Embassy would be given a notional budget figure within which they could decide their own priorities and the best techniques to be pursued within those cost limits.

FAI

A general discussion ensued about the three T.V. programs which we might wish to sponsor to broadcast from Canada. Mr. O'Hagan who was centrally involved in the first visit of the Today Show to Canada argued that the funding required to bring these important and influential programs to Canada should not come solely from External Affairs budget,

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Washington particularly given the constraints for the Department in fiscal year 1975/76. It was agreed that broadcasts from Canada by either the Today Show or the Mike Douglas Show should be seriously considered for multi-sponsorship by various Government agencies in 1976/77. Mr. O'Hagan undertook to pursue with the producers of the Today Show whether there were any realistic prospects that the programme could come to Canada in 1976/77.

FAI It was agreed that Ottawa would fund production of the Martin Agronsky Show in Canada at the cost of \$22,000 during fiscal year 1975/76. While the audience was not as extensive as the other programs mentioned above, it was noted that influential opinion formers both in Canada and the United States were regular viewers of the Agronsky program.

Mr. O'Hagan noted that while the Embassy was not attempting to pre-empt RCI and its efforts to place topical discs on U.S. radio networks he was persuaded that a vacuum and a demand existed which could be filled. He noted that dummy tapes which had been produced with FAI money by the Embassy had been played on the national public radio system to an audience of well over one million people. Mr. Roger noted that RCI was now taking a survey of the effectiveness of its own topical disc program in the U.S. and that it was placing more resources in the program that it was conducting there.

However, Mr. Roger's recent discussions with RCI it appeared that an area for accommodation existed with them. RCI is now interested in moving beyond an expanded production of magazine items for use when and as interested stations in the U.S.A. may wish to play them. This is not inconsistent with feeding pre-determined material produced by the

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Embassy in support of information and public affairs objectives in the United States to U.S. radio networks.

Several issues will still have to be resolved before resources can be committed to the extent of producing approximately 1 broadcast tape per week. The impact of providing management for this program from the Embassy's already hard-pressed resources will have to be considered.

Washington The Embassy will undertake an assessment as to whether there are any adverse implications for the Embassy, for the Canadian Government, in producing and distributing material for use by U.S. information sources and radio networks.

Canada Week

Washington This item should be budgeted under RO 611.

Visits and Exchanges

FAI expressed concern that an expansion of the group visits program could not be managed efficiently as it will place severe additional burden upon the visits section. Moreover, it was important to recognize that, by and large, the majority of these groups wish to see the same individuals with the concomitant result that we were "wearing out" our welcome with senior politicians and government leaders. Mr. O'Hagan agreed that appointments for these visits should be tailored more precisely and that individual requests to meet with Ministers or senior public servants should not be accepted without hesitation. It was hoped that when Posts accurately complete the visit profile requested by Visits Section a more stimulating and meaningful program could be developed

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FAI for the individual visitor. Systems would have to be created in order to alert individual Posts and the Consulates about those opinion formers from their area who have participated in these groups visits to Ottawa, such as the Stanford, Nieman, White House Fellows, etc. Only in this way will adequate follow-up be possible.

Mr. Seaborn enquired about who was responsible for offering facilitative assistance to study-travel groups at the university level. FAR was the responsible agency but had only limited resources to support such activities.

FAI A suggestion was made that FAI investigate the possibility of contracting out arrangements for visits as is done by the U.S. State Department.

Speakers Tour/Canadian Politicians

FAI noted that the real problem relating to the Embassy's proposal was with regard to the selection of politicians and the balance that had to be maintained between opposition and government members. Mr. O'Hagan suggested that the topic be left in abeyance for the time being. Mr. Roger noted that FAI was prepared to consider visits of young U.S. Congressmen or their staff members up to a maximum of 25% of the total of those being invited under the visits program from the United States.

Special Purchases and Special Mailing

Additional information was requested about what material was

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Washington being considered for dissemination before any decision about possible budget outlays will be made by headquarters. Mr. Seaborn is to follow up on this matter. FAI will consider the funding of appropriate proposals.

High School Teachers Training Program - Curriculum Formulation

FAI's support for a Duke University sponsored Teachers Training Programme for North Carolina Teachers was noted. FAI wished to evaluate the results of this programme before committing any additional funds to this type of project. However, the long term impact of projects aimed at curriculum formulation was considered a very desirable facet of the programme.

Mr. Graham reviewed those sections of Washington's letter 628 dealing with the academic relations programme.

Centre for Canadian Studies - John Hopkins University

Mr. Graham advised that he had told Professor English that he had not received any indication whether the \$50,000 grant for 1975/76 would be forthcoming. Mr. Reid noted the need to consider carefully whether to move in to support academic organizations whose grants from other sources were being cut off. Although he thought it possible to contemplate under certain circumstances providing grant funds to John Hopkins for an additional two years, he stressed it must be made clear to John Hopkins that no long term arrangement for Canadian Government support was possible. Mr. Roger noted that at earlier discussions between Embassy, headquarters officials and John Hopkins University there had been some informal indication that funds would be found for John Hopkins

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for 1975/76. Mr. Graham assured the meeting that John Hopkins was not working under this assumption.

Academic Speakers Program

Washington Although provision had been made for this type of program in the new five-year cultural affairs program it was agreed that clarification was required about the types of individuals who might wish to be sponsored, as in some instances both FAI and FAR could have program budget responsibilities.

Support of Canadian Conferences and Seminars

Mr. Graham noted that \$20,000 was available in fiscal year 1975/76, his part of the five-year program. In order to make the program more workable, he suggested that individual suggestions by Consular Posts be coordinated by the National Academic Relations Officer. The Embassy would then make recommendations to Ottawa; however, final approval and funding of the projects would be a headquarters responsibility.

Documents on Canadian External Relations

FAH This item is part of FAH's budget. It was agreed to refer questions pertaining to extended distribution to them for comment.

Purchase of Publications in the United States

Washington Mr. Graham requested additional background information about the types of publications that the Embassy wishes to purchase. Mr. Seaborn noted that FAI had provided funds in fiscal year 74/75 for the purchase of a bibliography prepared by the NEAPQ - Maine.

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Mr. Graham noted that the Deputy Director of Historical Division was preparing a bibliography on Canada-U.S. relations covering the period from 1960 to the present which would be cross-referenced by authors and subject. It would be published by the CIIA and the Department of External Affairs. A limited number of copies would be made available for the Consulates' use. Mr. Seaborn suggested that he could use 400 copies for distribution to selected academics in the United States. FAI agreed that if it were necessary FAI WOULD purchase sufficient quantities of the proposed bibliography which might be used to stimulate interest of U.S. academics in Canada. Hopefully this gesture might be coupled with an attempt to improve circulation and distribution of International Perspectives. FAR remarked that as this would be a very useful reference tool, it may not be unreasonable to ask U.S. academics to purchase their own copies. The publication could be advertised through ACSUS.

A brief reference was made to the possibility of an extensive study on Canada-U.S.A. relations being done in commemoration of the U.S. Bicentennial.

Visiting Professors

Mr. Graham noted that funds were available commencing in fiscal year 1976-77 for this project.

Faculty Training

Mr. Graham noted that, if Treasury Board approval is secured, funds will be available in 1976/77 at a level of approximately 15-30,000 dollars for faculty training.

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Texts and Curriculum Development

Washington

While sympathetic to this project Mr. Graham requested additional information from Mr. Seaborn.

Contributions to Endowments

Mr. Graham emphasized that Posts should remain conscious of the severe financial limitations upon headquarters in the coming fiscal year. It was most unlikely that funds for contributions or endowments (except perhaps the SAIS contribution) would be available. It was also emphasized that any contributions or grants would necessarily be "seed money", provided on a short-term basis and could not be looked upon by the recipient institutions as a long-term continuing program of support.

University Teacher Training Seminar

Mr. Seaborn introduced a proposal that this project be conducted in 1976/77 along the lines of the American University Teachers Training Program being conducted by Duke University in 1975/76. Mr. Seaborn suggested that Duke or another major university might be available to conduct this program. He further noted that Duke University had funds to support this program for the current year only.

Mr. Graham replied that funds had been earmarked (\$45,000) for fiscal year 1976/77. However, he requested a full assessment be done on the American University Training Program before decision was made to fund a 1976/77 program. It was agreed that Mr. Seaborn would work together with Duke University in preparation of an in-house valuation which could be completed by September 15, 1975. If the 1975/76 program was deemed

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effective, a report by this date could permit headquarters and the Embassy an opportunity to recruit a university which might be interested in conducting the program in time for the summer of 1976.

In concluding the discussion about academic relations Mr. Graham commented that he had been very impressed by the development of Canadian studies in the United States in the last year and that he acknowledged that this development had come about largely because of the exceptional efforts put forward by the Missions to the USA and the Academic Relations counsellor, Mr. Seaborn.

Rainville Report about Film Distribution in the United States

Mr. Roger reviewed the major recommendations of the Rainville report and noted that discussions were now underway with the National Film Board in order to develop a basic film library package for distribution to posts. He further noted that each Post would be given a specialized film package which would be directly related to its individual post priority objectives.

Mr. O'Hagan suggested that the private film distribution route be examined as this might free mission resources to be applied to different areas. He noted that these private distributors could be given profiles of the types of groups to whom films should be given. In this way he hoped that the film distribution in the United States would not merely be subsidizing the U.S. school system. From his point of view, he was not interested in simply procuring statistics of a large film program. Mr. Roger replied that the private film distribution

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FAI route had been investigated and the cost found to be very high. It was agreed that any further film distribution by posts should be used in order to further Canadian priority objectives. Note was also taken of the rich library resources facilities of the Ontario Education Communications Authority who are interested in selling Canadian studies material [in any electronic media format] to U.S. schools. It was further agreed that guidance to Posts would be forthcoming from Ottawa with regard to the types of priority audiences and uses of the film program that Posts should be engaged in.

Mr. Roger reviewed the state of negotiations between FAI and the AFM concerning purchase of post film equipment.

U.S. Bicentennial

FAP A brief explanation was given of the current state of the proposed Canadian participation in the celebration of the U.S. Bicentennial. Although Ottawa had hoped to advise Posts in some detail about the nature and scope of proposed Canadian programming a decision from Treasury Board about the nature and level of funding that will be available to support these projects has not yet been received. As soon as this information is available, Posts will be given detailed descriptions of the types of projects proposed on a national and regional basis and the kinds of support [financial and otherwise] which can be expected from Ottawa on an individual project by project basis. It was noted however that in the latter case it might be necessary for Posts to appropriate funds normally directed to annual activities and re-direct them to

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Bicentennial ones.

After discussion with the Prime Minister's Office and the Cabinet Committee on Communications it was decided that the publicity for the Canadian bicentennial participation should be on a project-by-project basis. It was understood however, that at some later point, an omnibus press release might be required.

Mrs. Amanda Mackenzie is working on development of the Kennedy Centre celebration publicity plans.

One of the projects discussed was the orchestration of a concentrated series of presentations by Canadian officials, politicians, both national and regional and municipal and others to their U.S. counterparts. The presentation item would be a commemorative book being prepared by the NFB. It is hoped that funding will be available from Treasury Board to sponsor the VIPs for the presentation. Posts will be contacted after June 15th in order to advise on the development of this program and to participate in the selection of the individuals to receive the book.

Canadian and Bi-national Societies

The Embassy advised it was not yet in a position to give a detailed assessment of the type of study that would be required in order to assess the feasibility of this proposal.

Battelle Report

A digest of the revised Battelle Report, based upon a new

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Washington executive summary prepared by the Battelle Corporation was circulated to those at the meeting. It is also being circulated in Ottawa. Comments would be appreciated by May 15, 1975. If it is decided that the material in it is basically acceptable a decision will have to be made about the types of distribution to be made of this material by Consular Posts and perhaps for direct use by other organizations.

Law of the Sea and Circumpolar Exhibits

FAI Copies are now available for use in U.S. and are in circulation. These copies will be returned to Ottawa for refurbishing when they have completed their current exhibit commitments. New exhibit kits [outlining purposes of exhibit and containing photos, space and technical requirements] will be distributed to Posts in the near future. A request will be made to posts in order to establish a touring exhibit for these exhibits. It is not expected that the Law of the Sea exhibit will be free for further circulation in the United States until after the Maritime Winter Fair to be held in Halifax in October 1975.

Institute of Canada-U.S. Relations

The development of the project to date was explained by Mr. Graham.

Reference Library

The Embassy emphasized that with the increasing professionalization of the library it has been possible to provide services both to the public and to the Mission as a whole. As an understanding of the reference library's role has grown within the Embassy, many more demands are being put on the library's reference resources.

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Olympics

It was noted that the Olympic Coins Program had fallen apart in the U.S. and that a reorganization of personnel was taking place in order to stimulate interest in the program. It was believed that Consular posts will be required to provide further assistance to the program, although it was not intended that posts undertake an active marketing effort.

It was noted that COJO will be supplying considerable additional quantities in information materials about ticketing procedures accommodation in Montreal, etc., and that this information would be circulated to Posts in the United States as it becomes available from COJO. Posts requirements for promotional aids are being canvassed by FAI.

FAI
Consular Posts

A brief discussion ensued about a number of political problems related to the Olympics. It was important to note that the Olympics were a Montreal project and not a Government of Canada project and that Montreal would serve as the official host for the Olympics.

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Embassy Staffing

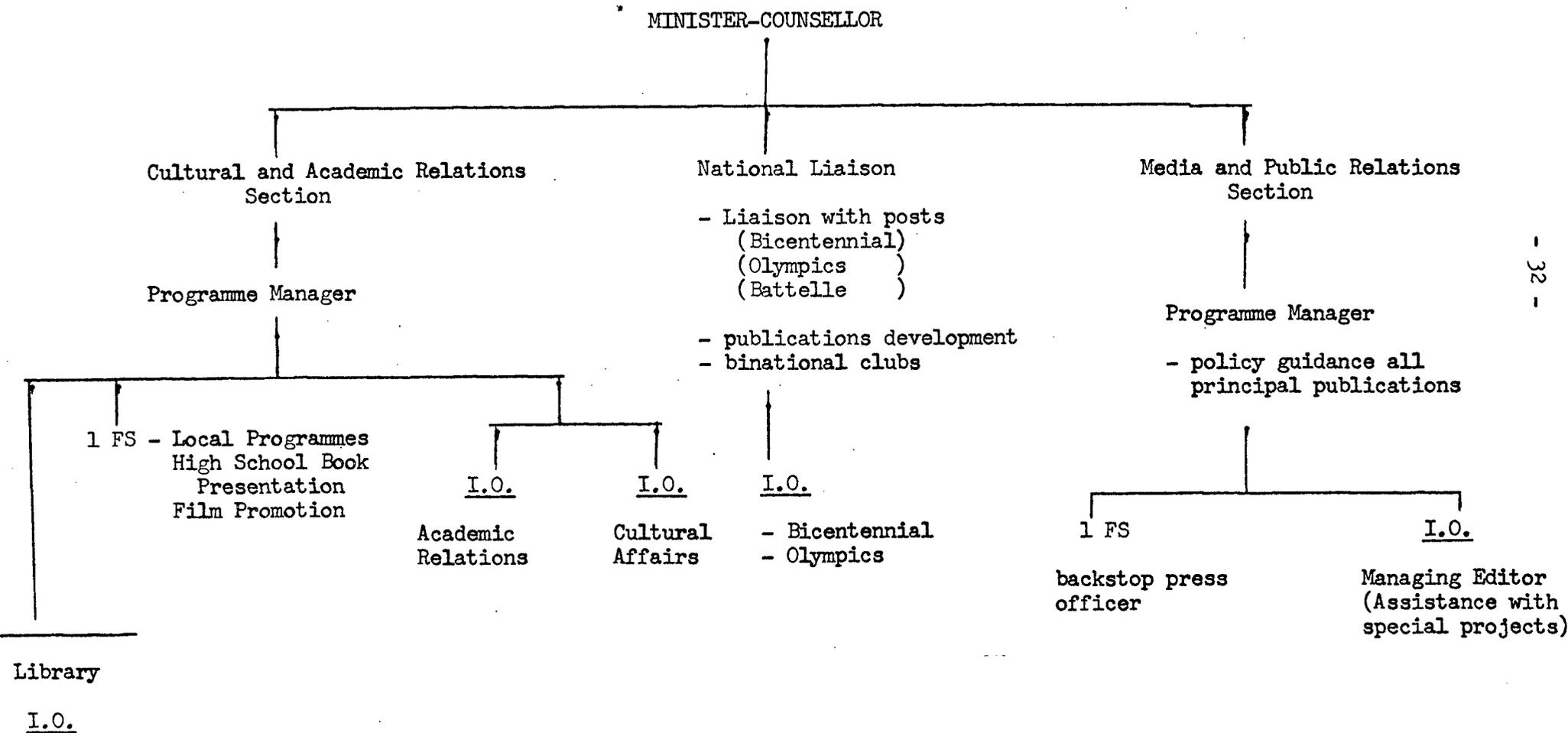
On the basis of the manning levels established for fiscal year 1975/76, Mr. O'Hagan described the new work packages that were being developed at the Embassy for the Officers in the Office of Public Affairs. This forecast is attached as a separate document. Regardless of the availability of additional support staff it was expected that the media support IO (locally engaged) would be hired by August 1975 as would the academic IO (locally engaged) while the cultural affairs I.O. would come on strength sometime in late August/early September of 1975. It was noted that the I.O. responsible for Bi-centennial and the Olympics could probably be recruited from the same roster of those who had applied for the media support position while the IO for cultural affairs might be recruited from the same roster as those applying for academic relations.

Mr. Reid suggested that the titles given the programs in reflect the full range of activities of the Office of Public Affairs. This was important in order to avoid confusion in the minds of outsiders as well as for internal management procedures. He suggested that the title of the counsellor academic relation be re-phrased the counsellor Academic and Cultural Relations, in order to refer to his total programme responsibilities. The officer in charge of media relations should be called the officer (public and media relations). The Third officer with responsibility for post liaison and Bi-centennial and Olympics should be called the National Liaison Officer. Mr. Reid stressed the need to review the country's program objectives in order to ensure that the organization proposed for the Office of Public Affairs and statement of duties of individual officers are closely tied in to

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5 - I.O.
12.5 - Support Staff

OFFICE OF PUBLIC AFFAIRS

1975/76 Manning Levels



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achievement of the posts policy objectives. Mr. Graham noted that Ambassador Cadieux and the then USSEA Mr. Ritchie had agreed that within the cultural context, academic relations should have first priority.

Mr. Marcoux of FAC noted that if the fledgling cultural programme focused at first in promoting tours of Canadian groups, an IO would undertake this task effecting. However, if the cultural programme retained an academic orientation, the knowledge and experience found only in a CBO would be required.

A general discussion ensued about the staffing and organization of the Office of Public Affairs.

It was agreed that the Office of Information would henceforth be known as the Office of Public Affairs. Efforts would be made to change Mr. O'Hagan's designation to reflect this change, although other officers would retain specific functional designations. Locally-engaged Information Officers would be called IO.

Mr. O'Hagan assured Mr. Roger that these would be developed before the posting of any specific officers. With reference to the national liaison officer's role, Mr. O'Hagan noted that his ability to perform his new national responsibility would be in direct inverse proportion to the Olympics activities. Mr. Percy noted that his future job description would contain elements of both the national liaison function and responsibilities for certain programs to be run from Washington such as support for the Olympics.

Washington
FAP

Washington

A general discussion ensued about the roles and duties of L.E.I.O. s at Consular Posts and at headquarters in Washington. It was agreed that these officers should not be formally titled "locally engaged". It was also recommended that these officers be included in the Committee on Post Management meetings at the local Consulates in order to ensure that they were aware of Canadian policy concerns, and the interests of all sections of the Mission. It was of course understood that they would be excluded when dealing with sensitive Canadian Eyes Only material. It was also agreed that FAI would attempt to redraft, in conjunction with Washington and the Consulates, a new statement of duties and responsibilities for Information Officers (both locally engaged and Canada-based) which would provide guidance to Heads of Posts and to the particular offices concerned as to what they are expected to do.

The discussion then turned to the development of the Library resources at the Embassy. It was noted that the one LEIO position which had been up to the present utilized against an Assistant Librarian position in the Library was being returned to the LEIO pool of the Embassy. Ms. Fabian noted that if the allocation of support staff exercise in 1975/76 did not provide sufficient resources to fill the assistant librarian slot it was possible to continue at the same staffing level for the year 1975/76. However, if the Embassy's Library was to conduct new programs and to fulfill its role in support of other Mission activities it was essential that the staff positions requested in the 1975/76 country program be filled as soon as possible. Ms. Fabian noted that Library Services were still being conducted (in the post-integration) era on an office-by-office

basis in Washington. She expressed the hope that when a new central office was constructed, all these diverse library facilities could be consolidated into a central reference library. She stressed that with regard to post operations the library should be recongnized as an integral part of the entire Embassy's function and not simply an adjunct of the Office of Public Affairs. Mention was made of an advisory committee being established about the Embassy Library which, it was hoped, would encourage different offices of the Mission to make a regular input into the library's management and planning. It was noted that since the next round of program staff requests could not be formalized until 1977/78, it was important that a library assistant (reference) position be highlighted in the Washington Embassy' 1976/77 country program with the aim of regularizing the position in 1977/78.

The Future of the Public Affairs Program

Mr. Reid enquired about the relevance of the Public Affairs program to Canadian objectives in the United States. He stated that we must ensure in re-writing the Public Affairs country objectives that it introduction substantiates the total relevance of the Public Affairs operation to the whole of the country objectives. Besides the need to articulate this clearly, reference should be made to how the office Public Affairs prepares as an organization to deal with changing situations and plan the resources that would be required to achieve the goals set. The need for future forecasting was highlighted by the fact a new chancery was going to be constructed. It was essential to determine the resource needs of the Office of Public Affairs in order that the architects take this information into account in designing the building.

Mr. Nutt offered a number of comments about the future of the Public Affairs program in the United States. He stated that it was a manifestation of a third option: however, once the Americans got used to the idea of Canada's new found role he wondered whether there would be less need for Public Affairs programming in the United States.

Mr. Roger responded that there were various levels of appreciation of the Canadian viewpoints among U.S. opinion formers and that it would take a great deal of repetition in order to affect all the different layers of public opinion. Moreover, he noted as the third option continued to unfold on the Canadian side new wrinkles or twists would be added to it. It was quite possible that additional irritants or misunderstandings might arise in the relation which would require explanation. Mr. Reid suggested that if we were unable to provide advanced warnings about the types of issues which might cause friction between our countries, it was event more important to have the resources on the ground in United States in order to react to local situations.

Mr. Nutt admitted that we were not as fully equipped as we might wish to be on the policy side at the present time. He hoped that U.S.A. division would be receiving an officer in the near future whose primary task would be to analyze trends and endeavour to point out those areas in which we should be working in future. He conceded that an awareness of Canada would mean additional Public Affairs workload as there would be an increasing level of enquiries from the U.S. about Canadian positions.

Washington It was agreed that Washington would attempt to draft a paper on the Public Affairs country objectives which would specify the relationship between the Embassy, the Consulates in Ottawa and the divisions of respon-

sibilities between them in terms of Public Affairs initiatives. This information will be sent to Ottawa before the 8th of May, copy to GWP in preparation for Senate Committee Hearing. The paper would touch on how public affairs initiatives were implemented in the United States.

The discussion then turned to selection of priority audiences. Mr. Roger suggested that the priority audiences could be listed in the following order:

Government/Media/Business
Academic and School
Cultural
Other

The exact ordering of this list would depend upon a Post circumstances. He also called for additional market conditioning in many of the different areas and for follow-up as well as on-going assessments of how effective we were in reaching particular audiences.

Mr. Reid enquired who sorts out priority audiences. Mr. Nutt suggested that the Embassy and Ottawa had to come to an agreement on national targets. The Embassy would then inform the consulates and work with them in selecting local targets and in revising their actual programs in order to ensure that these priority audiences were being touched. The need to avoid duplication, particularly with regard to post and Embassy follow up with individuals in local areas was stressed. Mr. Reid asked how Consular posts could play a more intimate role in working with opinion formers in their local areas as part of a larger national programme.

It was agreed that two parallel exercises would be undertaken immediately. The Embassy will provide Ottawa with a list of the national audiences who should receive priority attention. A second list should be prepared with the Embassy coordinating with the Consulates in order to

Washington

Wash. establish lists of the current priority audiences; given the particular
Consular climate of the day. It was acknowledged that this information must be
Posts reconciled for the Head of Posts meetings to be held in Ottawa. It was
FAP also suggested by Mr. Nutt that FAP do a paper on priority audiences
which could be the subject of discussion at the Heads of Post meeting in
Ottawa during the Fall of 1975.

The meeting then discussed the issue of dissemination of
policy information from Ottawa to the Embassy and to the Consular Posts.
It was noted that a courier service was being planned in the very near
future to service Consular Posts in the United States with classified
background material. This is in addition to the circulation of policy
telegrams from the Embassy and the addition of the Canadian Press News
Wire Service to selected posts which should lead to a much greater
awareness of the Canadian positions at these Posts. Mr. Roger noted that
additional information would be available from Ottawa as soon as a Press
Overseas officer was engaged in FAI. This officer would be responsible
for providing important policy statements made by government leaders and
getting them out quickly to Posts. He would also prepare press guidance.
It was also noted that the national liaison officer had a very important
role to play in providing press guidance and assistance to Posts with
regard to policy matters. His primary tool of communication would of
course be the telephone although it was expected that regular regional
Wash. information meetings would be held. It was stressed that Washington had
an important role to play in redisseminating as unclassified material
information coming from Ottawa on policy matters. Moreover, the Embassy's
resources could be used to massage material into formats suitable to meet
different media requirements.

Wash. ● Ottawa and at the Embassy about improving systems to disseminate classi-
FAP fied information at top speed to individual Consular Posts, e.g., facsimile
GWP transmission etc. Another suggestion was exploration of the use of tele-
post in the United States. It was noted that the Embassy circulated
speeches by the Ambassador to Consular Posts in the United States. The
Embassy undertook to forward copies of all materials that it produces
to headquarters as well.

Training of Staff

Mr. Reid called for regional workshops and additional upgrading
of skills for all persons working in the Public Affairs sector. It was
noted that FAI was negotiating with the National Film Board in order to
develop workshops to train film librarians. The possibility of developing
a house organ about our role was also raised. Ms. Fabian suggested
that a manual might be very useful in assisting Public Affairs staff in
their activities. Mr. Reid noted that over the next twenty years it was
certain that a high element of professionalism would be found in the
Public Affairs stream. He suggested that the problems that we now face
were short-term in nature. The need to obtain a rough balance between
experienced and inexperienced first posting officers who would undertake
Public Affairs programming activities at Consular Posts in the United
States was discussed. FAP noted that the Bureau was trying to encourage
both APO and GWP in this area. Concern was also expressed about the
possible frictions that might arise in posting inexperienced Public Affairs
officers who would be required to direct senior information officers hired
at the local level.

FAP suggested that Heads of Posts at U.S. Consulates should be
encouraged to speak to their regionally opposite numbers in Canada in

order to explain the atmosphere in which Canadian policies were being received in the U.S.A. A discussion ensued about the Minister's prerogative and right to articulate Canadian policy concerns to the Canadian public.

The rest of the meeting was concerned with discussion of a first draft of a paper about the relationship between Ottawa, the Embassy and the Consulate in terms of conducting Public affairs programs and the responsibilities that each of these sections should exercise.

Heads of Posts meeting

A number of topics were identified for discussion and review at the Heads of Posts meeting.

1. Inter-relationships between the Embassy, the Consulates and headquarters with regard to responsibilities for Public Affairs programs.
2. The role of duties of information officers (locally engaged and Canada based) at Posts.
3. Clear explanations of the new dimensions of both the academic relations, cultural affairs, and information programs vis-à-vis posts in the United States and programs in the United States.

It was suggested that the Heads of Posts meeting scheduled for the Fall of 1975 might take place around the Kennedy Centre Bicentennial Festival celebrations to be held in October 1975. However, the date was subject to further discussion with headquarters in consultation with all Heads of Posts.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

Handwritten notes:
16
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TO
À Under-Secretary of State for External Affairs
Ottawa (FAI)

SECURITY UNCLASSIFIED
Sécurité

FROM
De The Canadian Consulate, Minneapolis

DATE April 17, 1975

REFERENCE
Référence Your letter FAI-(M)-378 (January 30, 1975)

NUMBER 223
Numéro

SUBJECT
Sujet Information Budgeting for 1975-76

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	3-10-5-1

Handwritten: CC5-1-3-FAI

ENCLOSURES
Annexes

DISTRIBUTION

c.c. FAC by
MPLS

We regret that this letter will reach you after the deadline. However, the mail problems have resulted in our receiving items two to three weeks after they have been mailed from Ottawa. In addition, this Post has been inordinately occupied with official visits and planning for a symposium on Canadian/American relations scheduled for May 6-7, co-sponsored by the Upper Midwest Council, the World Affairs Center of the University of Minnesota and the Winnipeg branch of the CIIA.

2. In response to your above-referenced letter, we would like to discuss two special events for which additions to the Information Budget are needed. We feel very strongly about the importance of both events. In addition, we will outline some smaller, standard activities which cannot be covered by Item 611 of the Post budget.

3. PRESTIGE FILM SHOWING

A. We are very enthusiastic about the possibility of a prestige film showing in Minneapolis and were pleased to receive your letter FAI-(M)-854 (March 18, 1975) with the accompanying scenarios of three films.

B. After discussing the event with managers of several local facilities, we were excited about a proposal from the Minneapolis Institute of Arts. In a city renowned for its cultural milieu, the new \$30 million arts complex stands as the focal point of activity. It has a most exciting and well-exposed film programme and we were greatly enthused when, in a discussion of the event, the film director for the Institute suggested using the month of September 1975 as a Canadian film series experience for the showing of all three films mentioned in your March 18 letter, viz, Kamouraska, The Rowdyman and La Vraie Nature de Bernadette Brown.

C. The plan would be to show the three films on successive weekends in September. This series would be preceded by a private Consulate prestige showing of one of the films on a week night prior to the first public showing. The Institute is prepared to pay a rental fee of up to \$150 per film (each film would be shown 3 or 4 times). We are impressed by the director's interest in these films and by a potential reduction of facility rental fees for the

-2-

prestige event if in fact we are able to secure all three films for the series and if a modest fee (e.g., one dollar) can be charged for the public showings. The most important facet is that such a prestigious institution would make this kind of offer. We see the opportunity as a first step in a most fortunate relationship which may provide further valuable exposure to Canadian culture. (We will soon be reporting to FAC the nature of cultural activity in this locale and the fact that the National Endowment for the Arts has declared Minneapolis second only to New York for citizen support of the arts in the U.S.)

D. The discussion of a prestige film showing here has then moved from a relatively small invitation-only event (which will nevertheless aid our objectives) to a much broader exposure of the public to the sophistication of the Canadian film industry.

E. We would ask FAI/FAC to secure for us, as soon as possible, the rental rights for all three films. Additionally, we ask for subsidization of rental costs above the \$150 per film that the Institute can pay. Finally, we ask for the necessary funds to hold the prestige showing of one of the films. The maximum costs for this latter event are estimated as follows:

Facility rental:	up to \$300 (subject to possible reduction or elimination by the Institute)
Projectionist:	\$60
Institute personnel (i.e., guards):	\$80
Bartenders:	\$60
Food and Drinks:	\$200
Printing (invitations):	\$50
	TOTAL \$750

F. As regards the prestige showing, we would invite up to 100 business and cultural leaders (maximum 200 persons with spouses and guests). Because of the strong relationship between these two sectors (in Minneapolis, most cultural leaders are also business leaders) we do not feel that we would end up with a disparate group. We feel such an event will greatly enhance those Post objectives geared to the broadening of our contact base with community leaders. Therefore, we are most anxious to pursue this possibility.

G. If in fact the three films specifically mentioned are not available for this opportunity, we believe three (or four) feature films of equal quality might be substituted without weakening the import of the project. Because the Institute is completing planning for its '75-'76 film programme, we would appreciate a reaction to this project as soon as possible.

-3-

4. BICENTENNIAL SYMPOSIA -- COLLEGE OF ST. THOMAS (St. Paul, Mn.)

A). The College of St. Thomas, one of the most reputable four-year private colleges in Minnesota, has planned a series of up to 10 symposia in honor of the U.S. Bicentennial, each of which would focus on a specific ethnic group or nationality. While all 10 groups are not yet identified, the college hopes to run the symposia from the summer of 1975 through the summer of 1976. Among its first several choices is Canada (the Polish and Jewish communities have also been approached). They are planning to focus on Canada throughout the month of September 1975.

B). Since the college has earned a good reputation for executing special events, we are quite excited about becoming involved with this event. The college is known to be academically sound and heavily endowed with private contributions. It was a 1974 Canada Council books recipient and the gift was received with finesse and sincerity. Several of the more respected faculty members are Canadians and a number of others are interested in Canadiana.

C). The Post Information Officer has met with the campus committee several times to begin planning for the salute to Canada. Initial plans include:

*A Canadian art exhibit and/or the Information Canada display entitled "The Vibrant Land: Group of Seven" to be displayed on campus throughout the month of September. If an exhibit of art is feasible, the Post would like to host a cocktail reception for the opening of the exhibit. If neither an art exhibit nor the "Group of Seven" display is feasible, then we would like to obtain the Information Canada display entitled "What's the Difference?"

*A three or four day seminar during the third week in September. Its ingredients would include one of the following:

--an opening that would have an historical aspect. Most likely this would be an address on the influence of the French-Canadian explorers on this area of the nation. Our preference would be to have FAR or FAH select a Canadian historian to give the address (this request will come under separate cover to Visits and Speakers Section). If FAI cannot cover the costs and if St. Thomas cannot do so, we are confident that a local historian can be found.

-4-

--an address that would be an overview of emigration to North America, including a discussion of common development of the two nations, as well as differences in development patterns. Once again, we would solicit Visits for aid, but would find a local speaker if such aid is not possible.

*The bulk of the seminar would focus on some contemporary issue between Canada and the U.S. Two of the larger issues for Minnesotans are energy and environment. Since energy has been explored at several important seminars this winter and spring, St. Thomas would like to explore the environment issue. We would like to solicit participation by a staff member of Environment Canada and/or a spokesperson for the International Joint Commission. Since we probably would not find a local person who is as authoritative as persons from these two agencies, we would rate this aspect of the seminar to be more crucial than the opening historical address mentioned above. Once again, we solicit the Visits and Speakers Section aid.

D. Peripheral activity throughout the seminar would include a showcase of the arts in Canada, as well as a look at Canadian culture in the broad definition. This would be achieved through loan of films on these topics from the Detroit or Chicago Consulates. The result, then, would be a kind of series of documentary films on the arts and culture in general.

E. We feel quite strongly that this will be a meaningful event and not just another campus lecture programme. Much of the activity would be in the evening and open to the public. St. Thomas has garnered good publicity for its events in the past and so we hope we can help them produce a good programme on Canadians. We realize Bicentennial activity has a special budget, but we presume this event is more closely related to our Academic Relations effort.

5. OTHER ACTIVITY

A. In addition to the above, our CGOT office has been working on a project which includes a two or three week Canadian exhibit during May at a local bank. Since the bank is located in the new IDS Center, (the most trafficked building in Minneapolis), the exhibit will receive much exposure. The CGOT has arranged for all the various ingredients for the exhibit, but has asked the Information Officer to inquire about the availability of "Canadian Horizons" as a possible addition to the exhibit. We would appreciate knowing whether or not this exhibit could be loaned from Chicago.

-5-

B. We researched a number of other possibilities in order to respond to your letter #378. Some of the more interesting ones will be pursued during the next fiscal year rather than the current one. The most important of these involves several multi-dimensional activities with the innovative Minnesota Science Museum. Personnel of this institution have strong contact with the Ontario Science Centre and the Museum of Natural History in Regina and they are very excited about the prospect of combining Canadian exhibits with community education projects. (In such cases, it is hoped that along with providing a display or exhibit, we would also arrange for an "authority" from Canada to be in residence for a week or two).

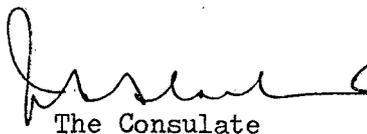
C. In the Fall of 1974, we paid for a booth at the Minnesota Educational Association convention which was manned by members of our local Canada Club. It is hoped that we might do the same this year since the event draws over 10,000 teachers from throughout the state. The fee last time was \$135. Assuming we could participate in this event and another as-yet-unnamed event, we would like to request \$250 for fees to exhibit at educational conferences during this fiscal year.

D. As regards approval of our budget Item 611 (Local Promotional Activities), the one item which was painful to see eliminated was the photography budget. We had several occasions during the past fiscal year for which we engaged a photographer for photos submitted to local media outlets. Please advise how we should handle requests for photographer's fees (e.g., should it be a line item in proposals for individual events?).

E. During the visit of the Project Control Officer to Minneapolis, we discussed additions to our meager film holdings. We will in the near future submit a modest list of films on specific subjects (e.g., energy) that we would like to have as permanent acquisitions of the Post.

F. We received the collection of prestige books to be distributed at the discretion of the Head of Post. We see these as worthwhile items for presentation and therefore would request 8 or 10 additional books if they are available.

G. We know that FAI understands the difficulty of this particular assignment; therefore, we trust that projects which arise during the course of the fiscal year will receive due attention. By the same token, we will attempt to provide as much lead time as possible in our requests.


The Consulate

*File
RT
(FAP)*

sc

UNCLASSIFIED

FM WSHDC 0969 APR17/75

TO EXTOTT (FAP)

DISTR FAI FAC FAR GWP GWU

--PUBLIC AFFAIRS MTGS APR21/22

ACTION
56-1-2-USA

RESERVATIONS ARE AT EMBASSY ROW HOTEL. PARTICIPANTS ARRIVING

SUN BY AL404 AT 9:15 PM WILL BE MET BY EMB CAR AND DRIVER.

2.MTGS WILL BE IN MCCULLOUGH ROOM NAB BLDG GROUND FLOOR.

WE HAVE BEEN THINKING IN TERMS OF 9:00 AM START ALTHOUGH OPEN

TO YOUR SUGGESTIONS. OHAGAN AND ANY OTHER SENIOR EMB OFFICERS

PRESENT WOULD HAVE TO ABSENT THEMSELVES AT 10:00 AM ON APR21

FOR WEEKLY AMB MTG. AMB WILL HAVE JUST RETURNED FROM TRIP TO WEST.

AN ALTERNATE STARTING TIME WOULD BE AT ABOUT 11:00 AM.

3. APR21 WE WILL BREAK FOR LUNCH ABOUT 12:30 AND WALK TO UNIVERSITY

CLUB (ABOUT 5 MINUTES AWAY). AFTERNOON SESSION SHOULD END IN

TIME TO MEET SOCIALLY AT 5:30 WITH OTHER EMB OFFICERS ON THIRD

FLOOR NAB BLDG. EVENING SESSION POSSIBLE, IF NEEDED.

4. APR22 AMB OFFERING LUNCH AT RESIDENCE AT 1:00. DEPARTURE FOR

AIRPORT WOULD BE ABOUT 5:30.

END/046 172323Z 00180

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES APR 24 1975

To / A	FAI
From / De	ACCA
Att: inc.	

TO The Under-Secretary of State for External Affairs (FAI)
À OTTAWA

SECURITY UNCLASSIFIED
Sécurité

FROM The Canadian Consulate General
De ATLANTA

DATE 16 April 1975

REFERENCE Our Letter No. 61 of March 19 and FY 1975/76 Post
Référence Budget Book

NUMBER 84
Numéro

File

SUBJECT Information Budgeting 1975/76
Sujet

FILE	DOSSIER
OTTAWA	
SB-1-2-USA	
MISSION	
41 5-5-ATA-1	

CC 5-1-3-FAI

ENCLOSURES
Annexes

2

DISTRIBUTION

CC: AFPC

You will notice from the attachments that we have been allotted \$650 to cover miscellaneous printing and other costs. Also, LEIO representation costs are not attributable to RO 611 (\$600). However, the first four items on the list of proposed expenditures appended to our letter under reference are attributable to promotional activities. As instructed in our budget adjustments, we therefore request that you approve the total amount (\$1250) itemized.

[Signature]
Consulate General

ATLANTA - BUDGET ADJUSTMENTS 1975/76

- 50102 \$950 approved to cover emergency receptionist and driver.
- 52102 \$15,840 approved, Head of Post's rent share deducted from rental.
- 52105 \$2,300 approved on basis of current expenditure pattern.
- 53102 Deleted. Alterations to Chancery because of additional staff are headquarters (AFB) responsibility.
- 531 \$8,100 approved on basis of current expenditure patterns. Project ~~and~~ 53101 requires AFB technical approval
- 541 \$3,800 approved on basis of current expenditure patterns. We are not aware of crown-owned furniture in staff quarters at your post and have deleted \$875 in 54105.
- 551 \$3,250 approved on basis of current expenditure patterns.
- 561 \$19,080 approved on basis of current expenditure pattern and ACL recommendation to increase 56103 by \$400 to cover library book purchases.
- 611 \$650 approved. Additional funds for promotional activities must be requested from FAI.
- 621 \$3,700 approved following consultation with GWU and other interested divisions. Travel to headquarters deleted because it is Headquarters (GWU) responsibility.
- 701 \$5,000 approved. Need for furniture for Chancery 70104 questioned by AFMD and therefore deleted. Purchase of photocopier might be deferred in lieu of rental however it is up to post to determine what items can be deferred until next fiscal year.

ENTER/INDIQUER

RESPONSIBILITY CENTRE NO./
 NUMÉRO DU CENTRE DE RESPONSABILITÉ

Reporting Object / Chapitre: Promotional Activities

615

ITEM ARTICLE: 61101

19 75 75 PAGE

NUMBER NUMÉRO (1)	DESCRIPTION (2)	ESTIMATES PRÉVISIONS (3)	APPROVED APPROUVÉ (4)
61101	Promotional Activities Local Information Program Film receiving & maintenance Miscellaneous Printing Other related costs	2,800.00 200.00 250.00 200.00	} 650
CARRY FORWARD À REPORTER			
TOTAL		3,450.00	
CARRY TO REPORTER À EXT 881/BIL			

PREPARE IN
 QUADRUPLICATE:
 (1) (2) (3) TO AC
 (4) POST COPY

PRÉPARER EN
 QUATRE
 EXEMPLAIRES:
 (1) (2) (3) POUR
 CONTRÔLEUR
 RÉGIONAL.
 (4) ARCHIVES
 DU POSTE.

CUT ALONG
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 IF ADDITIONAL
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DÉCOUPER SUIVANT
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File
Mr. Ezrin to see

R

56-1-2-SISA
HSA

ACTION *FA1*

UNCLASSIFIED

ROGERS DE ADAMS

REF YOURLET APR15

SUBJ EZRIN VISIT

56-1-2-USA

ABSOLUTELY DELIGHTED TO HAVE EZRIN VISIT SFRAN
MAY 20 AND 21. AM CONVINCED WE CAN HAVE MOST
PRODUCTIVE DISCUSSIONS ALONG LINES YOU HAVE
SUGGESTED.



Government of Canada

Government du Canada

ACTION REQUEST

FICHE DE SERVICE

TO - À

FILE NO. - DOSSIER N°

S. G. G. G.

DATE

16 April

FROM - DE

L. Mader Leaman

PLEASE CALL
PRIÈRE D'APPELER

TEL. NO. - N° DE TEL

EXT. - POSTE

WANTS TO SEE YOU
DÉSIRE VOUS VOIR

DATE

TIME - HEURE

WILL CALL AGAIN
DOIT RAPPELER

CALL RECEIVED BY
MESSAGE REÇU PAR

ACTION
DONNER SUITE

APPROVAL
APPROBATION

NOTE & RETURN
NOTER ET RETOURNER

COMMENTS
COMMENTAIRES

DRAFT REPLY
PROJET DE RÉPONSE

NOTE & FORWARD
NOTER ET FAIRE SUIVRE

MAKE
FAIRE _____ COPIES

SIGNATURE

NOTE & FILE
NOTER ET CLASSER

We have received the attached suggestion from Cleveland. It seems to us to be a good one. Do you have any such list? Could you prepare one?

[Signature]

000436

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO The Under-Secretary of State
à for External Affairs (FAI)

FROM Consul and Senior Trade Commissioner
De

REFERENCE
Référence

SUBJECT CANADA/U.S. RELATIONS
Sujet

SECURITY UNCLASSIFIED
Sécurité

DATE April 11, 1975

NUMBER 53
Numéro

FILE	DOSSIER
OTTAWA	
52-1-2-USA	
MISSION	20-1-2

ENCLOSURES
Annexes

DISTRIBUTION

Emb., Wsh.

During the course of our public presentations to American audiences, prominence is often given to current problems affecting Canada/U.S. relations. Matters pertaining to oil and gas, the Foreign Investment Review Act, ownership of land, Time/Reader's Digest issues, and so on, are heavy issues not readily digestible. Accordingly, it might serve our purpose to balance the darker areas of such discourse by concluding with references to lighter and more positive features of past accomplishments resulting from mutual endeavors.

I wonder, therefore, if your research facilities might prepare a list of joint achievements which have resulted from mutual cooperation and consultation between Canada and the U.S.A. I have in mind accomplishments which range from formal agreements at the Federal level (for example, the St. Lawrence Seaway) to private arrangements such as "Ducks Unlimited", or the Canadian/American Committee.

Occasional references to specific examples from an information registry of this type might serve to make more palatable or at least balance some of the more difficult realities we are placing before American audiences today.

R. G. Woolham
CLEVELAND

Received June 4, 1975 L.L.

The Canadian Consulate,
Cleveland

Under-Secretary of State for External Affairs,
Ottawa

Your letter No. 53 of April 11, 1975

Canada/USA relations

UNCLASSIFIED

April 25, 1975

FAI-1383

Thank you very much for your suggestion that a list or registry of joint achievements be prepared. The idea is a good one and we are following it up with the research section of Information Division.

ORIGINAL SIGNED

A. B. ROGER

Under-Secretary of State
for External Affairs



Government of Canada

Document disclosed under the Access to Information Act / Document divulgué en vertu de la Loi sur l'accès à l'information

Gouvernement du Canada

ACTION REQUEST

FICHE DE SERVICE

TO - À

FILE NO. -- DOSSIER N°

FAC/ Asselin

DATE

14/4

FROM - DE

ADP/ ~~Notre~~ (A. Retour)

PLEASE CALL / PRIÈRE D'APPELER

TEL. NO. -- N° DE TEL.

EXT. -- POSTE

WANTS TO SEE YOU / DÉSIRE VOUS VOIR

DATE

TIME -- HEURE

WILL CALL AGAIN / DOIT RAPPELER

CALL RECEIVED BY / MESSAGE REÇU PAR

ACTION / DONNER SUITE

APPROVAL / APPROBATION

NOTE & RETURN / NOTER ET RETOURNER

COMMENTS / COMMENTAIRES

DRAFT REPLY / PROJET DE RÉPONSE

NOTE & FORWARD / NOTER ET FAIRE SUIVRE

MAKE / FAIRE ----- COPIES

SIGNATURE

NOTE & FILE / NOTER ET CLASSER

Could you comment please?

000439

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO
À APO

FROM
De FAI

REFERENCE
Référence Van Nostitz/Ezrin telcon of April 11/75

SUBJECT
Sujet Mr. C. Watts participation in information meetings in Washington

PERSONNEL INFORMATION
CONFIDENTIAL

SECURITY
Sécurité

DATE April 11, 1975

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

GWU/
Johnston

1-11-Faw-1-3-1

We have learned that Mr. Watts is to be posted to Washington to replace Mr. Adamson, in the Embassy's Office of Information. We believe that Mr. Watts could usefully participate in an information programmes seminar which is to be conducted in Washington on May 12 and May 13 for new LEIO's in the U.S.A. Mr. O'Hagan of the Office of Information has no objection to Mr. Watts inclusion in the group. FAI is prepared to assume the costs of Mr. Watts' travel expenses.

2. We should therefore be grateful if arrangements could be made to release Mr. Watts from his current assignment for the period May 12-13.

Information Division

file diary circ chron

MEMORANDUM

Mrs. A.A.G. Corbett - Visits Section

CONFIDENTIAL

April 11, 1975

Mr. Tardif

PAP's Appearance before Parliamentary Foreign
Affairs Committee

56-1-2 - USA
R

As you may be aware, PAP has been requested to appear before the Joint Senate-House Foreign Affairs Committee at a date not yet confirmed during the week of April 28, 1975. He will be questioned on our information programmes in the USA. In preparation for this appearance, I would be grateful if your section could produce a short briefing paper containing the following elements.

CC 1-11-FAI-2-6

Mr. Rogor

1. A general statement about the objectives of the Visits Programme
2. Number of visitors from USA in 1974/75, including an indication of their positions, titles and costs of programs, etc. (This information will be available from your comprehensive round-up paper already completed.)
3. An indication of the number and type of visits arranged or proposed for 1975/76.
4. A sample programme. May I suggest the excellent programme developed for the Editorial Executives.
5. A copy of Circular Document of January 3/75 on collection of visitors.
6. The Speaker's Programme in USA in 1974/75 - objectives & activities.
7. Any comments about the programme you think Mr. Reid might wish to make.

2. I should be grateful if this brief could be given to me no later than Friday, April 18.

L. P. TARDIF

L.P.T.

file diary circ chron

MEMORANDUM

Mr. R. Hay

CONFIDENTIAL

L.P. Tardif

April 11, 1975

PAP appearance before Parliamentary Foreign Affairs Committee

56-1-2-USA

L

As you may be aware, PAP has been requested to appear before the Parliamentary Affairs Committee during the week of April 23, 1975. He will be questioned about our information programmes in the USA. In preparation for his appearance, I would be grateful if the following information could be incorporated into a brief background paper for PAP's use. Visits and Speakers and the Exhibits Programs are already undertaking a review of their activities, including costing. I believe that much of the material requested has already been collected in one form or another.

Mr. Rogor

1. R.O. 611 - 1974/75 expenditures and tentative 1975/76 budget for all posts in the USA.
2. Information Staffing at all USA Posts - broken down by numbers and costs. Attached is a very useful room of various aspects of post staffing prepared by G.H. It would be useful to compare those statistics.
3. The Teacher-Students Kits programmes - number to different regions and approximate costs.
4. Costs and Coverage - CP Wire Service, High School Book Presentation Programs, Canada Today/d'aujourd'hui.
5. Distribution of H.Q. produced Publications in USA (e.g. Facts on Canada, Let's Look at Canada, Canada Past and Present). Per Unit and Total Costs if possible.
6. Presentation Items and Books - approximate total costs and a representative listing (4 or 5 examples) of titles and materials.
7. Grants and Contributions to Organizations in the USA.

2. I would be grateful if you could provide this material no later than Friday, April 18. Any other comments or suggestions you may wish to add would be welcome.

L. P. TARDIF

L.P.T.

FAI/H. EZRIN/2-1008/10

Mr. Patenaude
Mr. McFarlane
file

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

ORANDUM

TO
À File (through All Programme Control Officers)

SECURITY
Sécurité UNCLASSIFIED

FROM
De H. Ezrin - FAI

DATE April 10, 1975.

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet Purchase of Trees for Ceremonial Tree Plantings

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

FAI/Mr. Tardif

Environment Canada has suggested that trees for ceremonial plantings be purchased in the following manner:

Contact: Mr. G. Leiss,
Sheridan Nurseries,
1116 Winston Churchill Blvd.,
Oakville, Ontario.
(186 + 9 + 822-4841)

Mr. Leiss is an expert who can provide you with details on whether the trees requested are suitable for the countries to which they are destined. He can also handle all the paperwork, including shipping arrangements and agricultural certifications, provided you provide him with the following information:

1. Description and size of tree required.
2. Date required.
3. Exact shipping address and telephone number (if possible) of person who can pick up tree.

2. In the event that Sheridan Nurseries does not have the particular species required, you should contact Mr. E.N. Doyle, Co-ordinator, International Projects, Canadian Forestry Service, Environment Canada (7-1684) to enquire whether the Forestry Service Station at Petawawa has the trees you require.

[Signature]
H. Ezrin

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
A ~~T. E. Farley~~ →

PA
MR. DELANOE } PLS INITIATE
MR. MORIN } ASAP.
MISS REID. } *TEF*

SECURITY CONFIDENTIAL
Sécurité

FROM
De A. B. Roger

DATE April 10, 1975

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet FAP Appearance before Parliamentary Foreign Affairs Committee

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	35

ENCLOSURES
Annexes

DISTRIBUTION

Mr. Tardif

As you may be aware, FAP has been requested to appear before the Parliamentary Foreign Affairs Committee at a date as yet unspecified during the week of April 28, 1975. He will be questioned about our information programmes in the U.S.A. In preparation for his appearance I would be grateful if Exhibits Section could prepare a briefing paper along the following lines. You may of course wish to expand on the following suggested topic areas or make additional comments.

- (a) A listing of the exhibits, current and committed which have been circulating in the U.S.A. during FY 1974/75, together with a brief description of their purpose. ✓
- (b) A representative but not exhaustive sampling of the types of venues in which they are shown. I believe that Miss Reid's Exhibits and Itineraries Book is in fact ⁱⁿ the proper format, and would only require some additions with regard to costs and to cover all the period required. This material would only need to be summarized to meet FAP's needs, and hopefully would not impose too much on your ongoing activities.
- (c) Approximate costs of the exhibits, if this is readily available. I believe it would be useful if we could identify those projects and costs which are a result of the implementation of New Look (i. e April 1974).

...2

- 2 -

(d) Any new proposals for exhibits that you think would be appropriate for FAP to mention.

2. I hope that it might be possible for the Films Section to provide an indication of the pattern of screenings of films at various posts, including some statistics (in general), and a brief commentary on our working relationship with NFB on the distribution of films in the U.S.A. I believe it would be helpful to synthesize the statistics in the annex to the Rainville report to indicate briefly the number of post film libraries, their extent, etc.

3. As Mr. Reid will be absent from Ottawa during part of the week of April 21 but will wish to review this material in advance, I would be most grateful if this report could be completed no later than Friday, April 18.



A. B. Roger
Director
Information Division

T. E. Farley

CONFIDENTIAL

A. B. Roger

April 10, 1975

FAP Appearance before Parliamentary Foreign Affairs
Committee

56-1-2-USA	
2	/

Mr. Tardif

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- 2 -

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ORIGINAL SIGNED
A. B. ROGER

A. B. Roger
Director
Information Division

file diary circ chron

MEMORANDUM

FAP

UNCLASSIFIED

PAI

April 9, 1975

56-1-2-USA	
7	

Public Affairs Meeting Agenda - Washington

With regard to that portion of the agenda of the forthcoming Washington meetings dealing with information matters, we would suggest that the following items might be discussed. We should be grateful for your views about this proposal.

Mr. Tardif

(a) Post Information Objectives

- (i) review of information country objectives which have not been revised since 1972
- (ii) discussion of programme objectives laid down in past 1975/76 Country Programmes
- (iii) Post's Information Co-ordinator role with Consultants

(b) Post Information Programme

- (i) review of proposed post programme as developed in Washington letter 628 of March 26 in reply to our request
- (ii) Francophone Programming
- (iii) USA Biannual
- (iv) Specific Projects of Current Interest
 - High school level programme evaluation
 - Canada Today/d'aujourd'hui - circulation & budget
 - Funding of Canadian Press Content, Canada in the U.S. Press, Canada Reports
 - Canadian and Educational Societies' activities

.../2

- 2 -

- Speakers programs - political involvement?
- TV and Radio Programming - Today Show; Mike Douglas Show, Agency, Radio Tapes Project
- R.O. 611
- Reference Library
- Distinguished Group Visits to Canada

(c) Post Staffing Issues

- (i) Role of LEO's including review of job descriptions
- (ii) Role of National Information Officer
- (iii) Implications of Support Staff Assignments
- (iv) Staffing of Junior Positions - Rank of Future Incumbents

(d) Ottawa Projects

- (i) Rainville Report and Film Distribution in USA
- (ii) Battello Survey
- (iii) Les of the Sea and Circumpolar exhibits

(e) Other Issues

- (i) Rationalization of Calculated Responsibilities for Information throughout the USA

2. We would hope that these meetings would provide you with a broad appreciation of information programming in the USA in anticipation of your appearance before the Commis-Senate Foreign Affairs Committee. In the interim period between the Washington meeting and your appearance tentatively scheduled for the week commencing April 28, we shall rework the Washington brief which we intend to prepare on the basis of the above-mentioned topics, and including a section on projects originating in Ottawa for use in the USA.

ORIGINAL SIGNED
A. B. ROGER

Information Division

file diary circ chron

cc. MIN PDM FPR

RETURN TO D. S. - FAI

Ottawa, K1A 0G2

April 9/75

56-1-2-U80	
27	

Dear Mr. St. Pierre, *Paul*

Thank you for your letter of January 17 outlining your views on the information services of this Department outside of Canada. As suggested in your letter your report for Mitchell Sharp on the subject has proved to be elusive despite a diligent search of records. Consequently I am happy that you repeated some of your thoughts and recommendations in your letter.

One of your main observations relates to my Department's alleged inadequacy in responding promptly and fully to an article in Time magazine on Canada's position as an oil exporting nation. In this regard you may have seen a one hour T.V. special on Canada, entitled "Canada - Not for Sale" which was broadcast in the USA on 243 television stations of the Public Broadcast System, not to mention cable T.V. stations in Canada, where it had a rating of 1.7, according to the C.B.C. In that programme, which ran telecast within a week of the appearance of the Time article, the Prime Minister presented the Canadian position on Canada's oil policy in a thoroughly reasoned and convincing manner. The Honourable A. W. Gillopie, Minister of Industry, Trade and Commerce, Mr. T. Kempton, President of the Canadian Development Corporation and Professor J.E. Gilbreath, of Harvard University also commented extensively in the course of the programme on the future direction of Canadian economic development.

Beyond this particular TV special in which the Department participated, quite a number of public information programs have been developed aimed at the U.S.A., at all levels, from influential

.../2

Mr. Paul St. Pierre,
4 - 928 Glenallan Drive,
Richmond, B.C.

FAI

802

- 2 -

opinion formers to the "grass roots" including clubs in High Schools. The Ebony in Washington circulates a carefully-tailored magazine to a selected audience of 35,000 executive level readers a month across the country. In the current fiscal year to date, so far, invited or facilitated visits from abroad to Canada of 200 journalists, including senior U.S.A. editors and New York Times writers, as well as the Human Rights, and influential White House Fellows. In reverse flow, our Speakers program funded visits abroad of 19 experts and to facilitated, or arranged, media visits to the P.R.C., the U.S.S.R. and Mexico, as well as group visits to NATO and the EEC. Each of our missions in the U.S.A. has a locally engaged specialist information officer new, with support from both Washington and Ottawa, and full time Canada-based information officers are located in Washington (6), New York (3) and Los Angeles (1). As part of our concern to reach other than opinion formers to have an annual program which provides material on Canada to 200 selected High School libraries and to take advantage of opportunities as they arise to obtain exposure nationally by TV and otherwise, in connection with special events.

Our information programs elsewhere in the world, particularly in Europe and Japan, are being given as much attention as that designed for the United States and there are similarities in our visits and speakers arrangements, publications, promotion by TV, film, and media services. One example of our European public information activities in 1974 was arrangement of the first tour to seven countries on the continent by the R.C.M.P. Radical Side. By all accounts that tour had a startling impact in a priority area for Canada, and the interest generated in things Canadian as a result was both rewarding and significant. Indeed that 'spectacular' opened many media avenues for substantive Canadian information promotion.

The first of two parallel information policies you suggested, i.e., development of programs aimed at schools, cultural societies, and other less growing areas, is well underway. The second, that of creating a "publicity machine" is more difficult of achievement in a comprehensive fashion. There are nations which have such "rockstars". But I suggest that their efficacy in some instances is questionable, and creates sustained credibility. I believe that a better way for us is to strengthen our base and continuing information capacity both in Canada and abroad and to maintain the free public scrutiny and debate on that we are endeavouring to do. The system of "public diplomacy" as practiced in Sweden may be good for that country, however, I believe Canadians are fairly well informed on our foreign policies through debate in the House of Commons, a very active media and through the much expanded policy information services of my Department. In the peak capacity month in 1974 (February), for example, the Information Division alone handled 1,400 requests from Canadians for information and background on foreign policy questions.

.../3

In response to your request for facts on expenditures and personnel employed by my Department on foreign policy information services, I would note that in the fiscal year 1974 \$3.5 million was budgeted as para program funding for information work with more than 150 man-years involved in Canada and abroad. The latter includes information specialists drawn from both this Department and elsewhere to meet our information objectives in parts abroad. As to develop our own officer specialists in information work to augment the trained personnel we are to come out of overseas operations, from non-career courses, to be placed out of overseas operations. The difficulty you have encountered in obtaining accurate costs compared by other governments on information is understandable. We have constant the same difficulty of identifying precisely all resources involved in information work. This is due not so much to "hidden costs" but because of continuing co-operation with other Departments and agencies, including Provincial and private sources. To tap all of these to lend both breadth and cohesion to information dissemination abroad.

Your letter has provided me an opportunity to outline some of the more recent activities of my Department in the general field of information which, I hope, will give you a better insight into what we are now doing. You might also be interested in the attached excerpt from our 1973 Annual Review on our Information Services.

Finally may I express appreciation for your frank and stimulating views, as well as your informal criticisms, of an important aspect of our work.

Yours sincerely,
ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
ALLAN J. MacEACHEN

Allan J. MacEachen

Paul J. Pierre

4-928 GLENALLAN DRIVE

Jan 17/75 RICHMOND, B.C.

Dear Allan

While PS to Mitchell Sharp I wrote a report on the state of our information services overseas. Don't bother looking for it; that would be like a search for a snowflake from last winter. However I am going to repeat some of it to you here.

The reason is that my convictions haven't changed. We are grossly inadequate in foreign propaganda, as distinct from foreign diplomacy. In the latter I think we do pretty well given the fact that the world does not tremble when you stamp your feet.

The immediate reason for this letter is a recent article in Time Magazine on oil imports, written from the Americans' point of view, naturally. This showed that Canada, an oil exporting nation, had increased its revenue from these exports from .6 billion dollars to 4.8 billions. Nowhere was there any reference to the fact that we import oil at inflated world prices on the eastern side of the nation while exporting about the same amount, at about the same price, on the western side; that we were, in short, not an OPEC state and were doing nothing that ordinary Americans wouldn't approve if they knew the facts. There have been several editions of Time since then. If anybody tried to correct this distorted view of the Canadians position I haven't seen it. Meanwhkle, great harm is being done in our relations with people in what is the most important nation in the world to us. True, the PM can meet Schultz and Ford, expplain the facts and get a sensible and understanding response. This doesn't weaken my point. I think it reinforces it. We talk to governments but we fail to talk to the people of other states.

Both your department and Trade and Commerce has a half-ass approach to Canadian foreign affairs. In dealing from government to government I think we do unusually well. There must be tremendous failings, but I didn't see them. My impression was that Canada swung more weight in the world's councils than her actual power gave her a practical right to have. We are not a superpower and we are not a mover and shaker in this world. We nudge.

Where we fail is the use of what Sweden's information service calls "public diplomacy," the direct sell of Canadian policies to the general public in other nations.

In the case of totalitarian states such as China or Russia, public diplomacy is of scant importance. Government-to-government agreement is usually, almost always, the only necessity.

In the case of democracies and near-democracies, this is simply not so. In freer states the force of public opinion is real and tangible. Sometimes it obliges governments to act in ways they know to be irrational, ways which the force of a misguided public opinion may have made politically necessary.

You know this, Mitchell knows it, I know it, senior advisers of your department know it and I suggest the secret is shared by several million other Canadians whom you and I have never met. But in the conduct of our foreign policy we prefer to pretend that it is not true. I don't know why, but that is the way in which we behave. Of course it is important for you or the PM. to get the facts of a Canadian position before a President Nixon or a President Ford or their powerful advisers. But we have seen the power of the vulgar democratic element of U.S. affairs. Why, Allan, in the name of God isn't it important for us to edpain our position to farmers in Idaho or girls of the needle trades in Brooklyn?

I shall now attempt to avoid becoming ponderous or repetitive.

1. Canada should apply direct diplomatic pressures upon the public of foreign states, notably the U.S.

2. Since we have no ideology to sell except that of our own well-being, it need not be dishonest. It should not be dishonest.

3. It will be harder to sell than Macdonald's Hamburgers, being less interesting to these people. Accordingly we'll have to try harder and spend more.

4. It can not be done by asking professional diplomats to please arrange public relations in other states with their left hands. That's what you do and it's not good enough. It couldn't be.

5. You don't get anything free.

6. There should be two parallel policies. One is to inculcate good feelings toward Canada in schools, cultural societies and other slow growing crops. The other is to react swiftly with a powerful publicity machine to inaccurate or unfair treatment from a foreign country's press.

6. If you leave it to Treasury Board or the Civil Service Commission nothing is going to happen.

I would like to repeat this is not criticism of your people. Those I met impressed me tremendously, in terms of their own expertise. But in relations with democratic states you are walking on one leg. You and your department are not doing the job they should.

regards

A large, stylized handwritten signature in black ink, appearing to read "Paul St Pierre". The signature is written in a cursive, flowing style with a large loop at the beginning.

PS. On rereading this I find one element missing. Facts. Exactly what does Canada spend on foreign public information services and what do other countries spend on a per capita basis or some other basis of comparison. Soebody may be able to do this but the Brits, Australians and Swedes with whom I spent much time in my short investigation could not. There were so many hidden costs, partially shared costs and so forth in their operations that they couldn't shake out a reliable figure.

In spite of this I remain convinced of what I say. The Canadian information services do not have enough staff or money to do what they should be doing for us. In this I know I am not wrong and the recent misleading Time article is one of multitudes.



FAI-5 506

O/SSEA

JAN 22 1975

REGISTRY

FICHE DE SERVICE
ACTION REQUEST

CABINET DU SEAE - OFFICE OF THE SSEA

Date

A: _____
To _____

De: MIN - Y. Jucotte
Frc _____

Lettre en date du: 17 Jan 75 de Paul St Pierre
Letter dated: _____ from _____

Sujet: _____
Subject: _____

Canadian Information Services Overseas

Action requise: - Action required:

Réponse pour la signature du Premier Ministre
Reply for Prime Minister's signature

Pour avis et retourner
For advice and return

Réponse pour la signature du Ministre
Reply for Minister's signature

Noter et retourner
Note and return

Réponse au nom du P.M./ou Ministre
Reply on behalf of PM/or SSEA

Traduction
For translation

Réponse pour la signature de
Reply for signature of:

Réponse provisoire immédiate pour
la signature de _____

For immediate interim reply for
signature of _____

Commentaires: _____
Comments: _____

Porter à l'attention des archives du SEAE le
B.F. to Minister's registry on _____

Commentaires par D.S.: Copy of our reply attached!
D.S.'s Comments: _____

506

INSTRUCTIONS

- (a) Si une réponse substantielle ne peut être soumise dans les 10 jours qui suivent la réception de la fiche de service, on doit rédiger une réponse provisoire.
- (b) S'il est nécessaire ou préférable de déferer la correspondance à une autre direction pour suite ou renseignements à donner, prière d'en aviser le Service des dossiers de MIN, au numéro de téléphone 6-8885, poste 304.
- (c) Pour obtenir des renseignements concernant les lettres et les notes expédiées par les directions au MIN et exigeant la signature du P.M. ou du Ministre, prière de communiquer avec le secrétaire de cabinet de MIN, numéro de téléphone 6-8885, poste 314.
- (d) Pour obtenir des renseignements concernant la formulation et le style de l'appel, prière de communiquer avec le secrétaire de cabinet de MIN, numéro de téléphone 6-8885, poste 314.

- (a) If a substantive reply cannot be provided within 10 days of receipt of the action slip, an interim reply should be prepared.
- (b) If it is necessary or more appropriate to refer this correspondence to another division for action/information, please notify MIN Registry, telephone 6-8885, Ext. 304.
- (c) For information concerning letters and memoranda sent from divisions to MIN requiring the P.M.'s/Minister's signature, please contact the D.S. in MIN, telephone 6-8885, Ext. 314.
- (d) For queries concerning procedure and style of address, please consult D.S. in MIN, telephone 6-8885, Ext. 314.

GHP/J.S.Nutt/27175/cv



GWU

Unclassified

GHP

April 9, 1975.

no file

Senate Committee on Foreign Relations: Information
Program in U.S.A.

56-1-2-USA?	
10	✓

PDQ

FAP

Peter Dobell called me yesterday to say that he understood that April 24 would be a suitable date for Mr. Reid to attend before the Committee accompanied by Mr. O'Hagan. I said that I understood this was no subject to Departmental approval of the appearance. (Incidentally, has the memo to the Under-Secretary on this point come back down?)

2. Dobell asked if I would be prepared to attend as well as an ex Consul General. I reported, as I have done previously, that my experience as an ex Consul General would not be very helpful, particularly since my tenure preceded the New Look. Dobell, nevertheless, thought that it would be useful to have the views of one who knew what the problems were at the Consulates firsthand. I did not say it to Dobell but it occurs to me there is no reason why we should not ask one of our Consuls' General to be on hand and, as we discussed yesterday, Ray Anderson would be, I think, a good candidate.

3. Could the question of the appearance before the Committee be finalized and set up with Dobell's shop as soon as possible.

J. S. NUTT

J.S. Nutt

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES APR 15 1975

From/De: ACDA

TO A ATLTA, BOSTN, BFALO, CHCGO, CLVND, DTROT, MNPLS, CNGNY, SEATL, EXTOTT (FAI)

SECURITY / Sécurité UNCLASSIFIED

FROM De The Embassy, Washington, D.C.

DATE April 8, 1975

REFERENCE / Référence Our letter 697 of April 7, 1975

NUMBER / Numéro 705 (N)

SUBJECT / Sujet ACSUS Conference - Report on Meeting with Officers from Posts: Observations and Recommendations

FILE	DOSSIER
OTTAWA	
SB-1-2-USA	
MISSION	55-11-7-1

ENCLOSURES / Annexes

c.c. 55-11-USA-2
55-11-5

DISTRIBUTION

By Wash.

FAR
GWU
FAP
FAC

DALAS
LNGLS
NRLNS
PHILA
SFRAN
SJUAN

Prior to the ACSUS Conference we invited, by letter, officers in the public affairs program attending the Conference to an informal meeting following the closing luncheon on Saturday, April 5, 1975. The time chosen was not the best as several officers' flight arrangements did not permit them to stay or they had to leave early. Weather did interfere some with travel arrangements. A list of those who attended is attached. The Director of FAR participated.

2. We reviewed briefly the Conference. We discussed the techniques used in the academic relations program and the various materials which are available. Those present were asked to keep neighbouring posts and the Embassy informed when any academic related activity might be of wider interest (eg. a speaker, local conference etc.). The forthcoming new edition of Saywell Canada Past and Present will be very welcome.

3. There would still appear to be a need for general guidance to posts on what are the priorities of the public affairs program perhaps with a section on saying no to very low priority activities and on limiting involvement in lesser priority activities (We recognize this information has been conveyed implicitly if not explicitly in some instances).

4. There is clearly a growing requirement in the academic relations program for french language material which is beyond the capability of Boston and particularly New Orleans to meet. There was a consensus that French Teachers Kits are needed. This has been raised and rejected in the past. We would like to see French Teachers Kits available for 1975/76. All posts should be asked to estimate their requirements at the same time as for English Teachers Kits and these orders should be met.

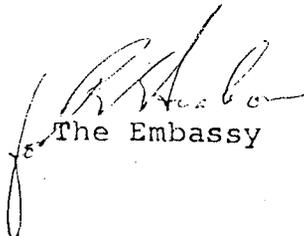
5. The feeling was that all posts with film libraries should have a few films in French for university use. Boston makes a good effort to service the Mid-West. (Cleveland, Chicago, Detroit and Minneapolis) but lacks sufficient prints taking into account that one screening in these areas can tie up a print for a month. New Orleans does not have the manpower to handle the West (Los Angeles, San Francisco and Seattle). Taking into account existing patterns for servicing universities there would be a need for French language film libraries in Detroit and San Francisco or Seattle if we are to be in a position to meet the actual and potential needs of the academic relations program. Related to this would be proper catalogues, equipment for film maintenance and support staff.

6. The presence of FAR also permitted a discussion of actual and possible pending changes in Ottawa related to the academic relations program and the plans and hopes on funds which might become available to assist in certain aspects of the program.

7. The informal meeting would have been more useful if all officers in the public affairs area who made it to the Conference could have attended. For the 1977 Conference our inclination would be to specifically request that officers attending arrange their schedules so that they can stay for such a meeting.

Weather (see our reference letter) affected attendance particularly from the West. Even without the weather intervening factor there would have been little academic representation from certain areas of the country. Post officers should remember, when suitable occasions arise, to mention to academic contacts that there is an ACSUS and provide an address (all posts have this). Starting a year to six months from the next ACSUS national conference, which will be in the fall of 1977 at the University of Vermont, we will need to give special attention to discreetly encouraging attendance. A strong national Association for Canadian

Studies in the United States will be an asset to the academic relations program. Posts should remember that we provided facilitative assistance in the establishment of ACSUS in 1971 and have since made a grant of \$10,000. a year to the Association. We do not normally mention or publicize this but it does illustrate our long-term commitment to the Association.


The Embassy

ANNEX I

EMBASSY	- Ambassador Cadieux - R.G. Seaborn +
Atlanta	- A. Graham
Boston	- J.L. Delisle - W. McEwing +
Chicago	- G. Jacoby
Cleveland	- B. Hedderson +
Detroit	- M. Bursey - F. Adam + - K. Caunce +
Minneapolis	- J. Foley +
New York	- A. Massé - R. Grauer
Seattle	- A.C. Lundy +

+ Attended informal meeting following the Conference

L. Graziplene from Buffalo set out but got caught in a storm.

GWP/J.S.Nutt/27175/ex

[Handwritten initials]

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

[Handwritten signatures and initials]

TO
A PDM (Through EAP) *[Handwritten mark]* (See page 2)

FROM
De GWP

REFERENCE
Référence

SUBJECT
Sujet SENATE COMMITTEE ON FOREIGN AFFAIRS: EXAMINATION OF
INFORMATION PROGRAM IN U.S.A.

SECURITY
Sécurité CONFIDENTIAL

DATE April 2, 1975

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
20	

ENCLOSURES
Annexes

DISTRIBUTION

GWU
FAI
PCS

Peter Dobell called me on Thursday, March 27 and returned to the charge of having Messrs. O'Hagan, Reid and myself appear before the Senate Committee to talk about the information program in the U.S. He said he would like to put forward a formal request to this end. The dates he had in mind were April 22 or 24 for an in-camera, informal discussion of what is involved in an information program in the U.S. I informed him, as you had agreed earlier, that the Department's preference was that the Ambassador appear accompanied by Messrs. O'Hagan and Reid as "resource persons". Dobell had mentioned to me earlier, and repeated, that my appearance would be qua ex Consul General in the U.S. I repeated that my experience in San Francisco would be largely irrelevant given the implementation of the New Look Information Program. Dobell said then that maybe they should have a consul general. I replied that our view would be that the Ambassador could cover the consulates as well as the Embassy since the program was co-ordinated from Washington.

2. Dobell said that if we were to insist on the Ambassador appearing it was doubtful that a meeting would be held to examine the information program. He said that the Chairman of the Committee was well aware of the demands on the Ambassador's time and would be loathe to call him once again. Dobell acknowledged that the Committee would welcome differences of opinion concerning the information program in the U.S. In his view it made the Department "look better" to have honest differences of opinion aired informally in the Committee. He thought also there were benefits to be derived for the Senators in hearing differing views. He acknowledged that the Ambassador well versed in the information program but still thought it would be better to have people such as O'Hagan and Reid presenting the story from both sides of the border.

... /2

3.4.17(us)

3. He asked me if I would think about the matter again over the weekend and assured me that it would not be the intention of the Committee to regard O'Hagan's appearance as a precedent for calling the Heads of other sections of the Embassy.

4. I have spoken to our Ambassador today. He is, of course, prepared to appear before the Committee if the Department so desires. He points out, however, that this would be at the expense of what he regards to be important leave-taking in Washington. If we should wish him, nevertheless, to appear the best time would be after May 15, i.e. immediately after the projected Kissinger visit. He believes, however, that to do a proper job before the Committee would take several days preparation and in all, with the appearance, probably would take up the better part of a week of his time. Obviously a week in May would be expensive in terms of the Ambassador's disengagement from Washington.

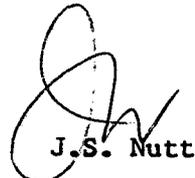
5. One solution might be to offer Mr. Reid as the Director General concerned in Ottawa, with Mr. O'Hagan and possibly Mr. Roger of FAI as resource persons. A second possibility would be to insist that our spokesman for the information program in the U.S. be the Ambassador. Given the Ambassador's restricted availability and the attitude of the Chairman of the Committee as expressed by Peter Dobell, to further involving the Ambassador, my inclination would be to go back to Dobell* and indicate that we could agree to Mr. Reid being the witness supported by O'Hagan and whomever else Mr. Reid might feel he needed, eg. FAI and a consul general (possibly Bruce Rnakin). Do you agree?

Yes

6. Incidentally, would it not be a good idea if we were to have a position of Parliamentary Liaison Officer in the Department? In such an event there would be one focal point to which Peter Dobell's organization could relate and indeed to which the Department could look to for advice and precedents and for co-ordinating appearances of the Minister and officials before Parliamentary Committees. Perhaps duties such as the foregoing could be combined with the existing co-ordination of replies to written replies and oral questions and be lodged in the Central Staff.

A good idea - will follow up
R

A GOOD POINT. DUTIES NOW DIVIDED BETWEEN MALONE AND MYSELF


J.S. Nutt

* I tried this out privately on Dobell last evening. He was quite agreeable but wishes to have confirmation of dates as soon as possible.

Note-

The formula outlined in para 5. above seems to be a reasonable and workable arrangement. Unfortunately FAP will be in Washington April 21-22. I would therefore suggest that he appear during the week of April 28-May 2.

A.B. Regan. (FAI)



PDM (Through VAP)

CONFIDENTIAL

GHP

April 2, 1975

SENATE COMMITTEE ON FOREIGN AFFAIRS: EXAMINATION OF
INFORMATION PROGRAM IN U.S.A.

56-1-a-USA
10

CSJ
PAI
FCS

Peter DeBoll called in on Thursday, March 27 and returned to the charge of having Moore, O'Hagan, Reid and myself appear before the Senate Committee to talk about the information program in the U.S. He said he would like to put forward a formal request to this end. The dates he had in mind were April 22 or 24 for an in-camera, informal discussion of that is involved in an information program in the U.S. I informed him, as you had agreed earlier, that the Department's preference was that the Ambassador appear accompanied by Moore, O'Hagan and Reid as "resource persons". DeBoll had mentioned to me earlier, and reported, that my appearance would be qua as Consul General in the U.S. I reported that my appearance in San Francisco would be largely irrelevant given the implementation of the New Look Information Program. DeBoll said then that maybe they should have a consul general. I replied that our view would be that the Ambassador could cover the consulate as well as the Embassy since the program was co-ordinated from Washington.

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- 2 -

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J. S. NUTT

J.S. Nutt

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GWP/J.S.Nutt/cv

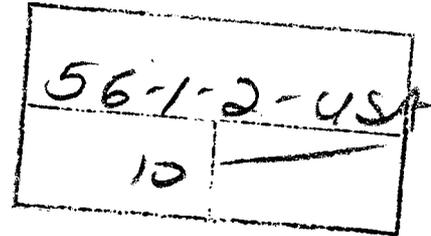
GWU

CONFIDENTIAL

April 1, 1975

GWP

SENATE COMMITTEE ON FOREIGN RELATIONS: WRAP UP
SESSION



Peter Dobell called me on Thursday last to say that the Chairman of the Committee had spoken to Mr. MacEachon about appearing at the conclusion of the Committee's "American Review" to present a wrap up. Apparently, Mr. MacEachon had suggested that preliminary enquiries be directed to his officials: hence Dobell's call to me.

2. Dobell said that he anticipated the Committee would be reaching the end of its review around the end of May or early June. The Committee hopes that the Minister would provide a "wrap up on the institutional side". Could a review be undertaken asap of the Committee's proceedings so that we may determine what sort of "wrap up", if any, would be appropriate for Ministerial presentation. We should also examine with MIN the Minister's availability of time towards the end of May and June. Thereafter, we should put the matter to the Minister with recommendations.

J. S. NUTT

J.S. Nutt

H. Ezrin

UNCLASSIFIED

A. B. Roger

April 1, 1975

U.S. Consular Post Liaison Visits

56-1-2-052

Mr. van Brakel phoned to say that post liaison visits were now being planned as follows:

FAP

Mr. Tardif

- (a) Boston - Philadelphia - April 23 - May 2, the team to be headed by Ted Johnston (you might participate in this after the session in Washington April 21-22)
- (b) Minneapolis - Seattle - May 28 - June 13 period, the team to be headed by Doug. Hill. (I said that we need not be represented on the Minneapolis visit as you had recently been there, but would try to be so for Seattle)

Would you please keep in touch with preparations for both visits.

ORIGINAL SIGNED
A. B. ROGER

A. B. Roger
Director
Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To/A: FAI
 From/De: ACRA
 APR 4 1975
 Att'n: File
 SECURITY: RESTRICTED
 Sécurité: RESTRICTED

TO
A The Under-Secretary of State for External Affairs - Ottawa (FAI)

FROM
De Canadian Consulate, Dallas, Texas

REFERENCE
Référence Your memo FAI-(M)-378 dated January 30, 1975

SUBJECT
Sujet Information Budgeting 1975/76

DATE March 27, 1975

NUMBER
Numéro 74

FILE	DOSSIER
OTTAWA	
<u>57-1-2-USA</u>	
MISSION	
<u>41</u>	56 <u>32</u>

CC 5-1-3-FAI

ENCLOSURES
Annexes

DISTRIBUTION

We have reviewed our information plans for 1975/76 and in all honesty cannot elaborate very much upon the intentions detailed in our Country Program (sheet attached). Our locally-engaged Information Officer, Georgia Nachtman, has been with us for five months now and as of the beginning of the new year will be supported by a full-time secretary/clerk. She has been able to make initial contacts with most of the priority Texas information "audiences" and has established a good rapport with information colleagues in Washington and other posts. Mr. O'Hagan will be visiting with us next week and we are looking forward to any suggestions that he may have.

2. We are right on schedule to proceed with the 1975/76 program as outlined. The big challenge will be to keep the information demands within bounds and to maintain a proper balance of priorities. In the few months that Ms. Nachtman has been making contacts, it has become evident that the receptivity in Texas is extremely high and the results potentially very rewarding.

3. However, we do have one concern. At a time when information planning has never been more exciting and individual information resources have never been more professional, we are worried that the development of some of the fundamental backup tools may not have kept pace with the planning.

4. For instance, while we do not yet have our budget for 1975/76, we understand that the hospitality allotment under the information program will be restricted to \$600. This is completely inadequate (we had asked for \$2,000). There is the innuendo that because the Information Officer is locally-engaged any major sum of money would be inappropriate. This of course does not make sense (as anyone reading Ms. Nachtman's curriculum vitae would have to agree) nor does it have anything to do with being program related. There is also a possibility that hospitality funds may still connote to those who administer them visions of profligate wining and dining and excess

....2

time on the cocktail circuit. Our notion of the proper use for information hospitality funds is to make sure that the Information Officer maintains membership in the Press Club; for cost sharing of a most successful Canadian Film Festival at S.M.U. a few weeks ago; for ad hoc expenses in conjunction with a showing of Canadian prints in Houston next month; for the mounting of a Canadian exhibit at an International Week to be sponsored by a major university later in the year, etc. You can appreciate that these are program-related activities and a far cry from idle wining and dining.

5. We have felt somewhat frustrated at the lack of any decision with respect to films. Also frustrating is the apparent difficulty in dealing with the National Film Board. Each of the 30 universities in our territory with whom we have had contact in the past year would be interested in Canadian films. And there are obviously a number of other worthwhile outlets. For very special occasions we have been prevailing upon the good nature of our colleagues in New Orleans but this is not a satisfactory arrangement for either of us. We are quite envious each time we see Circular Letters referring to the film activities of other posts.

6. The book programs are useful and warrant a good deal of follow up on our part. The recent candid admission of the true objectives of the Canada Council program was refreshing. We have been building up our post library but have run into some annoying red tape which will preclude putting much of our collection on shelves for many months to come. An aspect of the book program that should be explored is the commercial market for Canadian books, particularly in the school systems. But whatever has become of Books Canada?

7. Other little problems irk. We can't seem to get a sufficient number of teacher and student kits, even though our requirements are modest. A number of messages with regard to a catalog of Canadian prints are still unanswered. These are just examples.

8. The potential for productive information work in the territory of this post is tremendous and is quite exciting to all of us. However, we would like to proceed with the 1975/76 program as outlined (in the full knowledge that there will be a number of ad hoc events and opportunities). At the same time, we would like to consolidate, with your help, the basic tools of our trade in order to build up our own confidence that we can go on to bigger and better things in the future without fear of overcommitting or overextending ourselves.



Consul

PROGRAM
PROG

Cultural/Information

COUNTRY UNIT U.S.A. - Dallas
UNITÉ

1975/76 Program

To explain an increasingly diverging Canadian viewpoint, engender sympathetic understanding of Canada's basic policy positions, reinforce the image of "in harmony with but distinct from," and increase the exposure of Canadian artists and performers to this area we will:

- 1) Establish close personal contact with every significant newspaper, radio and television editor, and selected trade and specialty press editors throughout the territory.
- 2) Cultivate key members of the academic community, particularly in 25 regional universities, toward the establishment of Canadian programs, Canadian course content, and academic exchanges.
- 3) Meet and develop an on-going relationship with fine arts empressarios and selected program chairmen.
- 4) Rationalize the distribution of official Canadian Government publications currently circulating to many thousand recipients in the territory, and rationalize our ability to supply students, teachers and individual enquirers with specific materials.
- 5) Provide public relations and publicity back-up for Canadian participation in several local trade shows, and for the anticipated visits of several Canadian dignitaries.
- 6) Set up a film library and program if headquarters so decides.

1975/76 will be the first full year of an active cultural/information program as such in Dallas. We have the capability to handle it bilingually, and intend to pattern the detailed development of our activities along the lines proposed recently by the San Francisco Consulate General.

1976/77 Plan

With the set-up and initial contact phase completed, we propose to actively begin disseminating releases and other resource materials to appropriate recipients, to deepen the penetration of the universities, to look for opportunities to participate in Bicentennial celebrations or Olympic Games activities, and to organize a more systematic approach to public appearances, hopefully utilizing Canada-based resources and a film library.

1977/78 Plan

With currently recognized techniques and resources being systematically employed on an on-going basis, we will begin the search for new techniques and new "audiences."

	74-75	75-76	76-77	77-78
PROGRAM PERSONNEL TIME (MAN-YEARS) TEMPS PERSONNEL DE PROGRAMME (ANNÉES-HOMMES)	0.6	1.0	1.0	1.0
SUPPORT PERSONNEL TIME (MAN-YEARS) TEMPS PERSONNEL DE SOUTIEN (ANNÉES-HOMMES)	0.2	0.4	0.5	

EXTERNAL AFFAIRS



MFL
HSS

To: A 1797
 From / De: ACRA
 APR 4 1975
 Att'n:

SECURITY UNCLASSIFIED
 Sécurité
 DATE March 26, 1975
 NUMBER 628
 Numéro

TO A The Under-Secretary of State for External Affairs, (FAI), Ottawa, Canada
 FROM De The Embassy, Washington, D.C.
 REFERENCE Your letter FAI (M) 378 of January 30, 1975
 Référence
 SUBJECT Information Budgeting 1975/76
 Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
41 5-1-75/76	<i>30</i>

ENCLOSURES
Annexes

DISTRIBUTION

Copy made for Visits Section 11/4/75
Copy to FAR FAC G.W. HSS

CC 5-1-3-FAI

The following represents a comprehensive review of our information projects as requested in the letter under reference. The information is the result of combining our proposed programme as outlined in the 1975/76 Country Programme and our 1975/76 budget estimate as forward to Post Central Administration. A number of our projects affect more than one programme objective. For this reason, we have decided to emphasize projects while at the same time indicating to which programmes the projects are directed.

2. The first sentence in our 1975/76 Country Programme states "Cultural/Information programmes are essential if the third option theme of living distinct from but in harmony with the United States is to be understood, as well as known, by influential Americans." In this regard we have selected two basic programme priorities: the media and the academic (especially at the university level). Our projects while aimed at these two groups also reach other people of influence in government, Congress and business.

3. Information contained in Circular Document No. R6/75(FAI) on Use of Official Languages Abroad could have implications for a number of the projects listed below. Until we know the ramifications of the document we will not be able to compute amount of additional funds required.

4. Your letter under reference also requested tentative priorities between projects. We have decided that the best method is to use the following coding:

- A -- Top Priority
- B -- Above Average Importance
- C -- Average Priority.

We of course have other projects which are of a lower priority. We have not included these in this paper as very little time and money will be devoted to them.

5. In addition we have separated the priorities into three separate groupings:

- (1) projects included in 1975/76 estimates;
- (2) projects not in estimates but which have been discussed with Ottawa; and
- (3) new projects which merit consideration.

(1) Projects Included in 1975/76 Estimates

FAI	Canada Today/d'aujourd'hui - A This publication printed ten times per year is the most visible and successful information tool that we have developed. Its effective distribution is well over 50,000 and the 1975/76 target is 100,000. It is sent to influential Americans in all fields.	\$250,000.00
FAI	Special Reprints--CT/A - C For special information efforts over and above normal CT/A budget funds; would allow for reprinting of certain editions for special purposes.	\$ 3,000.00
FAI	Canadian Press Comment - B This weekly information sheet which has a circulation of 1,5000 is a digest of Canadian editorials on specific subjects	\$ 14,000.00
FAI	Canada in the U.S. Press - C A weekly or bi-weekly review of news and comment on Canada as seen in various U.S.A. newspapers. We would be reviving this service after a lapse of three years.	\$ 10,000.00
FAI	Press Conference Monitoring - A With frequent and increasing visits by Cabinet ministers we will require funds for transcription services, etc.	\$ 1,000.00
FAI	Miscellaneous Printing - A This includes printing of press releases, speeches, etc.	\$ 6,000.00
FAI	Reprinting of Brochures "Official Canadian Residence" and "Official Canadian Representation in the U.S.A." - C Used mainly as handout material for visitors to Embassy, brochures describe official residence and history of Canadian representation in the U.S. Both need updating as they were last revised in 1973.	\$ 2,000.00

Local Postage and Delivery Costs - A \$
All projects listed will require funds
for postage and/or delivery

Film Programme - C \$
At present our film programme is run on
a responsive basis. However with
acquisition of modern electronic inspection
equipment, plastic reels and cases, we
believe we are now in a position to take a
more positive approach. We will not be
using our film programme as an end in
itself, but to aid our other priority
programmes.

FAI

Film Promotion - C \$ 2,000.00
We will promote the use of Canadian content
films to selected audiences. increased from
\$1,500.00

FAI

Prestige Film Showings - A \$ 8,000.00
Funds will bring Canadian films to Washington,
D.C. area to expose them to U.S. audiences,
i.e. see our letter 1623 of October 2, 1974
and tel 0711 of March 24, 1975 re proposed
film festival at the American Film Institute
in conjunction with the Kennedy Center
Festival in October 1975. This would
possibly require an extra \$3,000.

FAC/FAI

(2) Projects Not in Estimates But Which Have Been
Discussed with Ottawa

Information Materials - A
This is potentially a high cost activity.
Related to the FAI budget is a requirement for
generous quantities of Teachers Kits, maps of
various kinds, books like Saywell Canada Past
and Present, Bain Canada's Parliament and
other publications.

FAI

ACSUS - A \$ 10,000.00
There is the annual \$10,000 grant to ACSUS
(covered by Ottawa).

in Main
Estimates
each year

Center for Canadian Studies - A \$ 50,000.00
There is a \$50,000 operating grant for
1975/76 that has been proposed for the Center
of Canadian Studies, SAIS, The Johns Hopkins
University (letter FAR 59 of March 10/75).

FAR

FAI High School Book Program - B \$

FAR Academic Speakers and Related Publicity - A \$

FAI FAC Short Term Academic Research in Canada - B \$
Partial payment of the cost involved in
pursuing research in Canada.

FAI Prestige Book Presentations - B \$ 1,500.00
With increasing number of official visits
around U.S. by Ambassador, the practice
of giving books as gifts to influential
people is very useful. increased
from \$1,000

FAI Speech Writers - A \$ 5,000.00
For reasons mentioned above, there is a
definite need for funds to cover speech
writing costs.

FAI Today Show - A \$200,000.00

FAI Martin Agronsky - B \$ 22,000.00
We hope to make arrangements for the two
shows mentioned above to broadcast from
Canada during 1975/76

FAI Radio Project - B \$ 70,000.00
If we receive authority, we plan to proceed
with the production of audio tape to be
broadcast on radio stations throughout the
United States. Detailed submissions with
"dummy" tapes will be sent from Embassy to
Ottawa (FAI) in April 1975

FAI Radio/Television Transcripts - B \$ 2,000.00
To know what the media is saying with regard
to Canada, it is necessary to receive tran-
scripts of appropriate broadcasts, etc.

FAI Canada Weeks - B \$ 5,000.00
As per the Office of Information budget
submission to PCA there is a place for an
information budget of \$5,000 for Canada
Weeks and other Canadian related events at
universities and colleges in the Embassy
consular territory.

FAI Visits and Exchanges \$
The following are high priority visits in
which the Embassy has a direct involvement:

White House Fellows - A
Neiman Fellows - A
Federal Executive Institute - A
CIIA - B
Parliamentary Interns/Con-
gressional Fellows - B
Stanford Fellows - A

FAR

Support of Canadian Studies Conferences and Seminars - B

\$ 20,000.00

See letter FAR 59 of March 10, 1975

FAR/FAH

Documents on Canadian External Relations - B

\$

Headquarters needs to allow for 84-85 copies of each new volume of Documents on Canadian External Relations and Documents on Relations between Canada and Newfoundland for distribution to U.S. colleges and universities who have been promised future volumes as they appear

(3) New Projects which Merit Consideration

FAI

The Mike Douglas Show - B

\$150,000.00

We hope to make arrangements for this show to broadcast from Canada during 1975/76 (see our letter 538 of March 14, 1975).

FAR

Purchase of Publications in U.S.A. - B

\$ 5,000.00

The academic relations programme may call for direct purchase in the United States of publications which it is judged should be sent to U.S. professors interested in Canada, e.g. 8,000 copies of Teaching Canada were purchased this fiscal year. We should allow for this purpose \$5,000.

FAR/FAI

Special Purchases - B

\$ 6,000.00

FAI should probably also allow for the special purchase once a year of a particularly valuable Canadian book for the above universities plus a further group, for a total distribution list of 150. Probably this could be covered by \$6,000.

FAR/FAI

Special Mailings - A

\$ 7,000.00

There should be two or three special mailings a year to members (professors and others associated with U.S. universities but not ACSUS members in Canada) of the Association for Canadian Studies in the United States (ACSUS) of publications of possible interest, e.g. in 1974/75 Bain Canada's Parliament, Berton The National Dream/The Last Spike and the Canada 1974 handbook have been sent.

FAR

Visiting professors - B

\$

For full term or semester.

FAR

Faculty Retraining - B

\$

Enabling academics whose expertise in Canada in their discipline is limited or out of date to do research and take courses.

FAI	High School Teacher Training Program - B Under the aegis of U.S. universities for U.S. high school teachers.	\$
FAR/FAC	University Teacher Month Long Seminar - B Along the lines of the 1975 Duke Program.	\$
FAR	Support for Development of Texts and Curriculum - B Materials related to teaching Canada in the U.S. universities.	\$ 10,000.00
FAR	Contributions to Endowments - B	\$
FAR/FAC /FAH	Special Book Presentations - A Tailored to an institutions needs -- 100 of 150 books each.	\$


The Embassy.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES APR 3 1975

To/A: AI
 From/De: ACR
 Att'n:

TO / À Under Secretary of State for External Affairs (FAI)
OTT. ONT.

SECURITY / Sécurité UNCLASSIFIED

FROM / De Canadian Consulate General, NEW YORK, N.Y.

DATE March 25, 1975

REFERENCE / Référence Your Multiple Letter No.378 of January 30,1975

NUMBER / Numéro 132

SUBJECT / Sujet Information Budgeting 1975/76

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 41	

cc 5-1-3-FAI

ENCLOSURES / Annexes

DISTRIBUTION

As you requested in the letter under reference we have attempted to forecast our information activities for 1975/76 and our general comments are contained in the following paragraphs. Appended to this letter is a calendar of information-related events which were arranged in the 1974/75 fiscal year; it is hoped that you will be able to discern the level and flavour of our programme from this data. It has become clear from our review of the information programmes of previous years that a considerable part of our programme is responsive in nature and on most occasions we were not aware of the various possibilities at the beginning of the fiscal year. On the other hand we are fortunate in having excellent facilities on our premises (the Canada Room for receptions and the theatre for film screenings and other events) which allow a good degree of flexibility in terms of our ability to respond to special situations and to plan activities of our own. In any event, we hope that you will use the data in the attached appendices as a guide to our programming requirements for 1975/76.

2. It is expected that the level of our activity will increase in 1975/76 owing to several general factors, including:

- a) the presence of a new locally-engaged information officer in April, 1975, and a new locally-engaged information clerk.
- b) our participation in the American Bicentennial celebration.
- c) our information role in the 1976 Olympic Games.
- d) the increasing involvement of the Consulate General in activities designed to strengthen in our territory, Canada's image as a bilingual country.
- e) the expansion of Canadian studies in our territory.
- f) the development of a cultural programme for the United States.

BY OTTAWA

GWU
FAC
FAR

BY POST

EMB.WSH.D.C.

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done in ACR

APR 3 1975

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"par OTTAWA"
effectuée par ACR

We would emphasize at this point that our "media" activities are not easily separated from our "cultural" or "academic" activities; indeed, we ensure that they are mutually complementary. Therefore, and although this post has had an active cultural programme for many years, the anticipated refinement of a cultural programme by Ottawa for the United States will undoubtedly result in a concomitant increase in our "media", "academic" and "cultural" programmes in 1975/76.

3. Our contact with the media in New York will continue to expand and this effort will be facilitated when the position for an L.E.I.O. is filled in April, 1975. Much of our activity in this area involves providing briefings and facilitative assistance to journalists as well as the usually considerable representational responsibilities. In that sense, it is fair to say that direct representation budgets for the Canada-based officers and the Post Hospitality General Fund are among our most precious "programme-related resources". It is anticipated that we will again be in a position to arrange a number of "media events" this year; these would be along the lines of our reunion for Nieman Fellows, our reunion for former participants in the annual U.S. media executives seminar in Ottawa, and the receptions on the occasions of the premiers of the feature length productions The White Dawn and The Apprenticeship of Duddy Kravitz. In cooperation with other sections of the post, we hope to be able to host during 1975/76 several special luncheons in our Canada Room for leading journalists with whom the Head of Post and officers of the Information Section are already well acquainted.

4. We would also welcome an expansion of our visits programme for media executives. With the increasing interest which the media based in this city show for Canada and for Canada-U.S. relations, we feel that at least one visit to Ottawa specifically for New York media executives would be well worth the cost and the effort in addition to the annual U.S. media executives seminar. The funding for this is, of course, minimal, yet it provides an excellent occasion to support, on the local level, our information programme objectives.

5. You will note from the calendar of events attached to this letter (Appendix I) that we have developed a close relationship with several francophone organizations in this territory, including the American Association of Teachers of French (AATF). As you know from our voluminous correspondence on this subject, we already have an increased demand for films and other information materials in the French language. We will continue to make our presence known in the local francophone community by mounting exhibits at several major conventions and by hosting receptions on appropriate occasions. We understand that the cost of replenishing our film library, in the light of the Rainville Report and our increasing interest in maintaining good relations with the francophone community, will be born by Ottawa. We cannot over-emphasize the importance of an early commitment from FAI to provide us with more titles and more prints.

6. The academic relations programme will continue to expand and a most auspicious conference entitled Canadian Studies: Curriculum Enrichment, which will be held at Jersey City State College and will include representatives from all elements of the New Jersey educational system, should provide additional impetus to the development of Canadian studies in that state. The number of universities in this territory that have a significant emphasis on Canadian studies is increasing rapidly and we expect a number of special situations to arise in the coming year where we would wish to make a contribution. As an example of how our "cultural" and "academic" programmes overlap we should note that it has been our practice to send exhibitions of significant collections of Canadian art to those institutions that have a special emphasis on Canadian studies. This type of gesture is extremely well received and we hope to continue this practice in the future. A list of institutions in this territory that have a major commitment to Canadian studies appears in Appendix II.

7. A partial list of events in which we will participate during 1975/76 is outlined in Appendix III. We emphasize that this is by no means a comprehensive list. As was mentioned above, in the majority of cases, because of the very nature of public affairs programming, we are not in a position to know specifically what projects we will be supporting or initiating several months hence.

8. Although cultural events are FAC's responsibility, we wish to mention here a proposed cultural project of importance to our public affairs programme objectives. It consists of a series of performances in New York by Canadian artists during the Bicentennial Celebrations. The details are included in our letter No.131 to FAC, of which you will have received a copy.

9. To summarize, we expect a major increase of our activities in this territory during the fiscal year 1975/76 due to the increase in human resources, allowing us to undertake many activities which we have had to neglect in the past.

10. The following is a list of what we consider high priority projects to which we hope to be able to give more attention in the immediate future:

1- After considerable success in our efforts to promote Canadian studies in small to medium size universities in the tri-state area (specifically with most branches of the State University of New York), we now hope to devote our efforts to establishing the same programmes with large or more prestigious universities. Specifically, Princeton, Columbia and Cornell.

- 4 -

2- We hope that the appointment of a L.E.I.O. will allow us to expand our media liaison activities to certain metropolitan area dailies which we somewhat neglected in the past; the list would include The New York Post, (circulation: 625,000), the Daily News (circulation: 2,300,000), the Village Voice (important for cultural affairs) and Newsday (circulation: 450,000).

We also hope to use other programmes of this post, such as trade and tourism promotions and high school book presentation programmes to develop contacts with the news-hungry regional media outside of the New York metropolitan area.

3- Provided we are given the resources (films and other information material) we hope to establish a more systematic relationship with the teachers of French in our territory; we could easily, given the resources, triple immediately our bookings of films.

4- On the cultural side, we hope to get FAC's approval on the proposed programme for the Bicentennial, outlined in our letter No. 131.



Consulate General

APPENDIX I

INFORMATION SECTION SELECTED ACTIVITIES - FISCAL YEAR 1974/75

1974

- March 28 - Exhibition of drawings and sculpture by Ontario artist, Walter Redinger, at New York Cultural Center. The Consul General hosted a reception on this occasion. Press liaison.
- April 8 - Canada Week at St. Lawrence University, Canton, New York. Speakers, exhibits and information materials.
- April 11 - Harpsichord recital by Malcolm Hamilton in Alice Tully Hall, Lincoln Center. Press liaison.
- April 23 - Gala Opening of National Ballet of Canada. The Consul General attended a reception in honour of the National Ballet which followed the opening performance.
- May 20 - Prestige screening of motion picture "White Dawn". The Consul General hosted a dinner party.
- June 5 to July 1 - "Portraits of America" by Canadian painter, David B. Holmes, exhibited at Wally Findlay Galleries. Press liaison.
- June 18 - Prestige screening of "The National Dream" in the Theatre of the Consulate General. Viewed by representatives of the Donner Foundation, Public Broadcasting System, and representatives from the CBC.
- August 3 - Canadian studies summer institute at SUNY Plattsburgh. Opening reception, press liaison, information materials.
- September 1 to October 5 - Canadian High Realism Exhibitions. An exhibition of art by Canadian painters D.P. Brown, Ken Danby and Tom Forrestal. Also on display at this time was Canadian art critic Paul Duval's book, High Realism in Canada. The Consul General hosted a reception in the Canada Room on September 12. Press liaison, information materials, photographs, library exhibit.
- September 6 - Opening of exhibition of collection of Eskimo prints and sculpture from the Department of Indian and Northern Affairs at SUNY Plattsburgh, Press liaison, information materials.

.../2

1974 (Cont'd)

- September 11 - The Consul General hosted a reception in the Canada Room in honour of the Nieman Fellows.
- October 3 - The Consul General opened an award-winning exhibit of photographs of Canada at the Advertising Club of New York. Reception, press liaison.
- October 29 - Cellist, Helene Gagne, performed at Carnegie Recital Hall. The Consul General and Mrs. Rankin hosted a reception in Miss Gagne's honour at the official residence following the performance. Press liaison.
- October 9 to 16 - Exhibition publicizing the new Mirabel Airport in Montreal exhibited in lobby of Seagram Building on Park Avenue and at Air Canada Terminal at JFK Airport the week of October 17. Press liaison
- November 7 to mid-December - Eskimo Art Exhibition in the Canada Room (a collection of 1974 Cape Dorset Prints). The Consul General hosted a reception in the Canada Room on this occasion. Press liaison, library exhibit.
- November 11 - Preview of David French's award-winning Canadian play, "Leaving Home", at the Theatre of the Riverside Church, hosted by the Consul General. Press liaison.
- December 4 - "Canada" the theme at the 1974 Christmas Party of the Advertising Club of New York. Information materials, speakers, press liaison.
- December 5,6 - National Arts Centre Orchestra performance at Carnegie Hall. The Consul General hosted a reception in honour of the National Arts Centre Orchestra. Press liaison.

1975

- January 20 - "New Music Concerts" of Toronto, performance at Carnegie Recital Hall. The Consul General hosted a reception in the Canada Room following performance. Press liaison.
- February 4 - Opening of exhibition of sculpture by Eskimo artist, Kaka Ashoona at American Indian Art Center. Press liaison.
- March 2 - French Language Week in New York City. Speakers, films, information materials, reception, exhibits.

1975 (cont'd)

- March 12 - Exhibition of paintings by Yves Gaucher at New York Cultural Center. The Consul General hosted a reception on this occasion.
- March 20 - Opening of exhibition of silkscreens by Vancouver artist, Anna Wong. Reception hosted by the Consul General on this occasion, Canada Room, press liaison.
- March 22 - Canadian pianist, Arthur Ozolins, performance in Alice Tully Hall, Lincoln Center.
- April 14 - Canada Week at St. Lawrence University, Canton, New York. Speakers, information materials, films, Eskimo art exhibit, reception.

APPENDIX II

UNIVERSITIES AND COLLEGES WITH A SIGNIFICANT COMMITMENT
TO CANADIAN STUDIES

SUNY Potsdam

SUNY Brockport

SUNY Oswego

SUNY Binghamton

New York University

St. Lawrence University

Jersey City State College

Wells College

Colgate University

University of Rochester

Syracuse University

Yale University

Wesleyan University

Fairleigh Dickinson University

Atlantic Community College

Russell Sage College

Drew University

SUNY Plattsburgh

Rutgers University

Princeton University

Columbia University

Glassboro State College

Upsala University

College of the City of New York

Montclair State College

Trenton State College

Livingston College

Stockton College

Newark State College

Monmouth College

Seton Hall University

Atlantic Community College

William Paterson College

Caldwell College

APPENDIX III

Proposed Events 1975/76 - Partial List

- April 11 - Annual meeting of the Northeast Conference of Teachers of Foreign Languages. Exhibit on convention floor (with audio/visual display) and reception in Canada Room.
- April 13-20 - Canada Week at St. Lawrence University. Eskimo art exhibit, speakers, reception.
- May 3 - Canada Day in New York City (under the auspices of the American Association of Teachers of French). Speakers, films.
- May 5-10 - French language workshops at schools and universities in New York City. Films and other French language information material.
- May 7 - Conference on Canadian studies at Jersey City State College. Eskimo art exhibit, press liaison, speakers, information materials, reception.
- May 13 - Launching of the Bantam (U.S.) edition of Margaret Lawrence's novel The Diviners. Canada Room, press liaison, reception.
- May 15 - Exhibition of paintings and silkscreens by Canadian artist, Antoine Dumas. Canada Room, opening reception, media liaison.
- June 15 - Exhibition of Baker Lake Eskimo prints. Canada Room, opening reception, press liaison.
- August - Canadian studies summer institute, SUNY Plattsburgh. Speakers, information materials.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES APR 7 1975

181A
 From / De: AC2A
 Att'n:
 UNCLASSIFIED

TO / À: Under-secretary of State for External Affairs / OTTAWA FAI
 FROM / De: Consulate General, Boston
 REFERENCE / Référence: Your letter FAI (M)378 of January 30, 1975
 SUBJECT / Sujet: Information budgeting 1975/76

SECURITY / Sécurité

DATE: March 21, 1975

NUMBER / Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

Handwritten: 56-1-2-USA, 113, 41, 80

ENCLOSURES / Annexes

DISTRIBUTION

FAR
 FAC to
 See
 page 2
 projects

Following your request in the letter under reference we have taken a close look at section 611 of the 1975/76 budget for this consulate. Some changes have occurred in our provisions since the budget was prepared and we suppose this will be taken under consideration (these have been marked with the symbol \$). The first five items are annual events in which we have been previously involved and have found to be quite in line with our information objectives.

2. We have separated items pertaining to francophone programmes so that they can be easily identified, but they should be considered in conjunction with our letter no 112 of March 21, 1975 dealing with the 1975/76 visitors and speakers programme.

- 3. Boston Globe Book Festival \$ 700.00
- Boston International Fair 650.00
- Prudential Center Christmas programme 650.00 \$
- City Hall Christmas programme 150.00

Prestige film showing: this programme would probably be built around NFB films in our holding or available to us rather than a series of recent commercial films 1,200.00

Business symposium - Canadian studies programme - Boston State College 250.00

Bridgewater Canadian Studies conference 500.00

Film catalogue 4,500.00 \$

Canada Month-Boston Public Library 750.00

Worcester Summer Canadian Studies programme (Canadian programme) 250.00 \$

CC 5-T-3-FAI

FAC → We would find it most appropriate and useful to support the Massachusetts State College System's Council on Canadian Studies, as well as a few other major Canadian Studies centres by assisting in setting up the cultural aspect of Canadian weeks in these centres. One touring programme would seem most efficient. 3,500.00 \$

We would find it essential to follow up on the high school book distribution programmes in view of capitalizing on time and expense occurred these past two years in this area. We therefore expect to incur promotional expenses in this area. 500.00 \$

4. Francophone programmes:

FAC → French language film showing 1,200.00 \$
Foreign language meeting 350.00 \$
French Canadian cultural touring programme 3,200.00 \$
Worcester Summer Canadian Studies programme (French Canadian programme) 200.00 \$
Durham young francophone athletes programme 400.00 \$



The Consulate

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES MAR 26 1975

TO/À: FAI
 From/De: ACRA
 Att'n: [Signature]

TO The Under-Secretary of State for External Affairs (FAI)
À OTTAWA

SECURITY UNCLASSIFIED
Sécurité

FROM The Canadian Consulate General
De ATLANTA

DATE 19 March 1975

REFERENCE Your letter FAI-M-378 of January 30, 1975
Référence

NUMBER 61
Numéro

[Handwritten initials]

SUBJECT Information Budgeting 1975/76
Sujet

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 41 5-5-ATA-1	37

cc 5-1-3-FAI

ENCLOSURES
Annexes

2
DISTRIBUTION

With our newly acquired LEIO only two months into the job, we are still in the process of developing our post information programme.

2. We are expanding our book presentation programme and are making substantially greater contacts among academics. We are developing relations with the media at present as well, and hope to have a viable list of reliable contacts established within the next few months. Unfortunately, we will not be able to establish a well-defined project programme until we have successfully developed a profile in these communities.

3. As far as RO 611 is concerned, we are still not fully aware of all the opportunities we will have over the year to engage in local promotional activities. We have, however, attached a list of foreseeable expenditures that represent a skeletal projection of what we expect to do over the next FY.

- (a) Peach Bowl Parade
The parade precedes the major college football game of the season. Last year all the consulates in Atlanta participated. (see letter no. 11 of January 10, 1975)
- (b) Atlanta Dogwood Festival
This festival marks the beginning of spring in Atlanta and features a parade (televised) through the city. Although we were unable to participate this year (Graham-Ezrin telcon) we would hopefully be able to make a contribution next year.
- (c) Callaway Gardens
Each year Callaway Gardens features a country during its international week. This year it was Iran and next year Canada is to be celebrated. This is a major celebration in the southeast and attracts hundreds of visitors. The ambassador from Iran was present throughout the three-day festival that consisted of films, lectures and displays of artifacts. A detailed letter will follow describing the press coverage and publicity Iran received during this celebration.

FAI
Page 2
19 March 1975

(d) July 4th Parade

Most consulates are invited and some participate in this parade which is televised and viewed by most of the Atlanta and surrounding population.

4. As the LEIO travel budget is covered by RO 621, we assume that representation expenditures might be regarded as local promotional cost. We have therefore included this estimate on the attached list of proposed expenditures.

5. We would like to emphasize, in conclusion, that a maximum of flexibility is desirable at this post over the next fiscal year. Both the LEIO and the officer responsible for the programme have not had the opportunity of going through a full calendar year and are as yet unable to properly assess the situation before establishing firm priorities over a year-long period.


Consulate General

PROPOSED EXPENDITURES 75/76

Participation in Peach Bowl Parade	\$ 250.00
Participation in Atlanta Dogwood Festival	300.00
Callaway Gardens	500.00
July 4th Parade	200.00
LEIO Representation	600.00
Miscellaneous Printing	<u>250.00</u>
Total RO 611	\$2100.00

ALG:DMB D CD F

The Under-Secretary of State for External Affairs (FAI)
OTTAWA

The Canadian Consulate General
Atlanta

UNCLASSIFIED

10 January 1975

11

Georgia Peach Bowl Parade - Participation by Canada

57-6

2

On December 27th a parade was held through the main streets of Atlanta as a prelude to the annual Peach Bowl football game. The Peach Bowl brings together two teams with outstanding collegiate records. As you are, no doubt, aware, there are a number of similar "bowl" games throughout the USA at this time of the year, most of which are also preceded by a lavish parade through the streets.

2. Approximately three weeks before the parade we were contacted by the Georgia Department of Community Development, who explained that the theme this year was to be "Georgia Goes International". The Department had arranged for the construction of an international float which would have a position for a representative of each of the six consulates (honorary consulates were not invited to participate) located in Atlanta. The representative was to wear a costume distinctive of the culture of her native land. Through a telephone conversation with Miss K. Reid of FAI a suitable costume (that of an eskimo) was arranged and we agreed to participate.

3. It is difficult to judge the number of spectators who lined the streets to catch a glimpse of the parade as it made its way along its mile long course through downtown Atlanta. Bystanders on the sidewalk were not especially numerous but thousands of office workers stopped to view the parade from office windows in the business district. Marching bands were many and floats were few so we expect that most spectators noticed the international float and Canada's representative. The Parade received local television coverage by the news teams of the Atlanta area. We believe our participation was worth the small investment required to obtain the measure of publicity Canada received.

4. Publicity photographs are attached.

Consulate General

FILE DIARY CIRC CHRON

GWU (Attention Mr. van Brakel)

UNCLASSIFIED

March 18, 1975

FAP

Your Minute Sheet of March 13, AFPC (Wiebe) memo
of March 12/75

Post Travel Budgets - 1975/76

56-1-2-USA
/

I am grateful for the opportunity to comment on the proposed USA post travel allocations for 1975/76 given the importance of public affairs related travel in relation to the expanding level of programme activity in that field. It is also significant and satisfactory that travel by LEIOs has been included in post allocations for 1975/76 as agreed earlier between FAI and APDC.

FAI

AFPC

GWU

(Mr. Shortliffe)

GWU

(Mr. Johnston)

2. On the specific allocations proposed by AFPC we would suggest that:

- (a) Atlanta receive an additional \$700.00 in view of the size of the territory, increasing liaison with schools and universities (e.g. Duke) and need to support Canada oriented club groups and media outlets in Florida.
- (b) Los Angeles receive an additional \$500.00 in view of the rapid build-up of public affairs activities (including New Mexico and Southern California cities) following upon the appointment of a CBO for public affairs last year.
- (c) New Orleans allocation be reduced by \$2000.00 (i.e. to \$4000.00) given the limited value of very widespread public affairs work in the lower Mississippi valley, the increasing activities of neighbouring posts (Atlanta and Dallas) and the nature of the post's francophone information responsibilities beyond its immediate territory, which has yet to be precisely defined.

...2

- 2 -

- (d) Philadelphia's allocation be increased from \$200.00 to \$500.00.
- (e) Minneapolis receive an additional \$600.00 in view of the increasingly widespread information activities of the post.
- (f) Buffalo receive an additional \$400.00 in order to extend its public affairs presence across up-state New York.
- (g) Boston's allocation be reduced by \$500.00 (i.e. to \$5,500.00) as we would judge that the number of special informational occasions in the area may be marginally fewer in 1975/76.

The other allocations would seem to be equitable if a bit restrictive - particularly in the case of Washington, given the fact that three of the public affairs officer staff alone have assigned national responsibilities which require extensive travel.

Patrick Reid
Director General
Bureau of Public Affairs

file diary circ chron

Canadian Consulate General,
LOS ANGELES

UNCLASSIFIED

Under-Secretary of State for External Affairs,
OTTAWA

March 18, 1975

PAI memo of March 11, 1975

PAI-952

Los Angeles Consulate General

56-12-USA	
SECRET	
l	/

You are authorized to spend up to \$3,000 for the printing of announcements and brochures, mailings and other related costs in support of a Canada Day party at the Los Angeles Consulate General.

All expenditures pertaining to materials should be coded 291-114-015-Post Code - 000-29105 while any hospitality should be charged against 291-114-015-Post Code-000-29105.

GRU

PAI/
Walker

ORIGINAL SIGNED
A. B. ROGER
Under-Secretary of State
for External Affairs

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

WB
File
NS

TO Under-Secretary of State for External
A Affairs, Ottawa

SECURITY UNCLASSIFIED
Sécurité

FROM Canadian Consulate - Buffalo
De

DATE March 17, 1975

REFERENCE Your letter of January 30, 1975
Référence

NUMBER 17
Numéro

SUBJECT Information Budgeting 1975/76
Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
48	56-11

ENCLOSURES
Annexes

DISTRIBUTION

Washington

Based on current budgetary restraints on the federal level and the newness of the Information Program at this Post, our program objectives in fiscal year 1975/76 will be primarily directed toward achieving more depth and expansion of current programs rather than innovating new projects. This decision is predicated on the thesis of assuring a solid foundation now, upon which to base and carry out expanded programs in the future.

2. In implementing the Information Program we are confronted with a logistics issue that lends itself to two courses of operation. One of these could be termed affirmative action in that we have several clearly defined products and/or messages to disseminate. The academic relations program is somewhat typical of this approach. Other current programs, however, involve a liaison approach; directing inquiries to the best sources of information. Such a situation develops, for example, where national policy matters are concerned. Subjects of this nature are more appropriately handled by either the Embassy or External Affairs than by this office. We feel this is one of our more vital liaison tasks. The alignment of current programs into one or both of these categories is a task still being worked out.

3. The critical mechanism in making all our programs operational is communications. As things now stand, we suffer from one, and possibly two, major deficiencies in this area. They are: (1) our weak channels of communication to distant points in our Post region; and (2) our somewhat ambiguous relationship with the media.

On the first point, we have been working on ways to reach distant cities like Syracuse and Binghamton with our programs without having to incur normally heavy expenses of time, money and manpower. Toward this end, various audio-visual vehicles have been considered to help achieve broader range coverage of information programs. One possibility is use of cable television programming and tapes. These could provide a low

cost means to maintain better contact with all our Post cities and various interest groups more consistently, while at the same time provide ourselves with a growth-oriented information vehicle for the future. As this report is being prepared the request for regular cable television programming originating at this Post is being considered by External Affairs.

Regarding the second point, cooperation with and/or use of the media holds a key to our interest in promoting good Canadian-American relations and being ever aware of the affect of Canadian policy on the interface between the two countries. In our relationship to the media we can make suggestions, secure requested data, and monitor stories, but we are in no position to exert much influence on the substance or timing of reports. Because the media is so critical to the implementation of our own objectives and to a large extent serves as the portrayor of our image over a broad geographical area, we should do more to orient their thinking and actions to run a more parallel course with our own. In this sense, more affirmative action in encouraging favorable factual reporting will be a high priority matter during the coming year.

4. As a matter of practicality, the Information Program at this Post will probably function, for the most part, on the basis of a liaison approach during fiscal year 1975-1976. We hope eventually to build into more affirmative action programs but will do so only after sufficient in-depth study as to practicality and prospects for gaining full support for any proposed action from the various Information Offices of both External Affairs and the Embassy.

5. According to our best estimates, our order of priorities and concomitant budgeting for fiscal year 1975/76 is as follows:

PRIMARY LEVEL PRIORITIES

(1) Seek to improve Communications Vehicles Generally

BUDGET NO FUNDS REQUESTED

(2) Support Programs of Other Post Offices - ITC, CGOT & M & I

BUDGET NO FUNDS REQUESTED

(3) Media Relations - monitor media performance
conduct post briefings for media personnel
media visit program
honor media requests for Canadian speakers

BUDGET NO CHANGE FROM 1974-1975

(4) New Subjects and Formats for Audio-Visual and Printed Matter

Proposal for cable television program has been submitted for approval by Ottawa. Tentative plans have been made to prepare short radio programs directed to distant Post cities later in the year.

BUDGET \$1,500 requested for 1975/76

(5) Academic Relations - maximize use of High School and University book kits
encourage Canadian Studies programs
identify key academicians and maintain continuous rapport

BUDGET NO CHANGE FROM 1974-1975

(6) Materials Distribution and Press Releases

BUDGET NO CHANGE FROM 1974-1975

SECONDARY LEVEL PRIORITIES

(1) Acquisitions for Post Library - some publications other than government issues would be helpful in upgrading our Library.

BUDGET \$500 requested for 1975/76

(2) Canada Weeks - to encourage and support Canada Weeks by schools, societies, and businesses.

BUDGET NO CHANGE FROM 1974-1975

(3) Support of Canadian Culture

BUDGET \$300 requested for 1975/76

(4) Film Showings

BUDGET NO CHANGE FROM 1974-1975

(5) Film Library - Since this Post does not have a film library, our efforts will be directed to advertising the availability of films from the various other Consulates and the Embassy, and to maintaining, at this Post, catalogues of films available for rent and sale by the National Film Board.

BUDGET NO CHANGE FROM 1974-1975

TERTIARY LEVEL PRIORITIES

(1) Visits to Post by Prominent Canadians -

BUDGET NO CHANGE FROM 1974-1975

(2) Canadian Exhibits and Displays

BUDGET NO CHANGE FROM 1974-1975

(3) Franchphone Program

BUDGET NO CHANGE FROM 1974-1975

OTHER

TRAVEL BUDGET - \$1,000 in 1974-1975

It is possible this figure will be surpassed in
1975-1976. If so, an indeterminate reserve
fund could be helpful.

HOSPITALITY - \$500 in 1974-1975

NO CHANGE FROM 1974-1975

We trust the enclosed information will be sufficient to enable
you to effectively plan your over-all budget for fiscal year 1975-1976.

Leonard R. Graziplene

Leonard R. Graziplene, Ph.D.
Information Officer

FILE/DIARY/CIRG/CHRON

FAI/G. TYERMAN/5-0435/h1

Visit of the Secretary of State for External Affairs to Washington,
New York and Boston, March 17-21, 1975

56-1-2-USA	
A	-

Canadian Public Affairs Programmes in the United States

Canada's public affairs programming in the United States is intended to advance U.S. understanding of Canada as a valid sophisticated partner with a friendly but distinctive society. By directing programmes at U.S. decision-makers in the Administration and Congress and powerful public opinion lobbies such as business, the trade union movement and the academic community, the Canadian aim is to sensitize and raise the awareness level of these groups as to the consequences of their decisions upon Canada and, in many instances, the long range impact for the United States, given the scope and complexity of the interrelationship between the two countries.

Public affairs programming in the United States has been assigned the highest priority and currently absorbs approximately one-third of all available public information resources. The programming conducted by the thirteen consulates in the USA is co-ordinated through the Embassy in Washington. Although most support services are provided directly from Ottawa.

Given the pervasive role of the USA print and electronic media in influencing key decision makers, considerable emphasis has been placed on the supply of information to these outlets in all media forms notably selected film materials. The Consulate General in New York is particularly active in media-relations as New York is the media centre of the United States. Information programmes are also designed to support effectively our economic and commercial objectives in New York.

The singular lack of adequate or, in most cases, any teaching about Canada in the USA educational system, which is a major contributing factor to misunderstanding of Canada, is being tackled in numerous ways. At the university level, we have actively supported the creation and maintenance of the Association of Canadian Studies in the United States as well as developing programmes for promotion of Canadian studies such as the Chair of Canadian Studies at Johns Hopkins School of International Studies. This awareness is also being promoted at both the high schools and university level (Canada Council books, the High School Book presentation programme) and through the distribution of teacher and student kits. As it is in the centre of the most influential American academic institutions, the Consulate General in Boston has concentrated many of its resources on academic liason.

The significant expansion of francophone programming in the United States has been coordinated by the Consulate Generals in Boston and New Orleans which also act as resource centres to other posts for the projection of francophone Canada.

~~Mr. [unclear]~~

Washington

SB-1-2-USA	
41	52

Mr. Roger
Mr. Tandy
to see
then file
H.E.E.

ACTION

UNCLASSIFIED
 FM WSHDC 0623 MAR17/75
 TO EXTOTT FAI
 REF YOURLET=FAI(M)378 JAN30
 ---INFO BUDGETING 1975/76
 REGRET DELAY IN RESPONDING TO REFLET. EXPECT TO SEND IT BY MAR26
 LATEST.
 END/171 172056Z 00080

CL 5-1-3-FAI

①

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To/A: FAA
 From/De: ACRA
 298 4 1975
 Attn: Mrs Corbett

TO A The Under-Secretary of State for External Affairs, (FAI), Ottawa, Canada

SECURITY UNCLASSIFIED
Sécurité

FROM De The Embassy, Washington, D.C.

DATE March 14, 1975

REFERENCE Référence

NUMBER 538
Numéro

SUBJECT The Mike Douglas Show
Sujet

File
 56-1-2-USA
 HGS

FILE	DOSSIER
OTTAWA	
53-1-4-4-1-USA	
MISSION	

ENCLOSURES Annexes

DISTRIBUTION

BY POST:

PHILA
CNGNY

We have had informal contact with the Mike Douglas Show, a syndicated variety, talk program about the possibility of spending a week or so in Canada. Jack Reilly, President of the production company, Group W. Productions, said they were definitely interested in doing a series of shows in Canada.

2. The Mike Douglas Show is carried on 130 stations throughout the United States and Canada. The approximate audience average of a ½ hour segment is 6½ million. The Show runs 90 minutes although some stations carry only 60 minutes. It is a variety talk show with discussion, music and comedy intermixed.

3. The costs involved would be a little less than those estimated to be necessary to bring the Today Show to Canada, (i.e. \$100,000 - \$150,000). Reilly indicated all out-of-pocket costs would have to be borne by the Canadian interested involved. These costs would include: transportation, accommodations, facilities (tape, cameras, audio, etc.), office and supplies, ground transport, pre-survey, building a set and a per diem. Of course there are a number of variables (such as size of staff and number of shows, etc.) which could alter the total cost.

4. We have no preference as to a possible location, however Montreal (with underground city and Olympics) and Toronto (CNE) come to mind. It should be noted here that the show spends only an average of six weeks per year away from the studio; and when on location they prefer to do shows outdoors. If the idea is feasible you might wish to discuss it with the general manager of CITY in Toronto, who on his own, has been making a similar approach to Reilly (to do a show at CNE). There might be room for collaboration.

2.

5. While we would not rate the Mike Douglas show as high as the Today Show, it does have a large audience across the U.S.A. and Canada would get good exposure. May we have your comments?


The Embassy.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

78/A
 From/De: ACRA
 MAR 19 1975
Mr Walker to Spe

TO The Under-Secretary of State for External Affairs, (FAI), Ottawa, Canada

SECURITY **UNCLASSIFIED**
 Sécurité

FROM The Embassy, Washington, D.C.
 De

DATE March 14, 1975

REFERENCE Your letter FAI 421 of February 5/75 and Adamson/Tyerman Telcon of March 11/75
 Référence

NUMBER 539
 Numéro

SUBJECT Washington Information Budget Expenditures
 Sujet

FILE	DOSSIER
OTTAWA	
57-1-2-USA	
MISSION	
41	5-1-74/75

ENCLOSURES
 Annexes

Following is information requested in letter under reference and as passed to Ms. Tyerman on March 11:

DISTRIBUTION

	<u>Date</u>	<u>Voucher No.</u>	<u>Purpose</u>	<u>Amount (Cdn)</u>
a)	Jan. 7	3936	O'Hagan Ott trip	\$ 33.45
b)	Feb. 10	4487	Purchase of Publications	\$3,168.00
c)	July 15	1377	Election Night	\$ 97.00
	Sept. 17	2292	"	\$ 14.58
	Sept. 17	2293	"	\$ 234.98
	"	2294	"	\$ 253.98
			Total	\$ 600.54
d)	Oct. 21	2837	Canadian Press Comment (printing, mailing)	\$ 176.86
	Nov. 13	3216	" (mailing)	\$ 18.37
	Dec. 11	3595	" "	\$ 18.56
	Jan. 8	3951	" "	\$ 18.56
	Jan. 13	4008	" "	\$ 18.56
	Jan. 29	4334	" "	\$ 18.56
	Jan. 29	4321	" "	\$ 18.56
	Feb. 13	4569	" "	\$ 38.36
	Feb. 19	4620	" "	\$ 38.36
	Oct. 29	2974	CPC (editing)	\$ 158.40
	Nov. 27	3409	"	\$ 156.80
	Dec. 23	3774	"	\$ 118.80
	Jan. 29	4343	"	\$ 158.40
	Feb. 27	4740	"	\$ 158.40
			Total	\$1,115.55

...2

<u>Date</u>	<u>Voucher No.</u>	<u>Purpose</u>	<u>Amount (Cdn)</u>
e) Feb. 19	4604	Presentation Books	\$461.44

2. We expect that under section (d) one more bill for editing CPC and possibly 3 or 4 for mailing will be submitted.


The Embassy.

→ b.c.c. Mr. H. Egan
FAI

Canadian Embassy



Ambassade du Canada

56-1-2-USA	
41	47

Office of Information,
1771 N St. N.W.,
Washington D.C. 20036.

File

14 March 1975.

To/A	FAI
From/De:	ACPA
MAR 20 1975	
Att'n:	Information

Dear ~~George~~,

As promised I am sending you some information on two or three items.

1. The "McBee Card System" used by the Library in compiling reference statistics.
2. The Goresky study on U.S. attitudes towards Canada. This was compiled by Goresky from the results of a Gallup Poll done for us in 1971.
3. A Public Relations Guide produced by the Department of Manpower and Immigration. The Department of External Affairs is considering the production of such a booklet. In the meantime I thought it would interest you as you settle into your new public affairs portfolio.

All best wishes,

Yours sincerely,

Keith

Keith de Bellefeuille Percy,
First Secretary,
(Information).

Mr. G. Jacoby,
Vice-Consul,
Canadian Consulate General,
Suite 2000,
310 South Michigan Ave.,
Chicago, Ill. 60604.

c.c. Mr. W.J. Collett,
Consul General,
Chicago.

*P.S. I look
again for all
your love &
hospitality.*

P.S. Hope you can make it to Washington May 12th & 13th.

KdeBP.

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
	LIEU	MINISTÈRE	N ^O D'ORIG.			
	OTTAWA	EXT AFF	FAI-791	MAR 13, 75	56-1-2-USA	UNCLAS.
TO/A	SFRAN					PRECEDENCE
INFO						MAR 19 21 1975 EXT. AFF. AFFAIRS
DISTR.	GWU, FAI/WALKER					

REF LIAISON TEAM VISIT FEB 26-28/75
SUB/SUJ DE ANZA EXPENDITURES

EXPENDITURES AUTHORIZED:

CODE 291-144-015-POST CODE-000-29102. PLS ENSURE ALL BILLS PAID BEFORE
 MARCH 31, 1975

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SIG..... H. EZRIN/FAI	FAI	2-4068	SIG..... A.B. ROGER

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES 26 1975

To/A: FAI
From/De: ACRA

Att'n: INCLASIFIED

TO The Under-Secretary of State for External Affairs (FAI)
A OTTAWA

SECURITY INCLASIFIED
Sécurité
DATE March 12, 1975.

FROM Canadian Consulate, DETROIT
De

NUMBER 61
Numéro

REFERENCE Your letter FAI-(M)-378 & telex FAI 730 Mar.6/75
Référence

SUBJECT INFORMATION BUDGETING 1975/76
Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION 56	37

5-1-3-178

ENCLOSURES
Annexes

DISTRIBUTION

Your letter under reference was very much welcome because it will allow us to outline our program for the up-coming fiscal year. Indeed, some of the costs given below were included in our estimates for Official Hospitality for want of a better vehicle.

2. In support of Canadian Studies in the U.S., we would like to send one or two academics to Canada. We should also plan on a media representative to go to Canada and we may want to have a Canadian speaker come to Detroit, (see II below).

3. As a consequence of our review of all the information projects which are envisaged, we feel that the following are of prime concern to us and would appreciate your support. We plan or have committed ourselves to participate in the following projects:

- | | <u>COST</u> |
|---|-------------|
| I) ACSUS Conference at Michigan State University, April 3,4, and 5 - reception..... | \$ 200.00 |
| ✓ II) U.S./Canadian Relations conference at Wayne State University, October - for which we may also want to obtain a speaker (\$200 for reception; \$1,000 toward conference costs..... | 1,200.00 |
| III) Detroit/Windsor Freedom Festival Reception for Civic Dignitaries, July 1..... | 450.00 |
| IV) Reception in connection with Exhibition of "Canada 7", August 2 - 9..... | 350.00 |
| ✓ V) University of Michigan - Academic Event Reception - Fall..... | 400.00 |
| VI) Prestige Film Presentation - Fall (Provided free cinema is made available..... | 500.00 |

*This visit is not
the Group of 7*

cont'd...2

- VII) Seminar of Teachers of French -
Detroit Chapter in conjunction with
one of the local universities.....\$ 400.00

 - VIII) Representational Functions to promote
visiting Canadian theatrical groups.....1,000.00
- \$4,500.00



(M. B. Bursey)
CONSUL

MBB/fh

San Francisco

0

Ottawa, K1A 0G2

March 12, 1975

56-1-2-USA	
10	52

I am writing to thank you most sincerely for all your help and kindnesses during my recent visit to San Francisco. You will know from our afternoon's review of your public affairs programmes that I am encouraged by the vigour and dedication of those concerned, notably yourself, Francoise Beaulne and Shandrick but a little apprehensive that more is being bitten off than can be chewed let alone digested. It is my hope that you also gained the impression that we will back well planned projects just as far as possible.

On the personal side may I thank you for a lovely reception in your home and a superb luncheon at the Bohemian Club. That was an experience indeed. Again many thanks and warmest wishes.

Yours sincerely,

ORIGINAL SIGNED
A. B. ROGERA. B. Roger
Director
Information Division

Dr. R. M. Adams,
Consul General,
Canadian Consulate General,
1 Maritime Plaza,
Golden Gateway Center,
San Francisco, California 94111
U.S.A.

0

San Francisco

ACTION

UNCLASSIFIED

FM SFRAN 229 MAR 11/75
TO EXTOTT/FAI

56-1-2-USA
a 52

REF: LIAISON TEAM VISIT FEB 26-28/75

---REPRESENTATIONAL FUNDS FOR DE ANZA PROJECT: THE CANADIAN MOSAIC

WOULD DOLLARS 500 BE AVAILABLE FROM SPECIAL POOL PROJECTS FUND TO COVER SPECIAL REPRESENTATIONAL EXPENSES INCURRED SO FAR AND PROJECTED FOR THE CANADIAN MOSAIC SERIES CO-SPONSORED WITH DE ANZA COLLEGE?

1. INAUGRAL RECEPTION: DOLLARS 130, MARCH 5
2. REFRESHMENTS AFTER TRADE COMMISSIONERS SPEECH: DOLLARS 40, MAR 12
3. DINNER WITH CHAIRMAN AND DEPT HEADS OF STANFORD DEPT OF COMMUNICATIONS IN HONOUR OF HARRY BOYLE, VICE-CHAIRMAN CRIC: DOLLARS 150 (15 PEOPLE) MARCH 19.
4. REFRESHMENTS AFTER HARRY BOYLE PRESENTATION: (40 PEOPLE) MARCH 19
5. CLOSING RECEPTION FOR SYDNEY NEWMAN, CHAIRMAN NFB: DOLLARS 150, MARCH 26.

ANY ASSISTANCE WOULD BE APPRECIATED. PLEASE ADVISE ASAP.

Final tel

To: SFRAN
Date: 6wu, FAI/Walkerv
Ref
Subj: De Anza Expenditures
Expenditures authorized:

Code 291-144 015-500 (Post Code)
29102

Please ensure all bills paid before March 1975

79/ File
45

GWU/E.R. Johnston/2-7560/dj

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



FAP
been we say now
that we have a considered
departmental view on these
visits. If so, I wonder what it is
If not, what steps can we
take to

TO
A
FILE
FROM
De
GWU
REFERENCE
Référence
SUBJECT
Sujet

SECURITY
Sécurité
UNCLASSIFIED
DATE
March 6, 1975

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

Joint Visits Programme with United States:
Reciprocal Visit of Officials Involved with Utilization
of Non-Renewable Resources

ENCLOSURES
Annexes

DISTRIBUTION

- ~~FAP~~
- FCP
- GWP
- FAI
- FCO
- ECP
- ECL
- ECT

On March 3 after GWP discussed with FAP the postponement of his proposed meeting with Ben Fordney, I called Mr. Fordney's office to inform him of the postponement.

2. On March 4, Mr. Fordney called me back to run over the points that he said would have been discussed with Mr. Reid.
3. He referred to the original letter to Mr. Stephens dated November 1, 1974, outlining the programme that they proposed to undertake with Provincial officials. He said that they proceeded on an understanding that he understood had been worked out between Mr. McKinney at the Embassy and Rufus Smith in the Department of State. That understanding was that External Affairs would be notified of the programme in sufficient time before invitations were actually extended in order to allow External to comment. External would be told the details of the programme but not necessarily*. He said that since there was no comment received from External Affairs following receipt of the November 1 letter they proceeded in the new year to issue invitations, assuming that everything was in order.
4. Mr. Fordney noted that energy resources are the primary subject put forward for the visiting Canadians but he said discussions of other resources or hard metals could be included. They were not trying to limit it to energy. He also emphasized that these are non policy exchanges and there is no attempt to initiate any negotiations.
5. He said that when Mr. Reid's letter of January 17 was received the invitations had already been extended through the Consulates. He said this procedure was another part of the agreement that he understood had been reached in Washington (i.e. the letters would go directly from the Consulates and not from the Embassy).

* the names of proposed participants

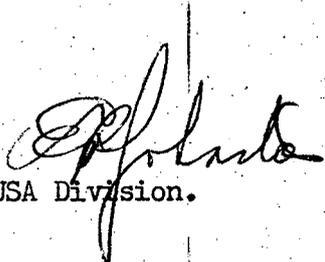
UNCLASSIFIED

- 2 -

6. He pointed out that after Mr. McClellan's intervention in the spring of 1974 they agreed to include a federal official on the visit. He told me, in strictest confidence, that Jack Leary of the commercial section of the Embassy had spoken to Mr. Shoyama at EM&R outlining the proposal and Mr. Shoyama undertook to discuss the programme with External Affairs. Mr. Fordney did not know if anything further had developed on that score.

7. Mr. Fordney emphasized that they would like to have exchange visits, not just their own programme of visits to United States. He emphasized the non-policy nature of these visits. U.S.I.S. is responsible for the overseas administration of the job although it is funded by the Cultural Bureau at the Department of State. The actual programme arrangements are handled by an outside contracting agency, which incidentally is now under the direction of Rufus Smith.

8. Mr. Fordney said that he is willing to come to meet with External Affairs officials at any time and lay out the whole programme for them. I said that we would very much like to do this and that I would be in touch with him to arrange such a meeting.


USA Division.

3/3/75

~~Mr Kirk~~
~~(through Mr Roger)~~ R

Although we specifically asked GWU & FCO to consult as well as ECL, they have each taken a different tack as far as what we should tell the USA re these visits. My suggestion is that since we are really caught in the middle, SOL should get GWP or FCP to organize a meeting ~~about~~ to lay down a policy as to how ~~they have~~ u.

These items should be dealt with. I must ashamedly note that our sister divisions could not see fit to co-ordinate their guidance to us, even though we had requested them to do so.

HSS
24068

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
A FAP

SECURITY UNCLASSIFIED
Sécurité

FROM
De GWP

DATE February 28, 1975.

REFERENCE
Référence Your memorandum of February 27, 1975.

NUMBER
Numéro

SUBJECT
Sujet Visit to U.S. by Canadian Provincial Experts in long range planning for the utilization of non-renewable resources

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

- ECP
- FCP
- FCO
- GWU
- ECT
- ECL
- FAI
- PDM
- PDQ

As you know, we have encountered some difficulties with the U.S. Embassy in the past on this question of its invitations to provincial officials. Perhaps your meeting with Ben Fordney on Monday would provide a useful opportunity to make clear our views on this matter, in order that the Embassy clearly understands our attitude. In the final analysis we wonder if we should insist on invitations being extended through this Department, especially since last year we did not insist on this. We suggest the following points be made to Mr. Fordney:

1. The Department of External Affairs does not need to be the channel through which the Embassy must issue its invitations to provincial officials. However, we would like to be informed of the people they are inviting. I understand that the Embassy has not yet done so in this case, but presumeably, it will be doing so.
2. Whenever possible, we hope that the U.S. will also invite a federal official as part of the group. We accept the fact that this may not always be possible, but we would certainly hope that the Canadian Embassy would have an opportunity to meet with the group while they are in Washington.

2. On this occasion it would seem that the U.S. has listened to the points we made to them last March along the lines indicated above. A federal official has been invited this time. Once we are aware of the names of those provincial officials who have been invited, then I think our interests are looked after here.

MESSAGE

ACTOFILE DIARY CIRC CHRON

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
	LIEU	MINISTÈRE	N ^O D'ORIG.		56-1-2-USA	SÉCURITÉ
	OTT	EXT AFF	FAI-730	MARCH 6/75	41	UNCLASS
CC 5-1-3-FAI						PRECEDENCE
TO/A	ATLANTA, BOSTON, BUFFALO, CHICAGO, CLEVELAND, DALLAS, DETROIT,					
	LOS ANGELES, MINNEAPOLIS, NEW ORLEANS, NEW YORK, PHILADELPHIA,					
	SAN FRAN, SAN JUAN, SEATTLE, WASHINGTON					
INFO						

DISTR. PDQ, PDF, FAP, FAPD, FCP, FCF, FAC, GWU (FAI: MM Ezrin & Patenaude: done in div.)

REF OURLET FAI(M)378 OF JAN30/75
 SUB/SUJ INFORMATION BUDGETING 75/76

A MEETING UNDER FCP CHAIRMANSHIP WAS HELD RECENTLY TO REVIEW COORDINATION OF FRANCOPHONE PROGRAMMES IN THE US. AMONG MAIN POINTS WHICH EMERGED OF MEETING WAS IMPORTANCE THAT OUR CULTURAL & INFO PROGRAMMES IN THE US PRESENT IN PROPER PERSPECTIVE FRANCOPHONE DIMENSION OF CDN CULTURE AND DESIRABILITY OF PLANNING FRANCOPHONE PROGRAMMES WHICH WOULD BE DESTINATED TO SEGMENTS OF AMERICAN POPULATION WHO ARE FRENCH SPEAKING OR ARE INTERESTED IN FRENCH CULTURE, ESPECIALLY IN AREAS WHERE THERE ARE IMPORTANT FRENCH SPEAKING GROUPS OR WHERE DISTINCT INTEREST FOR FRENCH CULTURE HAS BEEN IDENTIFIED.

2. SUBJECT WILL HAVE TO BE DEALT WITH IN GREATER DETAILS AT LATER STAGE. FOR THE MOMENT WOULD REQUEST THAT YOUR REPLY TO OUR LETTER FAI(M)378 TAKES ABOVE FACTORS INTO CONSIDERATIONS. BOSTON, NEW ORLEANS & SAN FRAN SHOULD PAY PARTICULAR ATTN TO THIS ASPECT OF THEIR PROGRAMMING & BUDGET FORECAST.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG *L.P. Tardif*
 L.P. TARDIF/FCR

FAI

2-6939

SIG *L.P. Tardif*
 L.P. TARDIF

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES MARS 12 1975

To / A FAI
From / De ...
Att'n: Mr. Walker to note

TO / À The Under-Secretary of State for External Affairs, Ott. (FAI)
FROM / De Consulate General, New Orleans
REFERENCE / Référence FAI 464 Letter, Feb. 10, 1975
SUBJECT / Sujet Information Budget Expenditures in New Orleans

SECURITY / Sécurité UNCLASSIFIED
DATE March 6, 1975
NUMBER / Numéro 32

FILE	DOSSIER
OTTAWA	
56-1-2-USA.	
MISSION	
41	37

ENCLOSURES / Annexes

DISTRIBUTION

The following information is forwarded as requested:

a) L. R. Birch attendance at Washington LEIO Meeting

November 1974 Accounts		
Voucher No.	53	Accountable Advance \$75.00
"	53	(Less Refund) - 2.14
"	54	Air fare 175.11
		<u>\$247.97</u>

b) Information-related travel - \$2,410.00

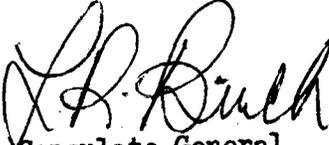
Paid November 8, 1974-March 3, 1975

Nov. 8/74	Vo. 15	81.10
11/74	22	150.00
11/74	22	23.59
27/74	49	150.00
27/74	49	6.25
27/74	50	25.75
27/74	51	77.36
27/74	52	84.74
Dec. 16/74	21	100.00
17/74	22	275.82
Jan. 6/75	9 (Less Refund)	-46.80
9/75	18	150.47
Feb. 17/75	29	600.00
	29	257.09
Mar. 3/75	6	<u>29.55</u>
		1,964.92

-2-

Numbered Letter 32 dated March 6, 1975

2. We will do our best to discourage any unforeseen expenses during the month of March.


Consulate General

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To / A	FAI
From / De	San Juan
MAR 12 1975	
File	
SECURITY / Sécurité	UNCLASSIFIED

TO / À UNDER-SECRETARY OF STATE FOR EXTERNAL AFFAIRS (FAI)

FROM / De Canadian Consulate, San Juan, P.R.

REFERENCE / Référence Your Numbered Letter FAI-(M)-378 of January 30

SUBJECT / Sujet Information Budgeting 1975/76

DATE March 5, 1975

NUMBER / Numéro 37

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
47	56-12 38

ENCLOSURES / Annexes

DISTRIBUTION

cc 5-1-3-FAI

The Consulate does not have an information assistant and consequently, in the forecast period, we will be conducting a largely responsive program. We have no equipment for a film program and rely on contact with media and organizations plus mailing of literature received from the Embassy or Headquarters as the main elements of our program. We organized three information booths in the present fiscal year using display materials and information booklets available as the Consulate.

In our estimate for 1974/75 we had included \$1,750.00 in RO 611 to assist us in expansion of activities but this was not approved. We are not planning any major project in 1975/76 as we lack the human resources required to do justice to such projects.

[Handwritten Signature]
Consulate

TRAVEL AUTHORITY - AUTORISATION DE VOYAGE

DISTRIBUTION

THIS FORM IS TO BE COMPLETED TO OBTAIN AUTHORITY AND ALLOCATION OF FUNDS FOR TEMPORARY TRAVEL. COPIES SHOULD BE SENT TO DIVISIONS CONCERNED AS SOON AS POSSIBLE AFTER PLANS FOR TRIP ARE FIRM.

APRT	ORIGINAL	APRT
APRT	-	APRT
GEOGRAPHICAL OR	DIRECTION GEOGRAPHIQUE	
FUNCTIONAL DIVISION CONCERNED	OU FONCTIONNELLE INTÉRESSÉE	
PIN	-	PIN
ORIGINATOR	-	SOURCE

ON DOIT REMPLIR LA PRÉSENTE FORMULE POUR OBTENIR L'AUTORISATION ET L'ALLOCATION DE FONDS NÉCESSAIRES À UN VOYAGE TEMPORAIRE. DES COPIES DOIVENT ÊTRE ENVOYÉES AUX DIRECTIONS INTÉRESSÉES LE PLUS TÔT POSSIBLE APRÈS QU'ON AURA ARRÊTÉ LES DÉTAILS DU PROJET DE VOYAGE.

DISTRIBUTION WHEN REQUIRED -
DISTRIBUTION SUPPLÉMENTAIRE S'IL Y A LIEU

FPO	7	FPO
APO (MEDICAL APPOINTMENTS)	10	APO (VISITES MÉDICALES)
PSS	9	PSS
APRE	11	APRE

1 NAME - NOM G.S. SHORTLIFFE		2 DIVISION - DIRECTION GWU	
3 CLASS AND GRADE CATÉGORIE ET CLASSE FS3		4 TELEPHONE - TÉLÉPHONE HOME 829-7771 OFFICE 2-6172 RÉSIDENCE BUREAU	
5 DEPARTURE DATE - DATE DE DÉPART FEBRUARY 21, 1975		6 RETURNING DATE - DATE DE RETOUR MARCH 2, 1975	
8 TRAVEL ADVANCE - AVANCE DE VOYAGE NO <input type="checkbox"/> YES <input type="checkbox"/> NON OUI		9 TAKING CLASSIFIED PAPERS EMPORTE DES DOCUMENTS CLASSIFIÉS <input type="checkbox"/> PSI	
7 PASSPORT - PASSEPORT DIPLOMATIC <input type="checkbox"/> SPECIAL <input type="checkbox"/> DIPLOMATIQUE SPÉCIAL		10 INNOCULATIONS - INOCULATIONS YES <input type="checkbox"/> UNKNOWN <input type="checkbox"/> OUI NON DÉTERMINÉ	

11 SALARY CHEQUE(S) (FOR DEPOSIT TO YOUR BANK DURING YOUR ABSENCE - CHÈQUE(S) DE TRAITEMENT (À DÉPOSER À VOTRE BANQUE PENDANT VOTRE ABSENCE) APRE

NAME OF BANK - NOM DE LA BANQUE ADDRESS - ADRESSE ACCOUNT NO - N° DE COMPTE

12 PURPOSE OF TRAVEL - OBJET DU VOYAGE
LIAISON VISIT

13 CITY AND COUNTRY - VILLE ET PAYS	14 DATES	15 ADDITIONAL INFORMATION - RENSEIGNEMENTS SUPPLÉMENTAIRES
Los Angeles, Calif., USA	Feb. 21-26/75	Lv. Ottawa Feb. 21 at 2050 (AC515); Arrive Toronto at 2145. APRT is to arrange hotel booking in Toronto for night of Feb. 21.
		Lv. Toronto Feb. 22 at 0930 (AC791); Arrive Los Angeles at 1130.
San Francisco, Calif., USA	Feb. 26-Mar. 2	Lv. Los Angeles Feb. 26 at 1015 (Pan.Am.1); Arr. San Francisco at 1125. Lv. San Francisco Mar. 2 at 1025 (CP84) Arrive Vancouver at 1230; Lv. Vancouver Mar. 2 at 1415 (CP80); Arrive Toronto 2125; Lv. Toronto Mar. 2 at 2155 (CP62); Arrive Ottawa at 2300.
		APRT to make flight reservations.
		Hotel bookings other than that for Toronto to be made by missions

16 17 APPROVED AND CERTIFIED THAT FUNDS ARE AVAILABLE AND HAVE BEEN COMMITTED WITHIN THE BUDGET OF THE BUREAU OR DIVISION CONCERNED.
APPROUVÉ: CERTIFIÉ EN OUTRE QUE DES FONDS SONT DISPONIBLES ET ONT ÉTÉ ENGAGÉS DANS LE CADRE DU BUDGET DU BUREAU OU DE LA DIRECTION EN CAUSE.

DATE **Feb. 6/75** ORIGINATOR - SOURCE DATE DIVISIONAL DIRECTOR OR DIRECTOR GENERAL - DIRECTEUR OU DIRECTEUR GÉNÉRAL

18	19 FE/CF	CODING - CODAGE
DATE Feb. 6/75	RECOMMENDED BY 318	174-016-1-177-000-31801
	RECOMMANDÉE PAR 318	174-016-1-177-000-31871

FAI/CI 56-1-2-USA
 file diary circ chron

MEMORANDUM

Mr. H. Barin

UNCLASSIFIED

Gail Tyerman

February 28, 1975

Liaison Visit to Chicago

56-1-2-USA	
T	-

Chicago has had a relatively active information programme during the past two years. It began in the spring of 1973 with the addition of Mrs. C.M. Oiler as an information assistant and Mrs. H.R. Reel as a librarian. With the upgrading of Mrs. Oiler to an LEIO during the summer of 1974 and the assignment of Mr. George Jacoby to Chicago recently, the information programme has received a new impetus.

2. One point to be kept in mind is the dearth of reporting by the post on its activities. Mrs. Oiler began well by completing a comprehensive information report in August, 1973 for the first six months of that year. Since then, no reports have been received. Her has the post cost Ottawa much in the way of comment on completed, present or anticipated activities. (However, to some extent, the country programme has diminished the need for the twice-yearly information report. In addition, the use of the telephone does keep Ottawa informed of some of Chicago's plans.)

Country Programme

3. The country programme does recognize that information programmes should aid the post in achieving their overall objectives. Yet one wonders if this is kept in mind when information activities are planned. The programmes conducted by the post concentrate on academic liaison and publicity in general. Admittedly, these activities do contribute to the stated post objective of increasing the Canadian presence in the area. However, the post is primarily concerned with trade and economic matters. Some thought should be given to directing the information programmes to priority target audiences. In particular, some attention should be given to influential businessmen and others in the economic field.

Academic Liaison

4. The main area of concern to the post is the presentation of books. The post may ask about the future of the Canada Council programme of giving books to universities, as it appears to favour giving books to

- 2 -

university rather than high schools. This is in spite of the fact that last year's country programme (1974/75) stated that there was little chance of creating interest in Canada at the university level without more extensive coverage of Canada in high school curricula.

5. With regard to the High School Book Programme, the post has made a useful suggestion that a pre-packaged six-week course on Canada be designed to present to schools the receive books under the programme. While this merits consideration by Ottawa, the problems of devising a course to suit all grades within a high school and students of various interests not to mention the expense, may prohibit such a programme. In addition, the collection of books for the high schools is designed to demonstrate Canada's contribution to many fields and to encourage the study of Canada and Canadian experiences in many courses. Other than presenting books, the post doesn't mention other possible types of liaison activities with schools and universities. However, one can assume that they do encourage personal contacts and provide what support they can, such as speakers, exhibits and films.

Media Liaison

6. In the field of media liaison the post recognises the importance of television and radio. It expects to obtain opportunities for officers to appear as guests on local television and radio shows. In contrast to other posts, this is an effective and yet possible means of utilizing the media. While the post expects the addition of the CP wire service will aid the post in media liaison as a result of improved reaction time, little else is mentioned in regard to newspapers. They are characterized by the country programme as having little interest in foreign affairs. However, the increasing concern of the Chicago area of the United States with Canada's energy policies surely means increased opportunities for the post to encourage articles explaining the Canadian position on areas of mutual concern.

Cultural Affairs

7. The only listed activity is the provision of cultural exhibits to interested art galleries and universities.

G. Tyerman
G.T.

APPENDIX "A"

Information Activities

Exhibits

The post has Photography Canada (Image VI), Canadian Horizons and Canada Hello, Canada Allo on deposit (the latter two are for use by Minneapolis and Detroit as well). The bilingualism exhibit was used at a booth set up during the National Council of Social Studies Convention in November 1974. No other reported use of these exhibits has yet been made.

As you are aware, Chicago is presently in the process of arranging for the showing of the Circumpolar Exhibit in April.

Films

In 1970, Chicago's film library was discontinued due to general economic restraints in the Department of External Affairs. January, 1974 saw the re-establishment of a small film library in Chicago (about 70 titles). The recommendation by the Rainville report that the library be brought up to the normal size (of about 400 titles) was greeted enthusiastically by the post. Nevertheless, the titles proposed by NFB were not so well received. As you know, this issue of selection of films is still under discussion by NFB and FAI management.

Research and Writing

The post now has an adequate research library and should be prepared to cope with most inquiries. The Research and Writing section report no difficulties with Chicago. See Appendix "D" for the material recently sent to Chicago.

In June 1974, Chicago wrote to complain of delays in receiving material. They were subsequently sent all the desired material in their annual requisition. One point they mentioned (and which FAI did not respond to) was that individual inquiries from the public in their territory made directly to Ottawa were subsequently referred to the post. This is FAI practice for all inquiries from outside Canada except for large bulk orders of pamphlets or reference papers which DSSP fills. One rationale for the practice is that this allows posts to increase their contacts. A second reason is that FAI does not have the manpower to handle requests from around the world.

.../2

Visits

No problems have been encountered by the Visits Section because no visits have been made recently from the Chicago area. Perhaps the post should be made aware of the visits programs. (However, Mr. Jacoby who arrived only in January 1975, should know of the programs.)

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APPENDIX "B"

Personnel

The information program is directed by Mr. George Jacoby (PS 1) who spends 4 man-years on information work. As he has only recently arrived, he will still be settling in. Before his appointment, the post had strongly urged that a more senior officer (PS 2) be sent to Chicago. As a result, the Consul General, Mr. W.J. Collett (PS 4) may be a little disappointed to be sent overseas on his first posting.

The LEO, Mrs. Cara H. Oiler (GS9) works under Mr. Jacoby. She was promoted last summer from an information assistant. She may soon be quitting her job so that a new LEO may well have to be hired in the near future to replace her. She works full-time on informational and cultural work.

The other staff consists of Mrs. H.E. Reul (GS 5) who works full time as a librarian and E.L. Resens (GS 4) who spends only 1 man-year on information work. Their secretarial work is handled by Anita Kocio (GS 5) who works .3 man-years for the informational/cultural program.

APPENDIX "C"

New Exhibits

Four exhibits are now available that are not yet described in our catalogue.

- ...
- (1) The first is a children's art exhibit, entitled the way I see it (photo attached). It contains 27 free-standing panels each 6½ feet high by 30 inches wide.
 - (2) The second is also a children's art exhibit. In this case, the art is mounted in 30 clear plastic back frames which in turn need a wall to be mounted upon. (photo unavailable)
 - (3) Framed photographs (75) of winter scenes make up the third exhibit, entitled Winter. (This exhibit is now mounted around the walls of FAI.)
 - (4) The Circumpolar exhibit consists of 12 frames of free-standing photographs surrounding a globe of the northern countries of the world. There is also a videotape presentation depicting the origins of man in the Arctic environment.

✓
FILE
DIARY
CIRC
CHRON

RANDUM

Mr. Ezrin

UNCLASSIFIED

February 27, 1975.

G. Tyerman

Your Liaison Visit to Minneapolis

56-1-2-052
/

General Appreciation

Established only in 1970, Minneapolis began their information programme in August, 1974 when they hired an LEIO. Their country programme indicated as appreciation of the role of information work as a support to post objectives. Their objectives for the information programme seemed both attainable and worthwhile given the size of the post. In spite of this however, there is no mention of information work in the role of supporting trade and industrial development, an activity considered to be of first importance by the post.

A few relatively minor points could be made during the liaison visit.

COUNTRY PROGRAMME:

Media Relations

There is only one difficulty foreseeable in the country programme with regard to media relations. The post wishes to approach KTCA-TV with the suggestion that they use NFB films or CBC documentaries. This may well be difficult for the post to provide, given the attitudes of CBC and NFB regarding the showing of their work on television. Perhaps the post should be made aware of our inability to provide very much in this area. Other methods such as encouraging the station to do shows itself CGOT may have to be utilized by the post.

Academic Liaison

The programme shows good balance between high school and university liaison, and suprisingly enough, a good understanding of the potential role for posts in the High School Book programme.

Cultural Liaison

Establishing and strengthening contacts with artistic and cultural agencies and groups is the main activity foreseen in this area. As well as acting as liaison for Canadian groups, the LEIO intends to publicise Canadian Arts.

The above country programme contains very few weaknesses. One area that is not covered, however, is that it does not indicate how the post responds to public inquiries, although one assumes that someone does this.

Appendix "A" Information Activities.

Exhibits

Minneapolis has not shown any exhibits in the past year. The only mention of exhibits made by the post in their country programme was in connection with cultural liaison. The post should be informed that exhibits other than those of Canadian art are available to be used in support of the informational programme. In addition, they may not know that Horizons Canada and Canada Hello Canada All6 are on deposit for them in Chicago (as Minneapolis was informed in July and Mr. Foley, the LEIO, was hired in August /74).

Films

The post does not have a film library and so was completely ignored by the Rainville Report. In return, the post did not comment in the report. Detroit may be reluctant to service Minneapolis to any large extent. The post should be informed that, in future, schools will likely be restricted to Canadian informational films only.

Although the post asked for a slide projector in response to our Circular Document "R" 12/74, they did not ask for one in their post budget.

Visits

In the country programme, visits were only mentioned in connection with journalists. Perhaps the post should also be informed that visits can be used by opinion-formers of all types. Since trade promotion is an important activity of the post, influential businessmen with Minneapolis since they had never nominated a visitor.

Research and Writing

See Appendix "C". No problems have been encountered. Appendix "B".

Personnel

Mr. Foley, 31, was engaged in August as the LEIO. He has completed his B.A. and course work in an MA and in addition has four years previous experience in administration and public relation for two local colleges.

The Head of Post, Mr. B. Blackwood (FS-3) is a Trade Commissioner. Listed as spending one man-year on information, he sees his role in information work as continuing to put across the Canadian viewpoint to government officials and leaders in business education and with the Head of Post emphasizing that all sections of the post work together to meet Canadian objectives and his ruling that all officers will aid the information programme, it would appear that the LEIO will have back-up support in his efforts to establish an effective information programme.

Mr. F. Clarke (FS-1) is also listed as spending one man-year on information. He acts as a supervisor to Foley.

For support staff, the information programme has the use of a receptionist (GS-3) for 4 man-years and a Secretary/Clerk (GS-4) for 3 man-years.

G. Tyerman
G. Tyerman

file diary circ chron

MEMORANDUM

ECP GSP

UNCLASSIFIED

February 21, 1975

FAP

FAI memorandum of February 26/75 et al

Visit to the United States by Canadian provincial experts in long-range planning for the utilization of non-renewable resources

56-1-2-USA	
L.	—

GSU
ECL
DCT
PCO
PCP
FAI

I telephoned the office of Mr. Fordney, Counsellor for Public Affairs of the U.S. Embassy in Washington, February 26 concerning the extension of invitations to Canadian provincial authorities to participate in an exchange of views on long-range planning for the utilization of non-renewable resources. In Mr. Fordney's absence, I spoke to Mr. H. Yeld, First Secretary (Cultural Affairs). I reminded him of the guidelines laid down for these types of invitations (by letter of January 27, 1975 attached hereto). I requested the names of all officials who had accepted the invitation extended by the U.S. Government, the proposed dates of the meeting and details about the program schedule. In response to my query as to the identity of the federal participant: As Mr. Fordney had indicated in his earlier correspondence could be invited, Mr. Yeld stated that he believed it was Mr. Chappell of the Embassy in Washington.

2. I have accepted the U.S. Embassy's suggestion that Mr. Fordney meet with me to explain this situation and to provide the information requested. The meeting has been tentatively scheduled for Monday, March 3, 1975.

3. I would be grateful for any comments or suggestions you may offer in advance of this meeting. These comments would have to be based, without doubt, on the fact that the visit will have to go ahead.

BEST COPY AVAILABLE


Patrick Reid,
Director General,
Bureau of Public Affairs

COPY / COPIE

AFFAIRES EXTÉRIEURES

- subvention } FCF
FAR?
FAC?

M. Patenaude
semble que CCF ait déjà pris position
de fond à l'usage. Il conviendrait de
déterminer quel est le
responsabilité dans ce cas +
rebuter à
M. Ezzi

TO
à
The Under-Secretary of State for External
Affairs, OTTAWA (GWU)

FROM
De
Canadian Consulate General, NEW ORLEANS

REFERENCE
Référence
WshDC letter 253 of Feb.3/75 and Birch/Van Brakel
telecon of Feb.26/75

SUBJECT
Sujet
Francophone Information Programme - 1975 Convention
FIPF

SECURITY
Sécurité
UNCLASSIFIED

DATE
February 26, 1975

NUMBER
Numéro
35

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES
Annexes

4

DISTRIBUTION

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- FCP
- GWP

BY MISSION

- WshDC
- m. O'Hagan
- m. R. Seaborn
- Boston
- New York
- Cons.Gen.

telles de
7 mars

We have today received from Mr. Jacques Hardré of the University of North Carolina, President of the Fédération Internationale des Professeurs de français (FIPF), an invitation to attend the World Conference of the FIPF to be held in New Orleans from December 26-30, 1975.

2. In his letter M. Hardré also expresses a desire to "m'entretenir avec vous au sujet de ce Congrès et, notamment, de la participation de nos collègues canadiens". He proposes to do so on the occasion of his upcoming visit to New Orleans during the week of March 10-17. It therefore appears that the FIPF has decided to approach us concerning our participation in the convention, instead of waiting until we approach them, as is suggested in the Washington letter under reference.

3. We are enclosing a copy of the brochure contained in M. Hardré's letter. Although no mention is made of workshops, you will note that several of the themes would lend themselves nicely to Canadian participation.

4. We, of course, do not expect that a decision on Canadian participation would be made at this early stage, and we are somewhat surprised by M. Hardré's approach. Our concern, therefore, at the present time is whether or not there will indeed be official Canadian participation in this conference. It is our understanding that the various divisions concerned with the francophone information programme were meeting on February 26 to discuss the future of this programme and I hope that Mr. Birch's telephone call to GWU on February 26 permitted some discussion of the invitations. We are in complete agreement with this, since it seems to us that the general policy guidelines for this programme must be set before decisions can be taken concerning special events, such as the FIPF convention.

...2/

- 2 -

5. We would very much appreciate receiving your comments in advance of M. Hardré's proposed visit.



Consul General

P.S. We enclose copy of M. Hardré's letter and enclosure as well as M. Cantin's reply.



LE PRÉSIDENT:
JACQUES HARDRE
UNIVERSITY OF NORTH CAROLINA
P. O. BOX 771 - CHAPEL HILL, NC 27514
U.S.A.

FÉDÉRATION INTERNATIONALE DES PROFESSEURS DE FRANÇAIS

Le 25 février 1975

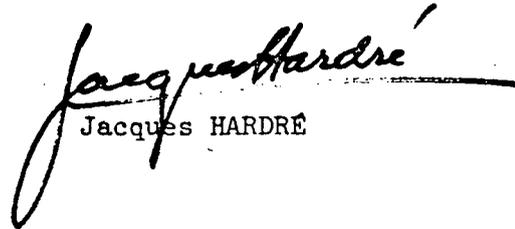
Monsieur le Consul Général,

J'ai l'honneur de vous inviter, au nom du Bureau de la Fédération Internationale des Professeurs de Français à assister au troisième Congrès Mondial de la Fédération qui aura lieu à la Nouvelle-Orléans du 26 au 30 décembre 1975.

Je me permets de joindre à cette lettre un exemplaire du premier dépliant qui a été envoyé à tous les membres de la F.I.P.F. en dehors des Etats-Unis, ainsi qu'un tiré à part de l'annonce destinée aux membres de l'A.A.T.F. et qui a paru dans les pages de la French Review.

Je serais très heureux à ma prochaine visite à la Nouvelle-Orléans (dans la semaine du 10 au 17 mars), de m'entretenir avec vous au sujet de ce Congrès et, notamment, de la participation de nos collègues canadiens.

Veuillez agréer, Monsieur le Consul Général, l'assurance de ma haute considération.


Jacques HARDRE

M. Charles Cantin
Consul Général du Canada
2 Canal Street
New Orleans
Louisiana

000534

B. Voyage du pays d'origine à New York (départ le 20 décembre) suivi de cinq journées de tourisme à New York et à Washington, et arrivée à la Nouvelle-Orléans le 26 décembre.

C. Voyage du pays d'origine à la Nouvelle-Orléans (départ le 26 décembre) suivi de cinq journées de tourisme, après le Congrès, à Washington et à New York, et départ vers le pays d'origine le 5 janvier 1976.

Pour B et C: Prix par personne (en chambre double: \$138 (petit déjeuner, taxes et service compris)
(Il est entendu que les frais de transport du pays d'origine à la Nouvelle-Orléans sont en sus)

Pour le Congrès à la Nouvelle-Orléans, deux formules sont offertes:

A) Séjour à l'hôtel Fairmont:

Chambre individuelle: \$18 par jour + taxe 61,4% (repas non-compris)

Chambre double: \$13 par personne + taxe 61,4% (repas non-compris)

B) Séjour à l'Université Loyola: \$6 par jour et par personne (aucun service ne sera fourni par l'Université)

Au cas où un nombre suffisant de Congressistes en manifesterait le désir, une excursion à Lafayette, au coeur du "pays cajun" de la Louisiane, pourrait être organisée par le Comité pour le Développement du français en Louisiane (CODOFIL). Cette excursion aurait lieu immédiatement après le Congrès (le 30 décembre après-midi) avec retour prévu le lendemain à l'aéroport de la Nouvelle-Orléans. (Supplément pour l'excursion: \$20)

En outre, les journées de tourisme après le Congrès pourraient être consacrées à une visite de la Martinique et de la Guadeloupe qui remplacerait le séjour à New York et à Washington. Le prix serait établi en fonction du nombre des participants.

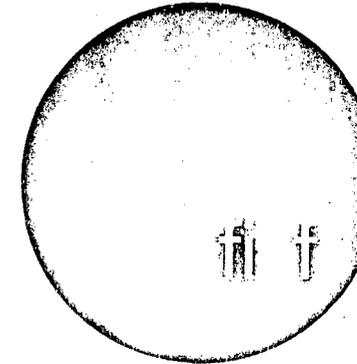
FÉDÉRATION INTERNATIONALE DES
PROFESSEURS DE FRANÇAIS

TROISIÈME CONGRÈS MONDIAL

26-30 Décembre 1975

Nouvelle-Orléans, U.S.A.

(Hôtel Fairmont)



Conjointement avec le Congrès de l'A.A.T.F.—
American Association of Teachers of
French—et avec le Concours de la S.P.F.A.—
Société des Professeurs Français en Amérique

Président de la F.I.P.F.—Jacques Hardré
(University of North Carolina)

Secrétaire Générale de la F.I.P.F.—Colette
Stourdzé (Centre International D'Études
Pédagogiques de Sèvres)

Président de l'A.A.T.F.—Douglas W. Alden
(University of Virginia)

Secrétaire Général de l'A.A.T.F.—Frank W.
Nachtmann (University of Illinois)

Présidente de la S.P.F.A.—Micheline Herz
(Douglass College)

Secrétaire-Trésorière de la S.P.F.A.—Claude
Le Goff (Rutgers University)

COMITÉ D'HONNEUR

- S. E. Jacques Kosciusko-Morizet, Ambassadeur de France aux Etats-Unis
 S. E. John Nichol Irwin, II, Ambassadeur des Etats-Unis en France
 S. E. L'Ambassadeur de Belgique aux Etats-Unis
 Monsieur Paul Gérin-Lajoie, Président de l'Agence canadienne de développement international
 S. E. Edwin Edwards, Gouverneur de la Louisiane
 Monsieur Moon Landrieux, Maire de la Nouvelle-Orléans
 Monsieur le Sénateur Jacques Habert
 Monsieur James Domengeaux, Directeur, CODOFIL

THÈMES

- 1) Plurilinguisme et enseignement du français, langue maternelle, seconde ou étrangère.
- 2) Différentes approches méthodologiques pour la lecture des textes littéraires.
- 3) L'Amérique du Nord dans la littérature française des XVII^e et XVIII^e siècles.
- 4) Les échanges culturels entre l'Amérique du Nord et le monde francophone aux XIX^e et XX^e siècles.

(Les thèmes 3 et 4 ont été retenus en fonction de la célébration du bicentenaire des Etats-Unis.)

D'autre part, des groupes de réflexion se consacreront au sujet suivant:

"Connaissance des cultures d'expression française et enseignement du français."

Un programme détaillé contenant les titres des communications, les noms des orateurs et des animateurs des groupes de travail à l'intérieur de chaque thème, sera prêt au mois de novembre 1974 et sera distribué à ceux qui en feront la demande.

A l'intention des congressistes venant des pays en dehors de l'Amérique du Nord, trois formules sont offertes pour le voyage:

A. Voyage direct du pays d'origine (départ le 26 décembre) à la Nouvelle-Orléans et retour le 30 décembre ou 31 décembre. Frais de transport:

<i>Europe</i> (par groupes de 40)	Paris	— Nouvelle-Orléans — Paris	\$463* par personne
	Francofort	— Nouvelle-Orléans — Francofort	\$472* par personne
	Copenhague	— Nouvelle-Orléans — Copenhague	\$472* par personne
	Bruxelles	— Nouvelle-Orléans — Bruxelles	\$463* par personne
	Rome	— Nouvelle-Orléans — Rome	\$561* par personne
	Helsinki	— Nouvelle-Orléans — Helsinki	\$488* par personne
	Athènes	— Nouvelle-Orléans — Athènes	\$652* par personne
	Shannon	— Nouvelle-Orléans — Shannon	\$477* par personne
	Lisbonne	— Nouvelle-Orléans — Lisbonne	\$444* par personne
	Stockholm	— Nouvelle-Orléans — Stockholm	\$480* par personne
<i>Afrique</i> (par groupes de 15)	Accra	— Nouvelle-Orléans — Accra	\$720* par personne
	Entebbe	— Nouvelle-Orléans — Entebbe	\$965* par personne
	Lagos	— Nouvelle-Orléans — Lagos	\$720* par personne
	Nairobi	— Nouvelle-Orléans — Nairobi	\$966* par personne
	Sierra Leone	— Nouvelle-Orléans — Sierra Leone	\$698* par personne
<i>Asie</i>	New Delhi	— Nouvelle-Orléans — New Delhi	\$1,157 par personne (groupes de 15)
	Tokyo	— Nouvelle-Orléans — Tokyo	\$954* par personne (groupes de 25)
	Séoul	— Nouvelle-Orléans — Séoul	\$807* par personne (groupes de 70)
<i>Amérique</i>	Costa-Rica	— Nouvelle-Orléans — Costa Rica	\$226* ¹
	Port-au-Prince	— Nouvelle-Orléans — Port-au-Prince	\$305* ¹
	Rio-de-Janeiro	— Nouvelle-Orléans — Rio-de-Janeiro	\$654* (par groupes de 20)
	Mexico	— Nouvelle-Orléans — Mexico	\$181* (par groupes de 15)
	Montevideo	— Nouvelle-Orléans — Montevideo	\$631* (par groupes de 10)
	Asunción	— Nouvelle-Orléans — Asunción	\$631* (par groupes de 10)
Buenos-Aires	— Nouvelle-Orléans — Buenos-Aires	\$654* (par groupes de 20)	

1. Un voyage gratuit pour chaque groupe de 15.

*Ces chiffres sont basés sur les tarifs en cours et révisables en fonction du coût des carburants. (voir au verso)

A découper et a renvoyer par avion*

M
 Mme
 Mlle
 Domicilié (e) à

désire recevoir les annonces ultérieures concernant le Congrès de la F.I.P.F. à la Nouvelle-Orléans (26-30 décembre 1975). D'ores et déjà, et sans aucun engagement de ma part, je déclare ma préférence pour:

Voyage: Formule A Formule B
 Formule C

Séjour: Formule A
 Chambre indiv.
 Chambre double
 Formule B

Je m'intéresse à l'excursion CODOFIL à Lafayette.
 Je m'intéresse au voyage Martinique-Guadeloupe.

Date:

Signature:

*Pour les habitants de l'Amérique du Nord, de l'Amérique du Sud, des Antilles et de l'Asie à:

M. Jacques HARDRE
 P. O. Box 771
 Chapel Hill, N. C.
 27514, U.S.A.

Pour les habitants de l'Europe, de l'Afrique, du Moyen-Orient et de l'Australie:

au: Secrétariat Général FIPF
 Centre International D'Études
 Pédagogiques
 1, Av. Léon Journault
 92310 Sèvres, FRANCE

FÉDÉRATION INTERNATIONALE DES PROFESSEURS DE FRANÇAIS

AMERICAN ASSOCIATION OF TEACHERS OF FRENCH

SOCIÉTÉ DES PROFESSEURS FRANÇAIS EN AMÉRIQUE

JOINT CONVENTION NEW ORLEANS, LA.
Hotel Fairmont December 26-30, 1975

This International Convention will devote its discussion to the following themes:

- 1) Plurilingualism and the teaching of French as a maternal, second or foreign language.
- 2) Various methodological approaches to the reading of literary texts.
- 3) North America in French literature of the XVIIth and XVIIIth centuries.
- 4) Cultural exchanges between North America and the French-speaking world in the XIXth and XXth centuries.

Special study groups will examine other subjects, among them: "Cultures of French-speaking peoples and the teaching of the French language."

Highlights of the Convention:

- Welcoming remarks by the Governor of Louisiana, the Honorable Edwin Edwards and by the Mayor of New Orleans, the Honorable Moon Landrieux
- Special address by the Ambassador from France, His Excellency Jacques Kosciusko-Morizet
- Firsthand experience with the resurgence of the French language in Louisiana
- Contacts with French teachers from 45 countries around the world
- Jazz festival on the Mississippi
- Artistic and social evenings.

Special extra features:

- a) If enough advance interest is indicated, an excursion to Lafayette, Louisiana, home of CODOFIL (Committee on the Development of French in Louisiana) will be arranged. Departure from New Orleans at 1 p.m., Dec. 30 and return to New Orleans airport late afternoon, Dec. 31. Cost of excursion: \$25 (all-inclusive).
- b) If enough advance interest is indicated, a five-day tour of the French islands of Martinique and Guadeloupe will be arranged. The cost will depend on the number of participants who express their interest before June 1, 1975. Departure from New Orleans, Dec. 30, p.m. and return to New Orleans or to New York, January 4, 1976.

Hotel Accommodations:

Hotel Fairmont	
singles	\$22.00
doubles	\$32.00
twins	\$32.00

N. B. Some 100 dormitory rooms will be available, on a first-come, first-serve basis, at \$6.00 per person, at Loyola University. No services will be available, but breakfast can be obtained at the University Cafeteria.

(Tear Off Sheet)
PRE-REGISTRATION FORM
(Valid until June 1, 1975)

(To be mailed to: Dr. Jacques HARORE, P.O. Box 771, Chapel Hill, N.C. 27514)

NAME: _____
ADDRESS: _____
INSTITUTION: _____

Please make the following reservation **Hotel Fairmont**:

Single room Double room Twin room

(I will be accompanied by _____)

Loyola University: Dormitory room _____

I wish to participate in:

the CODOFIL excursion: Yes _____ No _____ the Martinique-Guadeloupe tour: Yes _____ No _____

Please find enclosed a check (made out to FIPF Convention) for:

Preregistration (per person)	\$8.00* _____
CODOFIL excursion (per person)	\$25.00 _____
Total	_____

*\$10.00 after June 1, 1975 and at Convention.

Canadian Consulate General



Consulat Général du Canada

2110 International Trade Mart
2 Canal Street
New Orleans, La. 70130

le 27 février 1975

Monsieur le Président,

Je vous remercie de votre invitation à assister au 31^{ème} Congrès Mondial de la Fédération internationale des professeurs de français, qui aura lieu à la Nouvelle Orléans du 26 au 30 décembre prochain.

Je serai heureux de vous rencontrer lors de votre passage ici dans la semaine du 10-17 mars; même si à ce moment-là, je doute que je serai en mesure de vous informer de la participation de mes collègues canadiens à ce congrès. Toutefois, je saisis immédiatement les directions de notre Ministère intéressées à la teneur de votre lettre.

Veillez transmettre aux membres du Bureau de la Fédération l'expression de mes remerciements pour cette invitation.

Le Consul Général du Canada
à la Nouvelle Orléans

J. C. Cantin

Mr. Jacques Hardré
Président de la Fédération internationale
des professeurs de français
Université de North Carolina
P.O. Box 771
Chapel Hill, NC 27515

FAP

UNCLASSIFIED

FAI

February 26, 1975

Exchange of Visits ^{of} Experts in Long-Range Planning
for the Utilization of Non-Renewable Resources

56-1-2-USA	
L	-

GWU
...
ECL
FCO

You will recall that in response to letter dated November 1, 1974 from Mr. Fordney of the U.S. Embassy you wrote on January 17, 1975, (copy attached) expressing interest in his proposal but laying down guidelines for the extension of invitations to Canadian participants, notably provincial ones. Subsequent to the despatch of our letter we have received additional cautionary notes from the Departments of Industry, Trade and Commerce and Energy, Mines and Resources in which they have sought at the very least to postpone these visits at this sensitive time in Canada/USA Energy relations.

2. We have now learned that the U.S. Embassy has extended invitations to an Ontario Government energy official and presumably to other provincial representatives as well. The Ontario Government has advised our Federal Provincial Coordination Division that suggestions as to the program for these Ontario officials in Washington have to be submitted today, Wednesday, February 26.

3. Following consultation with the Embassy in Washington and other relevant Divisions in the Department, it has been decided that as a minimum an effort should be made to brief the provincial representatives either in Canada or in Washington, depending upon the visit circumstances. Consequently, we require on an urgent basis the names of all officials and their provincial affiliation who have accepted the invitation extended by the U.S. Government, and the proposed dates of the meetings. Furthermore we would also seek the name of the federal participant whom Mr. Fordney had indicated in his earlier correspondence would be invited as we are unaware of any such invitation having been offered by the U.S. Government. We would therefore be grateful if you would telephone Mr. Fordney (238-5335) this afternoon, to obtain this information.

- 2 -

4. During your conversation with Mr. Fordney you may wish to discuss with him why the Embassy has extended these invitations to provincial authorities without pursuing the offer of facilitative assistance that you had made.

L. P. TARDIF

L. P. Tardif
Deputy Director

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

1975
 From / De: AFPA
 MAR 5 1975
 Attn: Mrs Keiel
 Unclassified

TO A Under Secretary of State For External Affairs (FAI), Ottawa

SECURITY / Sécurité

FROM De Consulate General, Seattle

DATE February 26th, 1975

REFERENCE Your Letter No. FAI-(M)-378 and No. FAI-533 of February 14th, 1975

NUMBER 37

SUBJECT Proposed Information Activities April 1, 1975 to March 31, 1976

FILE	DOSSIER
OTTAWA 56-19-4-3-USA-SEA	56-1-SEA
MISSION 56-19-4; 56-19-4-1	
56-20	

CC 56-1-2-USA.

ENCLOSURES Annexes

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GWU
AFPC
FAPD

We have been pleased at the way in which the information programme at this post has developed in the past year and a half. There is increasing enthusiasm for and interest in Canada throughout our consular territory. Our primary areas of major informational activity are, in descending order of importance, the universities, the media, high schools that have received Canadian books, major city and regional libraries, and groups such as the United Nations Association and service clubs. The latter we service primarily with printed material and speakers, and are included with the rest of our budget projections in these general areas. Major activities in terms of exhibits, film showings, special printings, etc., are concentrated on the first four. We have broken our projections down into area of activity, and then listed our proposals in descending order of priority.

A) Canada Weeks:

- 1. Western Washington State College \$75.00

This proposal has already been approved for April 14 to 18, 1975, and will be primarily covered from Ottawa (approximately \$350.00). The figure we quote is for special printing (flyers, film programmes, etc.) and expenses such as the hiring of a projectionist for the film series.

- 2. Oregon State University \$400.00

OSU has developed into a key centre for Canadian Studies activities. This May OSU will be hosting a conference on Canadian literature and we feel a Canada Week here would be very successful. It would probably be best scheduled in conjunction with the presentation of a Canada Council Book Kit, perhaps next autumn. The week would involve a sizeable involvement in film showings (continually for all or part of each day), at least two exhibits, including one of photographs ("Canada" if that exhibit were to be available). The figure quoted

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GWU

Feb

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EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM:

TO
À

PDM

I agree with GWP. of FAP

SECURITY
Sécurité

CONFIDENTIAL

FROM
De

GWP

DATE

February 17, 1975

REFERENCE
Référence

NUMBER
Numéro

56-1-2-USA

SUBJECT
Sujet

Senate Committee on Foreign Affairs -
Testimony of Embassy Washington Officials

FILE	DOSSIER
OTTAWA	
MISSION	

① VP Johnston
② Mr. Somers
③ [unclear] - house to [unclear]
you spoke to [unclear]

ENCLOSURES
Annexes

DISTRIBUTION

FAP
FAI
GWU

You will recall that Ambassador Cadieux appeared before the Senate Committee on Foreign Affairs on January 23 to discuss the operations of the Embassy and its perspective on Canada-United States relations. The Ambassador's appearance was well received by the Committee. A large number of Senators attended the Ambassador's appearance and at the time of adjournment Senators expressed an interest in having the Ambassador return for further questioning. Mr. Cadieux had given a prepared statement lasting approximately one hour and the questioning went on for close to two hours. The Ambassador's appearance was in camera but the testimony will be published by the Committee. The Ambassador has vetted the transcripts.

2. Subsequently Mr. Peter Dobell of the Parliamentary Centre for Foreign Affairs advised us that the Senate Committee would like to hear more about the information and public affairs programme in the United States. Mr. Dobell had already contacted direct Dick O'Hagan at the Embassy to see if he would be willing to appear. Mr. O'Hagan had given agreement in principle following consultation with Mr. Cadieux. The Ambassador supported this idea in part because he did not feel that he wanted to return to Ottawa himself in view of his heavy schedule.

3. There have been instances in the past with respect to other subjects where officials of this Department have appeared as witnesses before the Senate Committee. However, unless they were Assistant Deputy Ministers or higher, their testimony was both in camera and not published. There appears to be no record of officers from posts abroad appearing before the Senate Committee in recent years.

4. We have discussed this matter with FAI and we both have reservations. From our point of view we would not wish to see a precedent established where section heads in the Embassy in Washington are called before either the Senate or House Committees on Foreign Affairs. We can appreciate that the Senate is interested in learning about our information

26.2.2 (us)

- 2 -

and public affairs programme in the United States. In terms of implementation of that programme in the USA, however, sole responsibility does not lie upon Mr. O'Hagan or his section. It is rather a task that is carried out by all members of the Embassy and, indeed, in all our Consulates and Consulates General throughout the U.S. In essence, therefore, if there is to be testimony about what we are doing in the information and public affairs sector, the person who most appropriately should testify should be the Ambassador supported, if necessary, by Mr. O'Hagan as a resource person. Equally, of course, Headquarters has a primary responsibility in terms of policy formulation and policy advice in the information and public affairs sector in Canada-U.S. relations. We would think, therefore, that any testimony before the Committee, in order to strike an appropriate balance, would benefit from the presence at the hearing of FAP. Thus by asking the Ambassador to testify once again supported by, if he so desires, O'Hagan and FAP, we would eliminate a precedent which we do not seek and which could be misleading in terms of calling section heads to Ottawa and we would ensure that the Senators would get as comprehensive a picture of our information and public affairs programme in the USA as is possible.

5. If you agree, we would propose, therefore, to tell Mr. Dobell that we would prefer that Ambassador Cadieux be recalled for additional testimony on this aspect of our programmes in the United States supported by Mr. O'Hagan if he wishes and by FAP. Do you approve?

OK



GWP

P.S. I spoke to the Ambassador. He understands our position and is agreeable. I also spoke to P. Dobell who is unable to forecast when (or indeed, with certainty) the requirement might arise. He thought not until after Easter and indeed, perhaps a good deal later. He obviously still wants to get at the "experts". He mentioned, for instance, that the Committee might want to call me as an ex Consul-General. I said that my experience in that role was less relevant as time went by. He, presumably, intuitively that we would balk at having "living" Consuls General recalled to testify. Again, our position would be that it should be the Ambassador.

Good
FAP

FAP

UNCLASSIFIED

February 25, 1975

FAI

Western Hemisphere Country Programme Summary

56-1-2-USA	

All positions sought in the Public Affairs Sector for 1976/77 were provisionally approved by the Country Programme Review meeting except for IFS Washington (Cultural Affairs) which was rejected. Because of the difficulties of establishing priorities between closely ranked positions, the approved positions were listed only by category.

FAI/L.P.Tardif

1976/77 Category A - ESSENTIAL

- Los Angeles - LEIO
- Philadelphia - LEIO

1976/77 Category B - HIGHLY DESIRABLE

- New York - LEIO
- Chicago - LEIO

2. All positions in the public affairs sector provisionally approved for 1975/76, which had retained their priority following discussions about them with PDA, were approved.

- Minneapolis - LEIO
- Mexico City - Programme Assistant
- Rio de Janeiro - Programme Assistant
- Washington - CBO to be transferred to New York to regularize Massé position
- Washington - 1 LEIO (deployed to HQ pool for support staff use abroad)

...2

UNCLASSIFIED

3. In addition, in 1975/76, GWL transferred a man-year from Chile to Venezuela. Through a redistribution of duties, 1.2 man-years will be available for information and cultural activities in Venezuela instead of .7 man-years. This redeployment, which was approved by the review meeting, will have the same effect as the original proposal which we support to deploy a new officer (for general relations and public affairs) in Caracas in 1976/77. Consequently, although we had not been consulted by the geographic division in advance, we were able to support this redeployment.

4. FAI also flagged for the attention of the meeting that based on current assessments, an LEIO position in Brasilia and an additional programme officer in Venezuela would be required in 1977/78.

E. A. SKRABEC

Information Division

CANADIAN CONSULATE



CONSULAT DU CANADA

~~Mr. Ezrin (O/R)~~
This was obviously
caught in the mails.
ASB 7/3/75

(Handwritten circle)

15 South Fifth Street
Minneapolis, Minnesota 55402

February 19, 1975

File
K/S

Mr. A. B. Roger
Director
Information Division
Department of External Affairs
Ottawa, Ontario K1A 0G2

56-1-2-USA	
<i>h</i>	<i>52</i>

Dear Mr. Roger:

From your letter of February 10, we were pleased to learn that Mr. Hershell Ezrin, Programme Officer for the United States, is tentatively scheduled to visit this Post on March 10 and 11 for discussions with respect to our information program. The dates you propose are convenient for us and we look forward to receiving Mr. Ezrin's confirmed itinerary. We would suggest that he stay at the Marquette Inn in downtown Minneapolis, not far from our office, and, if you wish, we will be pleased to make a hotel reservation for him.

We believe it would be very useful if Mr. Keith Percy could visit Minneapolis at the same time and we hope this can be arranged.

Yours sincerely,

M. B. Blackwood
Consul and Trade Commissioner

cc. Mr. Keith Percy
Washington, D.C.

FAI/II 100-111-2-108/20
file diary circ chron

MEMORANDUM

FAP (through Mr. Roger)

CONFIDENTIAL

February 16, 1975

FAI (H.E. Ezrin)

Proposed Reciprocal Visits of Officials involved
in the planning of collection of non-renewable
resources

36-1-2-USA

ECL
GJU

Mr. Cajka of ECL advised us on Friday, February 15, that the Departments of Industry, Trade and Commerce and Energy, Mines and Resources have had an opportunity to consider the proposal for reciprocal visits made in November, 1974 by the Councillor for Public Affairs in the USA Embassy. In their collection, little benefit would accrue to Canada from participating in such an exchange during this period of sensitive resource relations between the two countries. Indeed, they argued that such discussions could cause additional frictions, among the different levels of Canadian decision-makers involved. Mr. Cajka enquired whether it would be possible to crutch the topic to a less contentious issue. If this was not feasible, could the suggestions laid down in ECL's memo of January 17, concerning the need for meetings of Canadian delegates prior to any discussion with the Americans, be implemented.

2. I undertook to advise you of these additional concerns. I also explained to Mr. Cajka that the US Embassy had approached us for assistance this time, only because we had been so critical of their efforts to arrange exchanges with the provinces previously.

HERSHELL E. EZRIN

H.E. Ezrin,
Information Division

ACTION

Chicago

①

56-1-2-USA ←	
<i>A</i>	<i>20</i>

FM CONGEN CHICAGO FEB13/75

TO EXTOTT(FAI) CG768

INFO GWU ICER

cc 56-2-CGO

ON REVIEWING OUR COUNTRY PROGRAM SUBMITTED LAST DECEMBER IN
 TERMS OF IMPLEMENTATION AND PRIORITIES, WE HAVE DETERMINED THE
 ESSENTIAL REQUIREMENT FOR ONE ADDITIONAL PROGRAM OFFICER MAN-YEAR
 COMMENCING 1976/77 FOR THE INFORMATION/CULTURE PROGRAM. GRATEFUL
 FOR YOUR ENDORSEMENT THROUGHOUT HEADQUARTERS DELIBERATIONS.

*Mr. Roger to see
(copy passed to FAPD)*

C.C. on

56-2 - Chicago

*File
HS*

Mr. H. Ezrin

CONFIDENTIAL

February 10, 1975

SSEA Visits to the United States

56-1-2-USA

FAP has received confirmation that the Minister is planning visits to the United States as follows:

Mr. Tardif

(a) March 17 - 21: Washington, New York, Boston

FAP

(b) May 9 - 13: Seattle, San Francisco, Los Angeles

FAPD

(c) October: Chicago, Atlanta, Dallas

Clearly we will want to develop a solid one page general statement on the application of the New Look information programmes in the U.S.A. integrated with something on academic relations and plans for an increased cultural programme. We will also want notes on the programmes of each post area to be visited.

2. We should also monitor closely post and GWU plans for each visit to ensure maximum advantage is taken of the SSEA's visits for public relations purposes. Indeed we might create events using exhibit materials, film showings, etc.

ORIGINAL SIGNED

A. B. ROGER

A. B. Roger
Director
Information Division

file diary circ chron

The Canadian Consulate General,
NEW ORLEANS

UNCLASSIFIED

February 10, 1975

Under-Secretary of State for External Affairs,
OTTAWA

FAI-464

Information Budget Expenditures in New Orleans

56-432-USA	
fe	✓

You will recall that we have provided funds for a number of your expenditures for information-related activities during the fiscal year. Unfortunately, an up-to-date accounting of what amounts have actually been spent is not available due to the vagaries of the computer records system in Ottawa. As we are approaching the end of the 1974/75 fiscal year, we should be grateful for an immediate status report on the following projects, including precise information as to when accounts were paid including voucher number and month or if bills will be submitted and paid before March 31st.

GMU
FAI/Hay

Outstanding Authorizations Not Yet Accounted For

- a) Attendance of Mr. Birch at Washington D.C. LEIO meeting - \$250.00
(FAI teletogram 3793 of November 13/74 refers - 287 coding)
- b) Information-related travel - \$2410.00
(FAI teletogram 3854 of November 18/74 refers).

ORIGINAL SIGNED

A. B. ROGER
Under-Secretary of State
for External Affairs



56-11-2-USA	
41	/

GWU (Mr. van Brakel)

UNCLASSIFIED

FAI

February 10/75

Your Action Request Slip

Los Angeles/San Francisco Post Liaison Visits

FAP

As requested, I would confirm my travel schedule to Los Angeles and San Francisco as follows:

LOS ANGELES

Feb. 22 Dep. Ottawa 07:00 AC 103

SAN FRANCISCO

Arr. Toronto 07:55

Dep. Toronto 09:30 AC 791

Arr. Los Angeles 11:30

FAI:

Mr. Tardif

Miss Libralesso

Feb. 26 Dep. Los Angeles 10:15 Pan Am 1

Arr. San Francisco 11:25

Feb. 28 Dep. San Francisco 18:00 United 527

Arr. Los Angeles 19:06

Mar. 1 Dep. Los Angeles 14:15 AC 792

Arr. Toronto 20:30

Dep. Toronto 22:35 AC 166

Arr. Ottawa 23:25

As you will see my flights from Toronto to Los Angeles (Feb.22) and from Los Angeles to San Francisco (Feb.26) are co-incident with those arranged for Mr. Shortliffe. I would be grateful if you would arrange with Travel Section to Book me into the same hotels at which reservations have been made for other members of the post liaison team.

A. B. Roger
 Director
 Information Division

Chicago

FAI/H. EZRIN/2-4068/MS
file diary circ chron

cc. WASHINGTON

GWU

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00000, KLA 002

February 7, 1975

① 56-1-2-USA	
K	oo

Dear Mr. Collett,

During the course of the past year, the Information Division of the Department has been reorganized, indeed restructured. Perhaps the most important innovation has been the establishment of a Program General Section which is charged with the analysis of past information plans and forward information program planning and budgeting. This basic change has been made in order that the headquarters operations might work more intimately with posts, and to provide useful guidance and, hopefully, more rapid evaluation and response to post needs than was heretofore possible.

It follows that one of the best means of achieving this result is to initiate visits by headquarters staff to discuss issues "on-the-spot" so that we will become more familiar with local circumstances, opportunities and constraints. I am therefore proposing, subject to your concurrence, that Mr. Kenneth Levin, Program Officer for the United States visit Chicago at the beginning of March to discuss past programs and problems. It is hoped, given Richardson's central role in information programming that the National Information Officer, Mr. Perry could arrange to visit the post at the same time.

Apart from issues of past interest that you might wish to raise, I would think that the following might usefully be discussed

- (a) Past Information Program Budgeting (General Purpose and R.O. Bill)
- (b) Duties and Responsibilities of LIAOs

.../2

Mr. U.S. Collett,
General Counsel,
Canadian Consulate General,
Chicago, Ill. 60604

- 2 -

- (c) Post Film Programs
- (d) Media Relations Programs - use of CP wire services
- (e) High School Book Programs
- (f) Post's Information Materials Retrieval and Storage facilities.

I would tentatively suggest that Mr. Berlin's program commence on March 5 (arriving possibly from Cleveland) and continue, with members of your staff, until the close of Friday March 7. He would then continue to meetings in Minneapolis commencing Monday morning March 10, 1975.

Yours sincerely,

ORIGINAL SIGNED
A. B. ROGER

A. B. Roger,
Director,
Information Division

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The Canadian Embassy,
WASHINGTON

UNCLASSIFIED

Under-Secretary of State for External Affairs,
OTTAWA

February 5, 1975

FAI-421

Our letter 3080 of Sept. 17/74 and Erin/Admission
taken of Feb. 5/75

Washington Information Budget Expenditures

56-1-2 USA	
h	_____

You will recall that we have provided funds for a number of your expenditures for information-related activities during the fiscal year. Unfortunately, an up-to-date accounting of that amount have actually been spent is not available due to the vagaries of the computer records system in Ottawa. As we are approaching the end of the 1974/75 fiscal year, we should be grateful for an immediate status report on the following projects, including precise information as to when accounts were paid including voucher number and month. If bills will be submitted and paid before March 31st.

GUU

FAI/May

102

Outstanding Authorizations Not Yet Accounted For

- a) Mr. O'Hagan's trip to Ottawa to pro-ceed "Canada Not For Sale" December 1974.
- b) Purchase of Publication: Teaching Canada - \$2,000
FAI-2093 of June 21/74 refer.
- c) TV reception hold election night - \$6,200
FAI-2235 of July 5/74 and Washington tel 2105 of July 3/74 refer.

We believe that you were consulting the Consulate General in New York about this account.

- d) Contract for Stuffing, Addressing and Mailing Canada Press Comment - \$1,820
Our letter 3080 of Sept. 17/74 and your letter 1054 of July 17 refer.
- e) Purchase of Presentation Books \$500
Same letters as in (d) refer.

L. P. TARDIE

file diary circ chron

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ALL POSTS IN THE USA

UNCLASSIFIED

Under-Secretary of State for External Affairs,
OTTAWA

January 30, 1975

FAI-(M)-378

Information Budgeting 1975/76

CC 5-1-3-FAI
56-1-2-050
k

Forward information planning at most posts in the United States has been restricted, primarily because of the lack of human resources to develop and conduct programmes to meet Canadian policy objectives in local settings. The net result has been that posts have traditionally put forward a series of ad hoc proposals, many of a reasonably high calibre. In many instances, because of insufficient lead time, we have felt a sense of keen frustration often shared by posts because excellent projects could not be undertaken in the fashion that we would have preferred. This system has obviously not permitted an rational allocation of budget resources as necessary or desirable.

- ATLANTA
- BOSTON
- BUFFALO
- CHICAGO
- CLEVELAND
- DALLAS
- DETROIT
- LOS ANGELES
- MINNEAPOLIS
- NEW ORLEANS
- NEW YORK
- PHILADELPHIA
- SAN FRANCISCO
- SAN JUAN
- SEATTLE
- WASHINGTON

2. To compound the difficulties of forward information programmes and budget planning, adequate forecast tools have not been available. In post budgets, the Reporting Object 611 - Local Promotional Charges of a minor nature - was never intended to be a catch-all for all proposed information programmes, although some posts, for want of another instrument, have attached complete programmes and budget appendices to this reporting object. While some posts have at regular intervals, outlined their proposals in advance, others have provided us with little or no indication of either the detailed programmes under consideration, upon which we at Headquarters may have to act, for the funding required to achieve the policy objectives set out in their Country Programs narratives.

3. The purpose of this letter is to focus upon posts' information budget needs for FY 1975/76. We do recognize that accuracy will be difficult and planning will be less than complete. Nevertheless we think it is essential that an attempt be made to forecast these needs as accurately as possible for a variety of reasons some of which are outlined in the following paragraphs. We wish to emphasize however, that it is not our intention to set new or different programme goals for posts in the United States. Indeed this type of activity must remain the product of a continuing dialogue between Headquarters, the Embassy in Washington and individual consular offices. Priorities have been established as to the major programmes (media and academic relations) posts in the United States should be supporting; it is obvious that adjustments will have to be made to these programme goals, based both upon local conditions and also any unique opportunities that may present themselves.

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- AFPC
- PAR
- PAC
- FAI
- PAPD

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- 2 -

4. With the welcome addition of new information officers in the United States, the human resources required for in-depth public affairs programming are for the first time in place. The concomitant effect, already very discernible, is a significant increase in recommendations designed to achieve the programme goals laid down. To assign priorities to these proposals in comparison with each other, as well as to ensure that each post's projects are assessed on their merits rather than on the timing of their presentation, it is essential that posts indicate well in advance the major projects that they plan to undertake.
5. Moreover, increments in available headquarters programme budget have been limited in line with current government fiscal policy. When taken in conjunction with inflationary pressures which have diminished the real purchasing value of our budget, it is therefore clear that detailed planning will be required to ensure that we obtain the maximum benefit in the public affairs sector from our expenditures.
6. We are anxious, as you will realize, that information programming in the United States in particular, be as closely related as possible to approved post aims and objectives. In our view advance planning of information activities in conjunction with programme planning in other sectors is more likely to achieve the desired relevancy of information activities to substantive post work than ad hoc planning alone.
7. Consequently, we are requesting each post to undertake a comprehensive review of all the information projects in support of programme objectives that it intends to recommend to headquarters for support in the forthcoming fiscal year. This forecast should be submitted no later than March 15, 1975. In many cases, the information wanted will only require a fleshing out of post programmes set out in the 1975/76 Country Programme. The costs of such programmes should be estimated where possible and tentative priorities between projects should be established by the post for consideration by headquarters and the Embassy in Washington. As noted above we recognize that it is difficult to forecast all such programmes. Moreover, unique and valuable opportunities may arise which cannot be predicted. In such cases, funds will be made from a special projects budget. Headquarters will continue to be responsible for budgeting for special programmes which may be introduced in FY 75/76 such as an extended film distribution network. Canadian participation in the U.S. Bicentennial will be the subject of separate budget funding and guidelines. Posts should make certain that the post programmes required in this budget summary are programmes funded by Information Division. Please note that academic speakers or exchanges and cultural programmes are the budget responsibilities of FAR and PAC respectively. Nevertheless, you will wish to consider carefully at the same time which of these latter programmes are post priorities, and what budget requests you will be making. If in doubt about which division is responsible for funding or conducting a particular project, include it in your forecast; the necessary adjustments or referral will be done by us. It is hoped that when the PAC Five Year Cultural programme growth cycle is fully in operation, future forecast exercises of this character will cover the whole range of public affairs sector programmes.

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- 3 -

8. We wish to emphasize that in addition to being a useful planning tool, these forecasts provide us with an opportunity to make constructive criticisms about suggested post programmes and projects as well as recommendations about other activities worthy of consideration in local circumstances. It also furnishes a baseline standard against which post performance can be evaluated. It is therefore most important that post management participate in the development and articulation of these proposals, and that they go forward with post management's full support.

9. No matter how carefully planned or precise such a budget exercise may occur from our vantage point, we are very conscious of the need to assess and refine such procedures. We should be grateful therefore for your comments on this budget forecasting exercise.

ORIGINAL SIGNED
A. B. ROGER

Under-Secretary of State
for External Affairs

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file diary circ chron

CONFIDENTIAL

PAC PAR

CONFIDENTIAL

January 20, 1975

PAI

PAI memorandum of January 15

Exchange Visits - Canada and the United States

56-1-2-USA

Mr. Yehi, First Secretary of the U.S. Embassy raised two subjects in the course of his discussions with PAI's program section on January 20, 1975, which will be of interest to you.

Joint Exchange of Scholars and Graduate Students

CSU
PAP
SNI

2. While initially Mr. Yehi had talked of exchanges of multi-disciplinary panels of distinguished speakers, during the meeting, he restricted himself to exploring informally our reaction to a proposal for a system of exchanges of scholars and graduate students under the auspices of a binational commission. Graduate students would normally be offered a scholarship of one year's duration while scholars/professors would be granted two to three months research support.

3. Such programs had already been instituted between the United States and the FRG, Italy, Japan and Indonesia. In the Indonesian program, with which Mr. Yehi was most familiar, some 40 graduate students were sent each year to study in the United States. The program's funding level was approximately \$400,000 per year.

4. Mr. Yehi's questioning was very leading. He was insistent that this proposal should in no way be considered as an alternative to Mr. Biocchi's current study, although he recognized that it might conceivably be incorporated into it. According to Mr. Yehi his interest in the proposal was stimulated by his exposure to the programs in Indonesia and by his desire to suggest items which could be implemented quickly. However, by the end of the discussion, he was displaying his own interest and suggested that this proposal not be pursued any further for the time being.

HEI - Canadian Educational Association Exchange of Teachers

5. In 1963, an exchange of teachers arrangement was concluded between the Department of Health, Education and Welfare in the United States and the Canadian Educational Association, under those terms

.../2

PAI/
Hon. Corbett

- 2 -

RESTRICTED

approximately forty (40) teachers were selected to change places for a year with a counterpart teacher from the other country working in the same discipline. While successful at first, the programme has fallen upon hard times recently. Currently, two (2) teachers are being exchanged. The primary problem appears to have been that while school boards have worked together on many related issues, funding has not been available to cover the significant dislocation costs of moving twice in a one year span.

6. Mr. Yehi expressed that, if anything, might be done to assist this programme. He has my wish to assist upon this matter.

ORIGINAL SIGNED
A. B. ROGER

Information Division

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ACTI



EXTERNAL AFFAIRS

AFFAIRES EXTERIEURES

TO A Under-Secretary of State for External Affairs (GWU)

FROM De Consulate General, San Francisco

REFERENCE Réference Your telex #0047 Jan 15/75, our telex #41 Jan 17/75.

SUBJECT Sujet Postponed Visit to Ottawa by Consul General (Robert M. Adams) and Vice-Consul (Francois Beaulne)

Il me paraît utile d'informer votre Consulat de ce que nous comptons faire avec les lieux pour le matériel si possible. Ce qui sera à disposition à New York pour voir ces échelons.

SECURITY Sécurité	UNCLASSIFIED
DATE	January 29, 1975
NUMBER Numéro	56-1-2 - USA
DOSSIER	56-1-2 - USA
OTAWA	
MISSION	Recu le 14/2/75

ENCLOSURES Annexes

DISTRIBUTION

EXTOTT:
FAI
FAP
GWP
FAC
GAP

EMB WSHDC

LNGLS
SEATL
NRLNS
BOSTN
CNGNY
DALAS

Following up on your suggestions to forward our comments with respect to our post programmes, we attach a summary of the most important points that Mr. Beaulne and myself would have raised in our visit to Ottawa.

- The liaison visit to this post has been set for February 26-28. We welcome this opportunity to discuss our requirements and review our programme with the team.
- We understand that these visits are primarily fact-finding tours. However, in view of the fact that we have already submitted a few reports to various departmental divisions in Ottawa outlining some of our major concerns, particularly with emphasis on the public affairs programme, we feel that a liaison visit to this post would be more than fully justified and appreciated if the team was to come down, not only with questions on our operations, but also with answers to our inquiries.
- It is in this spirit of cooperation and effectiveness that we are submitting this report. Many issues raised in the report involve consultations and discussions with administrative and functional divisions of the Department.
- We would appreciate your assistance in channeling these questions to the appropriate divisions.

ROBERT M. ADAMS,

Robert M. Adams,
Consul General

- 1 -

1. COUNTRY PROGRAMME

Ref: Country Programme 1975-1976 with forecasts for 1976-77 and 1977-78,
San Francisco - SFRAN letter of Dec 12/74 to I.C.E.R. Secretariat, Ottawa.

As we pointed out in the public affairs section of our country programme,
our objective for the next few years is:

- a) To develop greater understanding and the acceptance of Canada's major goals and priorities among the general public and influential people in the territory.
- b) To publicize and reflect Canada's cultural identity in the territory.

We also suggested that the undertaking of the cultural part of the programme required the addition to our full-time staff of a cultural liaison attaché. An additional person has already been offered to us by the Department.

We would like to stress the point that, at this time, and for the next two years, we could make much better use of a locally-engaged cultural liaison officer rather than a Canada-based person. Since our public affairs programme is incipient we need somebody to do the groundwork and not another F.S. whose contribution to the programme would not be maximized at this stage.

2. INFORMATION PROGRAMME AND FACILITIES

a) Visits Programme

Ref: SFRAN letter No. 23 Jan 24/75.

We would have liked to discuss with the visits section of FAI the implications of Circular Document No. R2/75 (FAI) of January 3, 1975, and particularly the extent to which a post can have some impact in planning a visit to Canada by individuals or groups invited under the visits programme. We have submitted to the visits section a tentative programme for the visit of the Stanford Energy and Journalism Fellows and we would hope to be of greater assistance to them in organizing this trip.

b) Film Catalogue and Policy

Ref: Embassy letter No. 241 Nov 4/74 and SFRAN letter No. 18 Jan 16/75

In both Mr. Rainville's report and in our own comments on this report it is suggested that Ottawa prepare a standardized film catalogue for all posts in the United States. We would like to emphasize once again that preparing the film catalogue ourselves is both a drain on our manpower and budget. If this post must prepare another catalogue next year we suggest that an additional sum of money, which would be determined later on taking into account inflation and labour costs, be made available to print the catalogue.

Mr. Beaulne and myself would have liked to elaborate on our comments on the Rainville report and review the present film policy in the light of our priorities.

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- 2 -

c) Francophone Programme

Ref: SFRAN letter No. 7 Jan 8/75 and No. 18 Jan 16/75

The San Francisco area contains a substantial number of French-speaking people - francophones and Americans - (about 85,000). At the same time, French teachers in our territory are quite active and influential in promoting French courses in high schools, colleges and universities. We have had several opportunities to illustrate French Canada through films, books and other materials, and they have been well received by the participants. Some radio stations have indicated an interest in including us in French programmes and we hope to make greater use of the existing Alliance Française network. Because of this positive response we feel that the San Francisco film library should be a French film depository in the United States, perhaps serving as a distributing centre for the Western part of the country. Considering the geographic location of the post, the distribution system of the films could be sent more effectively to interested parties.

d) Effective use of FAI information materials

Ref: SFRAN letter No. 11 Jan 9/75.

We appreciate the efforts of FAI in preparing information materials of all kinds but we feel that some of these materials are not supporting as much as expected, our information activities and objectives.

We realize the importance of the "New Look" policy; the sums of money that are likely to be invested in presenting Canada to the American public, and we are convinced that FAI would welcome some feedback in its initiatives.

Somehow we live with the uncomfortable feeling that the information production of our Department is presently a random strategy aimed at no apparent target. To be effective, information must be timely; it must have a local (our territory) interest to a group (beef imports, natural gas, oil), and it must contribute to our own information efforts (De Anza project, Canadian Studies, Cultural Affairs).

Funds are being spent to prepare Fototeque and press kits which do not entirely satisfy the above requirements, partly because they do not arrive in sufficient quantity to complement our efforts.

We would welcome for example, promotional material on the Canadian Studies programme: press kits, pamphlets or brochures, films, slides, exhibits, etc...

The same applies to every other significant topic being discussed in our area (energy, cultural and economic nationalism, trade policies, bilingualism).

In fact, we dispose of no materials other than Canada Today/ D'aujourd'hui that effectively state Canada's position on these topics.

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- 3 -

Instead, we keep receiving hundreds and hundreds of student/teacher kits and display kits (Circular Document R/41/74 (FAI) that are aimed at primary school levels and that are putting us in the shoes of the Sorcerer's Apprentice, with no storage room left for other items.

It is well understood at this post that our audience is college level and above, businessmen, the media, and special groups. I must confess that we were a little disappointed with FAI Circular Document R41/74. We were indeed under the impression that the "New Look" would focus on a sophisticated Canada, apparently we can expect to receive anytime a bulk shipment of cardboard Mounties.

To summarize our point, we need information kits containing current and relevant information on Canada. We would urge FAI to prepare and distribute press kits that would include material on energy, cultural and economic nationalism in Canada, bilingualism etc.

As you are probably unaware presently, the student/teacher kits cost the post budget between \$200 - \$400 per quarter to distribute to primary school children. We absorb this expense and then have nothing left in the budget to prepare the most modest press releases. It costs about \$20.00 to send a one-page press release to 500 news editors, professors, businessmen etc., in our territory. Yet we have to struggle to absorb it in the current budget and student/teacher kits keep coming and we keep sending them out.

Finally, this post does not have a slide projector. We do not have the funds available to purchase one from Ottawa. There are many activities planned and the slide projector is essential to our information programme. Slides are available on almost any subject and can be an effective information tool. Is there anyone who is prepared to buy the slide projector for us?

3. CULTURAL AFFAIRS

Roger | This post has had numerous requests for Canadian artists' exhibits. Also, there is a serious proposal for an exhibit to be shown displaying the art of the Baker Lake Indians, much like the art included in the calendars sent to this post from FAI. We would like to know if a Baker Lake Indian exhibit exists, and what Canadian art exhibits are available to this post.

Mr. Beaulne has a private collection of prints from the well-known Quebec artist, Alfred Pellon that has generated interest in cultural circles. We are therefore considering the possibility of displaying prints from emerging Quebec and Canadian artists in San Francisco and other major cities in our territory. We would appreciate receiving FAI's comments on this as well as suggestions as to how to go about it.

The San Francisco post is located within the second largest cultural centre in the United States. There are hundreds of opportunities to organize cultural

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exhibitions in the area, yet we are seldom notified of any exhibits touring the United States. Other than information regarding exhibits from FAI, we are not aware of the type of resources available for cultural promotion. It has been mentioned that New York is preparing a pamphlet describing exhibits touring Europe and the United States. We would like to be advised of this directory.

It was brought to our attention that in the fall of 1974, Dr. Guy Sylvestre, the National Librarian, offered to the Department of External Affairs a book exhibition on the famous Quebec journalist Olivar Asselin, which he thought, would tour the United States after being displayed in Ottawa and the province of Quebec.

Since Mr. Asselin built part of his career in this country we feel that this would be a unique opportunity to introduce our audiences to the particular features of Canadian journalism.

We would appreciate being kept abreast of any new developments in this respect.

4. Bicentennial Celebrations

In 1976 the United States will be celebrating the bicentennial of the Declaration of Independence, and the city of San Francisco the bicentennial of its foundation by Pedro De Anza.

We have been notified of several bicentennial activities in our area, both in relation to material and local celebrations. To date, we are not aware of any promotional programme being prepared by Canada for these celebrations.

We would like to know if any major activities have been planned by the Canadian Government and what share of these activities are being earmarked for this post.

We have a few projects in mind that we would like to submit to the appropriate divisions in the Department. Essentially we propose to focus our efforts on three types of celebrations: the first one directed to a limited group of senior state, city and corporate officials; the second one having a public impact such as a performance by the Feux-Follets or some other prestigious group; the third one being of a permanent nature and of general interest.

We would appreciate being kept informed on developments concerning the Canadian participation to these various bicentennial celebrations.

5. LIBRARY FACILITIES

We are currently in the process of reorganizing our library. During our information officer's visit to Ottawa in November, it was mentioned to him that a new system is being prepared for cataloging post libraries by the External Affairs library staff.

*Je pense qu'il est temps de
mentionner
que "papiers de
Canada" est
maintenant en
circulation
Quelle est la
possibilité?*

- 5 -

We would have liked to inquire if ACL was prepared to send someone to catalogue the post library in San Francisco, and if a catalogue describing resources available to post libraries was available.

We are prepared to hire a library student to organize our library filing system and we were to inquire if funds could be provided by headquarters to pay this student.

6. APPROPRIATIONS

a) Travel Expenses

We are primarily concerned with proposed expenditure for visits throughout our territory by the Vice-Consul for Information, Mr. François Beaulne, and the Information Officer, Mr. Michael Shandrick.

Vice-Consul (Information)

Proposed budget for 1975-76 equals \$2,500

Additional expenditures needed: \$1,000

The proposed budget does not include travel expenses necessary when accompanying a proposed Ambassador's visit, the visit by Academic Counsellor, Mr. Seaborn, and a west-coast information conference to be held next fall. In addition, a visit to Washington, D.C. is proposed for next fall.

Information Officer (LEIO)

Proposed budget for 1975-76 equals \$1,750

Additional expenditures required : \$1,000

The proposed budget does not include travel expenses needed for the Ambassador's visit, the west-coast information conference and the Washington, D.C. visit next fall. There are also miscellaneous expenses needed for trips within the territory while assisting ITC promotions (Monterey, Denver, Wyoming and Salt Lake City).

In each case, the budget was prepared before the Vice-Consul for Information, who is recently arrived, and the Information Officer were fully aware of their activities in such a large territory as the one San Francisco encompasses.

Normally, two visits are required to each area during one fiscal year: one visit to identify Consulate staff and one to follow-up the visit. These visits entail both the Vice-Consul and the Information Officer making numerous contacts to promote Canadian Studies, making book presentations, accompanying other Canadian officials, making contacts with area media and businessmen.

Travel expenses should also allow for unplanned activities such as team visits from the consulate.

- 6 -

b) Entertainment Allowances

Ref: APR letter No. 8753 Dec 4/74 and SFRAN letter No. 10
Jan 7/75 to APRA.

As you probably know our information vice-consul's funds were drastically cut for the rest of the fiscal year upon his arriving at this post, and our LEIO had no representational funds available.

Mr. Shandrick has been authorized \$300 for direct representation until March 30, and the vice-consul finds himself in the embarrassing situation of having to depend on the locally-engaged information officer for entertainment funds.

We understand that the LEIO will be receiving entertainment funds in the next fiscal year. However, we are still waiting for a reply to our reference letter and we would appreciate a revision of Mr. Beaulne's entertainment allowances so that line objects 13402 (direct representation allowances is increased by \$500 for the next fiscal year to cover expenses related to our participation to local bicentennial and pre-bicentennial celebrations.

c) Printing and Publicity

There is currently no allowance for the information section to prepare and distribute invitations to publicize post activities. Many occasions are being planned that will necessitate mailing out invitations to luncheons, seminars etc. The post postage and mailing budget has not allowed for this activity. We are therefore requesting an additional expenditure of \$300.

d) Relocation of CGOT offices

On April 1, CGOT offices are expected to relocate in our premises. At this time we have no final estimate as to the cost of this relocation. On February 4, an expert is visiting us and we should be able to submit to you estimated costs by the end of the month. At this point, however, we would be interested in discussing arrangements to cover this expenditure, which apparently can range anywhere from \$10,000 to \$20,000.

e) Maintenance of Residence

As you know, the official residence at 2500 Divisidero was purchased in August 1974. We would appreciate receiving some indication as to policies, budgets, and procedures concerning the maintenance, refurbishing, and general management of the residence.

f) Security Facilities

At present, none of the Canadian Consulate Generals on the west-coast is equipped to receive classified information. This was in fact the reason why this post could not receive a copy of the Prime Minister's notes on his meeting with President Ford in December 1974.

. . . 7

- 7 -

The lack of such facilities makes it sometimes difficult for us to keep abreast of important Cabinet and Departmental decisions, and it seriously limits the nature of our correspondence with headquarters.

We do not know if any modifications to the present situation are being envisaged, but we would like to propose that a courier service for classified information be set up on the west-coast with San Francisco as its headquarters.

This post could be provided with the appropriate equipment and facilities to receive classified information which could then be circulated to Seattle, Los Angeles and Dallas by courier.

This proposal would satisfy our requirements and, at the same time, avoid quadruplication of capital expenditure and installation costs. We are looking forward to hearing from you on these suggestions.

7. CANADIAN PRESS WIRE SERVICES

On February 1 this office will be receiving the daily CP wire services as the result of a submission approved by Treasury Board in the fall of 1974.

Apparently the machine will turn out 15,000 words a day. We still have not figured out how many yards of paper this represents, but we certainly intend to make the best use of this expensive service.

We are therefore seriously considering the possibility of publishing under our letterheads a weekly summary of news and comments from Canada that would be of interest to the public in our territory and that would be distributed to leading corporations, universities, educational institutions, professional and labour associations, state and city officials, the media, and the consular corps.

This project however, requires daily editing to maximize the impact of the release and to avoid copyright problems with the Associated Press and Canadian Press.

Three options are available:

- (i) Hire somebody on a part-time and contract basis for \$5,000 for 12 months whose job description would be eventually to edit wire service copies, complete news into a daily news summary and assist the Information Officer in preparing and mailing out the weekly bulletin.
- (ii) Assign this job to the person who is now occupying the position EXT 4971 X and who would at the same time answer general inquiries on customs after the transfer of the customs section to Los Angeles.
- (iii) Hire somebody on a contract and part-time basis, until it has

- 8 -

been decided whether we are keeping position EXT 4971 at this post or not and, after June 1, transferring the editing job to this position on a full-time basis. The contract could be extended if position EXT 4971 was removed.

We favour the third option because it would enable us to start right away on this project and would provide us with a full-time employee after June 1.



Canadian Embassy
Ambassade du Canada
Office of Information
1771 N Street, NW
Washington, DC 20036
(202) 785-1400

February 18, 1975

**Mr. Hershell Ezrin,
Information Division,
Department of External Affairs,
Ottawa, Canada.**

Dear Hershell,

I thought the attached would be of possible interest to you. (Dick O'Hagan's handwritten comments decipher into a request for short notes to the HOP's regretting his absence.)

*With the compliments
of the Office of Information*

*De la part
du Bureau de l'Information*

R. G. Clark
Second Secretary (Information)

000569

file
[Signature]

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO
A

Mr. O'Hagan

FROM
De

Mr. Clark

REFERENCE
Référence

SUBJECT
Sujet

Familiarization visit to WSHDC of DTROT, BFALO & CLVND HOPS - Information Section Minutes.

SECURITY
Sécurité

DWC
RESTRICTED

DATE

January 24, 1975

NUMBER
Numéro

FILE

DOSSIER

OTTAWA

56-1-2-USA

MISSION

ENCLOSURES
Annexes

DISTRIBUTION

- Mr. Singleton
- Mr. Seaborn
- Mr. Percy
- Mr. Adamson
- Mrs. Fabian

by [Signature]

In your absence, I led our section's meeting, which convened at 10:15 a.m., January 21. Present were Consuls Mr. Bursey of Detroit, Mr. Tregaskes of Buffalo, and Mr. Woolham of Cleveland. Mr. Singleton, Mr. Adamson and Mrs. Fabian attended as well.

2. The principal areas discussed were the role of LEIO's, Bicentennial questions, coordination matters, and posts' needs for policy guidance.

3. To avoid a time-consuming narration of this office's programmes and activities, each Consul was provided at the outset with a package containing samples of Embassy publications and a brief summary of this office's functions. Questions were welcomed, and I updated, for the record, the figures appearing in the summary.

4. Discussion opened with my inviting from the heads of posts assessments of the performance and integration of their LEIO's. I alluded to the impressions felt here and in Ottawa that the LEIO's sense of place in the scheme of things seems yet imperfect. The need consistently to seek approval from post management before proceeding with initiatives, the profit in seeking Embassy advice whenever matters would benefit from our perspective and guidance, the advantages and efficiencies to be gained from 'trying-on' proposals with the Embassy before approaching Ottawa directly--these seemed not uniformly appreciated by many LEIO's.

5. For our part, I allowed that we anticipated a sorting-out period; that the manner of their recruitment produced a collective diversity of backgrounds and attitudes and a certain gradient of talents and abilities. Nonetheless, and perhaps more importantly, it was apparent during their group visit to the Embassy that misperceptions persisted among LEIO's as to their precise role. Some apparently felt

vaguely that they were 'PR' people attached by a rather flexible institutional tether to a Consulate whose principle function was trade promotion. Consequently (and I suggested this was naturally enough an attractive notion for them to entertain), many LEIO's probably feel they have more elbow room than we envisage for the position. Indeed, some had on occasion and through misunderstanding circumvented their head of post.

6. Mr. Woolham agreed that the problem was real, and was experienced in various degrees and forms among posts. He added, however, that the problems of LEIO's in their practice was not entirely unrelated to a lack of theory on paper. I acknowledged that the paper issued to posts prior to recruitment may have been too general to serve present needs, and took the opportunity to mention that Ottawa was in the process of preparing a tighter list of duties for LEIO's which would be issued to posts when completed.

7. Mr. Burse reported that where possible he has worked quite closely with Ken Counce and that any problem with supervision was reduced accordingly. I added at that point that there should be no question in the minds of LEIO's but that they ultimately report to, and act through their heads of posts, and that I was confident I was carrying your wishes when I suggested that the lines of authority be made clear, if gently so. Moreover, I emphasized on your behalf the Embassy's value as a source of advice and support, not only welcoming, but encouraging closer liaison with Messrs. Percy and Seaborn as a positive step towards improved coordination. I speculated that during this period of consolidation and the establishment of objectives and priorities for the new LEIO's, many would be hard put to answer questions relating to funding, resources, or long-term policy directions associated with the programmes they were managing; it would therefore be unwise were they not to take full advantage of the experience of both their heads of posts and the Embassy programme officers. Besides, I continued, the U.S.A. obviously presented a limitless market for public affairs initiatives, a fact which heightened the need for selectivity and an ordered approach.

8. Parenthetically, the consideration was raised that the position of LEIO sometimes attracts persons who view its opportunities for establishing contacts as a convenient stepping stone. Mr. Tregaskes thought that Leonard Graziplene, who was patently over-qualified for the position, whether he fell under the category of opportunist or not was unlikely to remain. Mr. Burse mentioned that Ken Counce may soon have to leave on account of family medical problems.

9. Discussion turned to Bicentennial matters, which I prefaced with reference to documents forthcoming from Ottawa

based on the results of interdepartmental consultation and setting out projects in which Canadian participation was contemplated. Mr. Tregaskes expressed the hope that the correspondence would include instructions setting out the Consulates' responsibilities preparatory to and during the Bicentennial. What was needed, he said, was guidance on how far Consulates can commit. Each of the heads of post present was a member of the local Bicentennial committee in his area, and all had found more or less embarrassing their limited ability to contribute meaningfully to committee proceedings owing to lack of instructions.

10. The conversation turned to academic relations, at which point Mr. Adamson invited any questions or suggestions. The consuls took the occasion to review for Mr. Adamson their book presentation programmes, all of which appeared to have proceeded well, including in some instances especially good media coverage. I commented that we were handicapped by Mr. Seaborn's absence, but referred to his ongoing efforts in the field to stimulate interests, establish contacts, encourage and promote any prospects and make visible our support for Canadian studies. Assistance to LEIO's as well as coordination and follow-up seemed to be therefore evolving naturally from the method. However, the limits of what is feasible are very real I added, noting our finite funding for academic relations. It was therefore incumbent upon LEIO's to be cognizant of these limits and to keep in touch with Mr. Seaborn regarding where best to focus their efforts.

11. Mrs. Fabian offered to discuss any difficulties or questions arising from posts' library operations. Mr. Burse mentioned that one spinoff from his Consulate's high school book presentation programme was a stimulated interest in their library. Discussion followed on the manner of handling routine inquiries to libraries and of acquiring new books for posts, the latter of particular interest to Consulates. Mrs. Fabian volunteered assistance and advice whenever the need arose, suggesting for example that the Embassy library's experience with reference tools could be drawn upon usefully by posts.

12. At the close of the meeting, I solicited a shopping list of posts needs; mentioned were: clarification of posts' information territories, guidelines re Bicentennial participation, and improved information from either the Embassy or headquarters in the form of policy guidance on current political and economic questions.

13. The meeting concluded at 11:20 a.m.



RGC

000572

file diary circ chron

cc. FAI - G. Walker

The Canadian Consulate,
SAN FRANCISCO

UNCLASSIFIED

Under-Secretary of State for External Affairs,
OTTAWA

January 23, 1975

FAI-315

Your letter 10 of January 2/75

Hospitality Allowance - LEIO

56-7-4

56-1-2-USA	cc: Shandrick

APRA
CWU

In your letter under reference, you have stated that Mr. Shandrick, the locally engaged information officer for San Francisco has been given no hospitality allowances. In other American posts, LEIO's have been allotted funds for official hospitality to aid them in their task of media relations and the implementation of informational programmes in general. Recommendations as to the amount of hospitality allowances needed by the LEIOs were made by the posts themselves when the LEIO was hired. According to our records, you have not previously asked for an allowance for Mr. Shandrick.

2. After careful consideration of our budget situation, and the amounts given to other American LEIOs, we have decided to transfer three hundred dollars (\$300.00) from FAI to APRA for hospitality expenditures incurred by Mr. Shandrick during this fiscal year. The form EXT-906 will be sent to you in the usual way. The hospitality allowances for the LEIOs will be included in the 1975-76 post budget.

P. TARDIE
Under-Secretary of State
for External Affairs

FILE
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P.C. sent

ECP
FCP
GWP
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FCO
ECS
Washington

FAI/H. EZRIN/2-4068/bm

Ott/USA

non-renewable resources

OTTAWA, KLA OG2
January 17, 1975.

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56-1-2-USA	
R.	52

Dear Mr. Fordney,

I regret the delay in responding to the very interesting proposal put forward in your letter of November 1, 1974. Llyn Stephens has resumed his appointment as Special Advisor to the Under-Secretary on Media and I have replaced him as Director General of the Bureau of Public Affairs.

The idea of an exchange of visits by officials from Canada and the United States involved in long range planning for the utilization of non-renewable resources is an attractive one which may serve to bring about a very useful exchange of views. In order to facilitate the extension of invitations to Canadian participants, I would be pleased to offer the assistance of the Department of External Affairs. If you will provide us with the names of the individuals whom you wish to invite, we shall consult the provinces concerned and subsequently advise you as to whether the provinces have any objections to the extension of invitations directly to the individuals involved. I trust that you will find these arrangements suitable and that it will serve to facilitate the realization of a valuable initiative with a minimum of difficulty.

Insofar as a reciprocal visit by U.S. planners to Canada is concerned, I should be grateful for your guidance as to the procedure to follow in forwarding invitations to these planners and would of course welcome suggestions as to leading personalities who might be considered. We would also wish to consult our Embassy in Washington. I look forward to discussing this matter with you in the near future.

Yours sincerely,

M. Reid
PATRICK REID
P. Reid,
Director General,
Bureau of Public Affairs.

Mr. Ben F. Fordney,
Counsellor of Embassy for
Public Affairs,
United States Information Service,
United States Embassy,
OTTAWA, Ontario.

KLP 5T1

ECL/M. Catley-Carlson, 5-7095/pa

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



TO
À

FROM
De

REFERENCE
Référence

SUBJECT
Sujet

ECL

Your memo of November 29, 1974

Joint visits program with United States: reciprocal visits of officials involved with policy re the utilization of non-renewable resources.

SECURITY
Sécurité

~~CONFIDENTIAL~~

DATE

January 17, 1975

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-452 ECL	
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

- GWP
- GWU
- FCP
- FAI
- FCO
- EMR/
- Dr. Jeffery
- Mr. Toombs
- ITC/
- G. Elliot
- J. Taylor
- L. Howie

We regret the belated nature of this reply to you on the proposal that Canadian officials be invited to visit the United States for ten days for discussions with their American counterparts on long range planning for the utilization of non-renewable resources.

2. Our delay in this instance can be traced to the nervousness referred to in your memo under reference; in brief, neither drug problems or urban affairs - the subjects of the last two exchanges of this type - are or are likely to become problem items in the Canada/USA relationship. Resource policy, on the other hand, has the potential to become an extremely troublesome issue, and we doubt whether the inclusion of a federal official in a group of provincial officials would do much to relieve the problem. In fact, in that divergencies of views on resource questions could well be expressed by the federal and provincial officials involved, American officials could well be given clues on how these differences could be exploited. We are therefore not enthusiastic about the idea.

3. All of the above is not particularly helpful to you, and we appreciate that it is generally desirable to encourage dialogue between Canadian and USA experts and that refusing to talk resource policy would be unwise. Perhaps the solution lies in the acceptance by both sides of rather clearly defined guidelines and ground rules for the visits; we note that Mr. Fordney's letter states that "it is not our intent to develop policy or encourage recommendations to either government". Perhaps this should be extended to include a general unwillingness to debate policy.

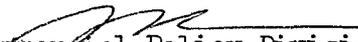
.../2.

23/1/75
 On basis of comments made to Mr. Reid
 Shannon by telephone, Mr. Reid advises
 no further action required.
 H.S. 000575

-2-

4. One possible way of getting around the problem as gracefully as possible would be to attempt to arrange a meeting of the Canadian participants in advance. This approach would at least give the federal representatives a chance to sound out the provincial participants and to start thinking in advance about how to deal with problems that could arise, if any. It could also serve as an opportunity to point out the unseemliness and the strategic disadvantages in washing family linen before outsiders. As it would be difficult to arrange before the trip took place, perhaps the program could begin with a briefing at our Embassy in Washington.

5. If Canadian officials do visit USA, we believe it important that Canada should extend a similar invitation to USA state and federal officials for a reciprocal visit. The Departments of Industry, Trade and Commerce and Energy, Mines and Resources would certainly have to be consulted before we issued such an invitation; you will note we are copying this memo to them so that they will be aware the proposal is in the wind.


Commercial Policy Division

FAP/LADStevens, 56092/whf

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



Parsons - ps return to FAP

TO
A

GWP; GWU; FCP; ECP; FAI

FROM
De

FAP

REFERENCE
Référence

SUBJECT
Sujet

Joint Visits Program with United States:
Reciprocal Visits of Officials Involved with
Utilization of non-renewable Resources

UNCLASSIFIED
SECURITY
DATE
NUMBER
MURGO
November 29 1974

→ Mrs Betty-Carlson - This is pretty relevant to both ECL & ECT. Could you assume responsibility for our response? involved problems

NAME	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES
Annexes

DISTRIBUTION

This is a quite different topic than drug situation - You have say - which fed official for 2/2

- ... I attach copy of a self-explanatory letter of November 1 from Mr. Fordney, Public Affairs Counsellor of the U.S. Embassy.
- 2. You will note Mr. Fordney's proposition that seven Canadian officials, six from provincial governments, be invited to visit the U.S. for ten days for discussions with their American counterparts. The proposal is that there should be a similar invitation for officials of U.S. states to come to Canada for the same purpose and that the program be concluded by a meeting of synthesis to include both groups.
- 3. You may remember that we have cooperated with State Department twice in the past for such reciprocating visits - one for specialists in urban problems, the other for specialists in drug problems. Both exchanges were useful and successful.
- 4. The Americans have been suitably diffident about inviting provincial government officials but rather hope that the reciprocal nature of the exchange, the program control by both federal authorities and the inclusion of a federal official in each group will combine to allay any nervousness on Canada's part in this regard. I hope so too as I think this could be a fruitful sort of dialogue and would have advantages in illuminating the Canadian situation to Americans knowledgeable in this functional area on their own side of the border.
- 5. I would appreciate having your views as to whether I can respond positively to Mr. Fordney and of any considerations or stipulations that should be injected into the arrangement.

L. A. D. STEPHENS

L.A.D. Stephens
Director General
Bureau of Public Affairs



UNITED STATES INFORMATION SERVICE
UNITED STATES EMBASSY, OTTAWA, CANADA, K1P 5T1

November 1, 1974

Mr. L.A.D. Stephens
Director General
Bureau of Public Affairs
Department of External Affairs
Block B 5-123
Lester B. Pearson Building
Ottawa, Ontario K1A 0G2

Dear Lyn:

We are planning a program this year to send a group of provincial officials to the United States under the auspices of the International Visitor's Program of the Department of State. We have asked our Consuls General in Calgary, Halifax, Quebec, Toronto, Winnipeg, and Vancouver to nominate a principal and an alternate. We also plan to invite a federal official to participate in this program. The seven invitees will be officials who are involved with the long-range planning for the utilization of non-renewable resources. The group will be invited to visit the U.S. for ten days to two weeks and arrangements will be made for them to meet American counterparts engaged in the same activities. The objective of the program is to exchange information and discuss mutual interests. It is not our intent to develop policy or encourage recommendations to either government.

We see value in making this a two-way exchange and wonder whether the Canadian Government would consider inviting a group of American officials with similar responsibilities. We suggest that a joint meeting of both Canadian and American participants be arranged after the visit so that they can discuss their experiences.

We are not working under any particular deadline but we would hope that the participants travel shortly after the end of the year.

...2



- 2 -

We have not yet decided where the Canadian group should go for their program. We would certainly expect them to go to another city besides Washington, probably a state capital where they could meet local officials concerned with the subject.

With best wishes,

Sincerely yours,



Ben F. Fordney
Counselor of Embassy for
Public Affairs

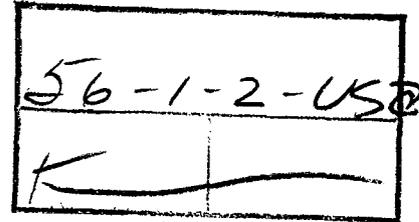
FAC, FAR

UNCLASSIFIED

FAI

January 15, 1975

Exchange Visits - Canada and the United States



FAP

FAI-Mrs Corbet

G&U

Mr. M. Yaki, First Secretary of the U.S. Embassy will be meeting with our programme section on Monday, January 20, 1975 to discuss a number of matters. One issue he wishes to explore is the possibility of arranging for the exchange of panels of distinguished speakers between Canada and the United States. Mr. Yaki noted that he would like to put forward a submission to Washington for inclusion of an item in their new budget to cover this new programme and that he would hope to see the programme begin by the end of this summer.

2. We view the forthcoming meeting with Mr. Yaki as an excellent opportunity to learn more details of what he has in mind without making any formal commitment on our part. We shall of course advise divisions if the project suggested has ramifications for their Activities or areas of responsibility. In the interim we would be grateful if divisions could advise us of any particular information they would wish to obtain about the proposal.

L. P. TARDIE

Information Division

(1761)

GWU/P.R.L. Somerville/6-6620/cc

File Diary Circ.

Mr. H. Ezrin

PERSONNEL INFORMATION
CONFIDENTIAL

Mr. P.R.L. Somerville

January 14, 1975

Information Program - Information Officers - Chicago,
Detroit and Cleveland

56-1-2-USA

D

The recent liaison visit to these posts gave me opportunity to meet the three information officers and discuss their programs with them.

Chicago

G.S. Shortliffe
E.R. Johnston
GWP
FAF/Allan Roger
Emb/Wash -
O'Hagan only

2. The information program is barely off the ground. However, Mr. Collett is well aware of what needs to be done, particularly in the area of media contacts. Mr. George Jacoby will be the new Vice-Consul in Chicago (February 1, 1975) and will no doubt be calling on you at some point before his departure.

3. I did not have an opportunity to discuss the information program with Miss Cara Osler, the Information officer. On the basis of two very short conversations with her, I have the impression that she might not be exactly the kind of person who would be most effective in the aggressive communications world of Chicago. I suspect she would be very good at working with highschoools and universities, but I cannot see her gaining access to the media or organizations that we might expect the information officer to meet. I hesitate to make any further comment because I did not speak with her for long, and I do not want to be unfair.

Cleveland

4. As you will see from the summary record of our meetings at the Consulate in Cleveland, the Information officer, Mr. Bruce Hedderson, has still no permanent office nor has he a secretary. However, the post hopes to resolve these problems in its country program for 1975-76.

5. It would appear that Mr. Hedderson is not very closely supervised in his work. Furthermore, the work of the information program seems rather diffused among various people at the post. The receptionist and the consular clerk (locally-engaged) share the responsibility of handling routine enquiries from the public. The Consul and Trade Commissioner's secretary is responsible for the operations of the library. However, there does not seem to be any one source where all of these activities are systematically coordinated.

. . . /2

- 2 -

PERSONNEL INFORMATION
CONFIDENTIAL

6. In my conversation with him, Mr. Hedderson had some very strong views on what sorts of activities and substantive information we ought to be providing in our information activities in Cleveland. He seemed more concerned about "injecting" Canada into urban studies, in which he has a strong personal interest, than in finding opportunities to create greater understanding of developments in Canada that affect the area and the U.S.A. in general. I have the distinct impression that Mr. Hedderson might not be totally reliable in explaining Canadian government policy - particularly if he did not agree with it. However, I have nothing to offer as proof - only an impression gained from his comments about our attempts to project the French-fact in Canada.

7. You might wish to watch Mr. Hedderson's activities very closely.

Detroit

8. As you are aware, there are a number of problems at the Consulate in Detroit. On the basis of my discussions with Mr. Caunce, the Information officer, I would conclude that he is receiving no guidance in the information program from anyone at the post. Mr. Caunce informed me that he had not seen the country program, nor had he been involved in the preparation of the section concerning information/cultural affairs. The post had forwarded its country program to ICER before our arrival.

9. At this post, the allocation of responsibilities within the total information program is somewhat disorganized. The Head of Post claimed a certain responsibility for the information program, and, as I understand it, the Information officer reports to him, not to the Vice-Consul, (Administrarion/Consular/Information). The Vice-Consul, Mr. Adam, handles the routine enquiries from the public, and seems to be involved in Canadian studies activities, as well as such things as the Freedom Festival and Michigan International week. In addition, he also has responsibilities for post administration and consular work.

10. Mr. Caunce told me that he was still unclear as to what was really expected of him. There seems to be differences between what the Head of Post told him, and what was told him during his visit to Ottawa. When he was hired, he had been told his job would be to analyse trends in the area, but this was not what he heard in Ottawa. I suggested that he follow the guidance that he had received during his visit to Ottawa. I explained that, as I understood the job, he was expected to be thoroughly knowledgeable about the local community and what were the best ways to reach the various audiences that were important to us there. Neither he nor I had any idea of what was in the post's country program. However, I suggested that he should concentrate on developing key media contacts in the Detroit area, expanding on whatever contacts already existed with the two newspapers.

. . . /3

- 3 -

PERSONNEL INFORMATION
CONFIDENTIAL

I also suggested that he develop, in cooperation with the commercial section, a list of key businessmen in the area who were important to Canada. These people should be kept informed on the appropriate policy developments in Canada. Lastly, I suggested that he look at the high schools and universities which have received books from us as another area to develop supplementary activities.

11. In general, I found the deployment of resources for information at the post to be rather puzzling, and the lack of guidance to the information officers a matter of some concern. I know you are in frequent contact with Mr. Counce, but you might want to bear his actual situation in mind in your dealings with him.

12. Generally speaking, I found all three posts well aware of the increased attention being given to our information activities in the U.S.A. and they certainly seemed convinced of the need for these new and expanded programs. As I know you are aware, the successful implementation of the program will probably vary from post to post, and some places may well require much more attention than others by divisions in Ottawa, and the Embassy in Washington.

P. SUMERVILLE

P.R.L. Somerville
U.S.A. Division

✓ FILE
DIARY
CIRC
CHRON

MEMORANDUM

GWU (through FAP)

RESTRICTED

January 13, 1975.

FAI

Public Affairs Information Programming - USA

56-1-2-USA	
<i>W</i>	<i>—</i>

GENERAL APPRECIATION:

Implementation of the New Look information programme commenced on April 1, 1974, following acceptance of the proposal by senior management and the Treasury Board. You will be aware that the purpose of the New Look is to ensure that information programmes serve Canadian foreign policy objectives rather than simply being responsive in character or merely an end in themselves. Additional resources were provided to develop a "new look" in the public information sector in order to expand both the level and nature of our programming activities, to instill in them a higher degree of professionalism and to direct selected information at priority audiences. The programme was expected to develop in a three-year growth cycle, and to concentrate on areas of priority concern.

FAC
FAR
SAM

2. The United States was identified by senior management as the initial area of concentration because it is the most important single foreign entity in Canadian external relations. As a result, during the first year of New Look, FY 74/75, the first of the additional available resources provided were consciously directed into bolstering information activities in the United States. This programme-based growth was reflected in the application of a full 30% of new financial resources toward programme development and implementation in the United States. To support these programmes, a major deployment of LEIO's and FS officers (see Appendix A) was undertaken in our consular posts and in Washington in 1974/75. The promotion of events of major significance to Canada (the Olympics, Olympic Coin and Stamp Programme, and Habitat) have taken and will continue to draw considerably upon existing resources.

3. Additionally, we have developed closer co-ordination between our information activities and those being conducted in the USA by other government agencies and departments (IT&C, CGOT, NFB, Radio Canada International Transcriptions). We also entered into a major upgrading of media relations tools (Canadian Press Wire Service at 6 additional consulates) and the funding of a major TV special on Canada, which we intend to continue.

1/4
4. Due to current budgetary stringencies, we now envisage a 4 to 5 year rather/3 year growth cycle for the introduction of the "new look" information programme. Nevertheless, we believe it essential that 1975/76 be considered a median year in the cycle when growth must be sustained if the planned programme objectives are to be achieved. The message of Canada seeking to live in "distinct but harmonious relationship with the USA" must be supplemented by programmes designed to counter support for USA measures inimical to Canadian interests or to explain in as favourable terms as possible Canadian measures or policies viewed in the USA as inimical to USA interests. The dissemination to key opinion formers of accurate factual material expressing the Canadian point of view and dispelling harmful myths about the relationship are increasingly important tasks at a time of growing stresses and strains in the Canada-USA relationship.

5. Consequently, in forthcoming years, we forecast a need to complement and expand existing programmes and provide additional financial resources in order to further develop our information production capacity in the USA and take advantage of identifiable as well as special opportunities. Moreover, in order to maintain a high degree of effectiveness, it is essential that the central problem of co-ordination between the Embassy, the Consulates and headquarters be resolved.

PROGRAMME PRIORITIES & AIMS 1975/76

I. MEDIA RELATIONS:- We share Washington's views that the media in the United States are "a uniquely powerful force influencing, often to an extraordinary degree - the legislators and administrators of the land." Consequently, we accord the highest priority to strengthening this programme, and other related contact activities.

6. In order to implement a more extensive media relations programme we believe the following activities should be undertaken:

- a) Expansion of CP news wire service to additional posts in USA to provide up-to-date press backgrounders etc.
- b) Development of more extensive policy and press guidance material and delivery system. We recognize that in part this will depend upon the placing in position of secure communications channels between posts and Ottawa, which may not be immediately possible due to financial constraints.
- c) Expansion of visits and Speakers programme sponsored by FAI to encompass more senior editors and publishers.

-3-

- d) Continuation of financial support for the Parliamentary Centre for Foreign Affairs and Trade's programme to bring US Congressmen to Canada for briefings.
- e) Expansion of Canada Reports, Canada Today/d'aujourd'hui (to 100,000 copies) and Canadian Press Comment and a broader distribution to key sector leaders in order to create more knowledgeable American opinion formers.
- f) Production of additional and more comprehensive press backgrounders and enlarged capacity to service media requests for information and other assistance.

For such reasons, we support a suggested re-organization of the Washington information office (see Appendix B) as outlined in O'Hagan's letter of December 20/74 in order to permit more systematic approaches by mission officers to the Washington-based press corps.

By the same token, we view as urgent the freeing of the National Information Officer from other responsibilities in order that he may concentrate on his pivotal role of preparing guidance for and full-time liaison with the consular posts in the United States.

We are convinced that the new policy co-ordination burdens arising from the significantly improved capacity of posts to undertake media relations due to LEIO staffing increments will not be adequately met if the National Information Officer is still required to handle the Bicentennial and other activities.

II. EDUCATION RELATIONS:

In our experience, there is no more certain means of developing an understanding of Canada and the policies of the Government among Americans who will in future occupy positions of influence in American government, academic, business and media circles than by supporting the study of Canada in the United States.

- a) Expansion of the visits programme to encompass more academic visitors.
- b) Evaluation of High School Book Programme.
- c) Sponsorship of a Curricula Workshop during July 1976 for teachers from North Carolina (\$20,000).
- d) Support for the American University Teachers' Seminar at RMC, Summer 1975.
- e) Funding support of the Association for Canadian Studies in the United States (ACSUS).

-4-

- f) Development and enrichment of francophone materials at posts to support programmes designed to emphasize Canada's distinct cultural character.
- g) Development of additional filmed material on selected subjects for distribution in a rationalized film system.
- h) Study and implementation as appropriate of the Bissell Study Recommendations concerning a Canadian-American Studies Center.
- i) Grant Support for John Hopkins University School of Canadian Studies.
- j) Reprint of revised book Canada Past and Present for use at senior high school level (its initial version was a "sell-out" success).
- k) Development and distribution of Teacher and Student kits for use by USA posts (see also audio-visual section).

III PARTICIPATION IN U.S. BICENTENNIAL:

7. Recent pronouncements by President Ford have stressed the importance of the forthcoming Bicentennial. This interest has been mirrored/the increasing emphasis in the American media about America's glorious history in anticipation of the 1976 anniversary. Combined with Americans' penchant for enthusiastic support for historical events of pride, we view the Canadian participation envisaged in the recently approved memorandum to Cabinet as a most important opportunity to emphasize Canada's unique relationship with the United States on this continent. We expect that the spin-off and residual goodwill arising from significant Canadian participation at the local, regional and national levels will be of incalculable value in supporting other programme aims. by

8. It is expected that the planning and implementation of these projects will place significant demands upon both post and headquarters resources; particularly if Canada is to be registered with "middle America" in a populist manner in the course of the Bicentennial year.

IV AUDIO-VISUAL AND EXHIBIT MATERIALS:

- a) Implementation as appropriate of the major recommendations of the Rainville Report on rationalization of film distribution systems in the United States and of consulate film holdings.
- b) Replenishment and restocking of film libraries in line with overall policy objectives laid down for posts.
- c) Development and display of major vertical exhibits in support of major Canadian policy objectives e.g., Arctic Community Exhibit, Law of the Sea Exhibit (Arctic sovereignty, environmental and fishing rights), Bicultural Exhibits (What's the Difference).
- d) Participation with IT&C in major Trade Fairs in the United States where a broader information component is judged desirable.

-5-

- e) Promotion of the Olympics.
- f) Commencement of development of audio-visual program materials for target audiences.

V. PUBLICATIONS:

- a) The printings of locally produced publications should be expanded (see Media Relations Section).
- b) A major expansion of the distribution of International Perspectives in the USA is planned.
- c) Selecting^{ve} distribution by posts of specialized Ottawa produced publications and dossiers is to be expanded.

STAFFING ISSUES:

A) WASHINGTON:

We have noted in the course of the memorandum our views on staffing in Washington. We are satisfied with the rationalization of assignments (Appendix B) outlined by Mr. O'Hagan in his letter of December 20, 1974. Whereas we formerly held reservations about the confirmation of assignment of the FS proposed for 1975/76, we believe that the above-mentioned rationalization, the resolution of the space problem, and changing patterns in the use of support staff in the Office of Information have served to remove our reservations regarding this request. We should like to emphasize however, that the National Information Officer may find his policy guidance role vis-à-vis the consular posts in the United States precludes his conduct of Bicentennial, Olympic and Battelle related programmes. We would hope that the hiring of one LEIO's already confirmed in 1974/75 will relieve him of part of his load. *that*

It is also evident to us that even with the increment of the Canada-based officers in 1974/75 and 1975/76 respectively a further rationalization of assignment of duties, will be required in order to meet the demands associated with expanding Cultural Affairs and Academic Relations programmes.

B) USA POSTS:

We agree that both Los Angeles and Philadelphia should be staffed with LEIO's as soon as possible to assist in the conduct of the increased information programming in the significant areas served by those posts. We believe that the provisionally agreed programme increments for New York and Minneapolis (1 LEIO respectively) should be approved as well.

LOS ANGELES: (LEIO - 1975/76 - requested)

Since the installation of the first programme officer for information work in October 1974, the volume and effectiveness of the post's activities has improved dramatically.

A media relations programme is being furthered vigorously, as are the extension of post activities in priority areas such as academic relations, and cultural liaison. Given the region's huge population its sophisticated public and private sector and media, and its important role in the American body politic, we can only support the post's request for further assistance to support information and cultural programme opportunities which exist but which we are only beginning to exploit.

NEW YORK: (LEIO - 1975/76 - confirmation requested)

Undoubtedly, New York is the media centre of the United States. We support approval of the additional LEIO position provisionally approved in order that to assist in the continued expansion of this priority programme, and to assist in conducting programmes relating both to the Bicentennial and the Olympics.

PHILADELPHIA: (LEIO - 1975/76 - requested)

From the outset of New Look Planning, Philadelphia has been viewed as a priority target for installing a full time information programme rather than simply conducting a minor responsive one. Unfortunately, posts in the USA with a higher or similar priority received an increment in 1974/75, but Philadelphia did not (largely for reasons of restrictive office space - now resolved). Dissemination of factual information about Canadian view points to selected business and media audiences in this consular region is considered most important because of the substantial trade and tourism relationship it holds with Canada. Moreover, the post will be at the centre of a multi-million dollar Bicentennial celebration in which we expect to participate because it is to be one of the showpieces of the Bicentennial celebrations. The programme officer desired would be deeply involved in assuring effective Canadian participation.

Although the Country Programme exercise is not intended to focus upon the question of support staff allocation, nevertheless, it is imperative to underline the obvious fact that without adequate support staff back-up, programme officers cannot operate at full efficiency. We are preparing separately, for later discussion, a list in order of priority for support staff for NEW LOOK PROGRAMME OFFICERS.

Information Division

COMMENTARIES ON APPENDIX A

Los Angeles:

Los Angeles has included an assumption that they can get an additional programme officer for 1975/76 and a further additional programme officer in 1976/77. No provision is made in the agreed 1975/76 programme levels for this increment.

Detroit:

The LES requested as a film clerk is to help the beleaguered film programme officer in Detroit. They have put on an exceptional showing with very limited resources.

Minneapolis:

With the coming onstream of a LEIO in 1975/76, the position transferred from Washington can be returned.

San Francisco:

The additional m/y requested is for a locally-engaged cultural liaison officer. No provision has previously been made for either this position or the accompanying and supportive LES (secretary).

Washington:

See staffing section on Washington.

APPENDIX B

PROPOSED 1975/76 INFORMATION OFFICE ASSIGNMENT OF DUTIES

WASHINGTON

Canada-based

Mr. R. O'Hagan	General and Media Relations Public Affairs Advisor to the Ambassador. Supervisor of Office of Information.	EXT. 7177
Mr. R. Seaborn	Academic Relations Country Programme Library Supervision	EXT. 7184
Mr. K. de B. Percy	National Information Officer	EXT. 7172
Mr. R.G. Clark (incumbent) (new officer to be selected preferably at FS 2 level)	Media Relations	EXT. 4086
Mr. G.E. Adamson (incumbent)	General (Speakers, films, exchanges high school books, local information)	EXT. 7186
Position to be filled 1974/75 (Clark's replacement)	Canada Today supervisor Cultural Officer	EXT. 7347
New position	Bicentennial Batelle	

APPENDIX A
INFORMATION + CULTURAL PROGRAMMING

Document disclosed under the Access to Information Act / Document divulgué en vertu de la Loi sur l'accès à l'information
 A - Selected information for explanation
 O - Figures circled to signify personnel increase rather than redeployment

POSTS	PROGRAMME STAFF			SUPPORT STAFF			POSTS
	74/75	75/76	76/77	74/75	75/76	76/77	
ATLANTA	1.6 [LEIO added] ✓	1.5	1.5	1.0	1.0	1.0	ATLANTA
BOSTON ^{no programming available}	[LEIO added] ✓						BOSTON
BUFFALO	1.1 [LEIO added] ✓	1.1	1.1		.5	1.0	BUFFALO
CHICAGO	2.2 [LEIO added] ✓	2.5	2.5	1.1	1.3	1.3	CHICAGO
CLEVELAND	[LEIO added] ✓	no programme available	available				CLEVELAND
DALLAS	.6 [LEIO added] ✓	1.0	1.0	.2	.4	.5	DALLAS
DETROIT	1.5 [LEIO added] ✓	1.5	1.5	1.8	(2.9)	2.9	DETROIT
LOS ANGELES	.5 [FS added] ✓	(1.9)	(2.9)	1.5	(3.0)	(4.0)	LOS ANGELES
MINNEAPOLIS	1.2 [LEIO loaned from Washdc] ✓	1.2 ^A [LEIO to be added]	1.2	.7	.7	1.2	MINNEAPOLIS
NEW ORLEANS	.6	.7	.7	2.3	2.8	2.8	NEW ORLEANS
NEW YORK	8.0 [FS added]	10.0 ^A [LEIO to be added]	10.0	2.0 [8198 X LES added]	3.0	3.0	NEW YORK
PHILADELPHIA	.3	1.0	1.0	1.0	1.0	.9	PHILADELPHIA
SAN FRANCISCO	3.5 [LEIO added]	4.5 ^A	4.8	1.1	(2.3)	2.3	SAN FRANCISCO
SAN JUAN	no program available						SAN JUAN
SEATTLE	no prog [LEIO added]						SEATTLE
WASHINGTON	10.8 [FS ₄ LEIO added] ^A	12.8 ^A [FS to be added]	13.8	12.5	18.5	20.5	WASHINGTON

APPENDIX C

UNITED STATES
NEW LOOK PERSONNEL

Document disclosed under the Access to Information Act -
Document divulgué en vertu de la Loi sur l'accès à l'information

LEIO - locally engaged off

POST	NEW LOOK REQUIREMENTS TO 1978	APPROVED 74/75	PROVISIONALLY APPROVED 75/76	PROVISIONALLY SOUGHT 1976/77 <i>** (See below)</i>	POST
ATLANTA	LEIO	LEIO			ATLANTA
BOSTON	LEIO	LEIO			BOSTON
BUFFALO	LEIO	LEIO			BUFFALO
CHICAGO	1 CBO	LEIO			CHICAGO
CLEVELAND	LEIO	LEIO			CLEVELAND
DALLAS	CBO LEIO	LEIO			DALLAS
DETROIT	LEIO	LEIO			DETROIT
LOS ANGELES	CBO LEIO	CBO		LEIO	LOS ANGELES
MINNEAPOLIS	LEIO	(filled by loans from Washington)	LEIO		MINNEAPOLIS
NEW ORLEANS	CBO			CBO	NEW ORLEANS
NEW YORK	CBO LEIO	CBO	LEIO		NEW YORK
PHILADELPHIA	CBO LEIO			LEIO	PHILADELPHIA
SAN FRANCISCO	LEIO	LEIO			SAN FRANCISCO
SAN JUAN	LEIO			LEIO	SAN JUAN
SEATTLE	CBO LEIO	CBO (filled by redistribution of duties) LEIO			SEATTLE
WASHINGTON	2 CBO 5 LEIO	CBO 4 LEIO	CBO 1 LEIO		WASHINGTON

**

** This column reflects priorities originally set, some of which have been substantiated and are subject to

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À

FAI CSO

*Mr. Tavel
Mr. Ezrin*

(D)

SECURITY
Sécurité

PERSONNEL INFO
CONFIDENTIAL

FROM
De

GWU

DATE

December 27, 1974

REFERENCE
Référence

Los Angeles letter of December 9, 1974

NUMBER
Numéro

SUBJECT
Sujet

Consular and Information staffing at
Los Angeles

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
35	

ENCLOSURES
Annexes

-- Attached, please find a letter from the Consul General in Los Angeles recommending staffing changes affecting the consular and information sections of the post.

DISTRIBUTION

APR/info
APD/"

2. From FAI we would be interested in views on the desirability and possibility of providing an information assistant to Los Angeles either in 1975-76 or 1976-77.

Los Angeles/
HOP

3. From CSO we would welcome comments on the consular workload, and the advisability of making 254x a full-time consular position, and the merits of upgrading the position to GS8 1A.

4. As these proposals could affect the discussions at Country Programme review, we would be grateful for a prompt reply. The Consul General is to be in Ottawa January 8 for discussions and could provide additional information if required.

[Signature]
U.S.A. Division

CANADIAN CONSULATE GENERAL



CONSULAT GÉNÉRAL DU CANADA

PERSONNEL INFORMATION
CONFIDENTIAL

510 West Sixth Street,
Los Angeles, Calif. 90014.
December 9, 1974.

Dear *John*

I have an establishment problem and I need your help. In Keith MacLellan's letter of 7th May, 1974, from CWU to APO (copy attached for your quick reference), in paragraph 7 he discusses the new Information Section here, and advises that in the support area it will comprise an Information Assistant 254X, Information Films 258X and a new secretarial position. Since the question at hand concerns position 254X, it might be useful to review some of the background.

Position 254X is presently occupied by Mr. Denis Roy, a locally-engaged employee who was taken on strength at the Consulate in September, 1964, as Registry Assistant and Accountant. While employed in registry, Mr. Roy was also assisting the Consul with the distribution of information material. When the Information Assistant resigned in 1968, Mr. Roy took over this position, and became involved in a wide range of Consular duties and information work such as the distribution of information material, teachers' kits and school kits. When the Consul was withdrawn under an economy measure in 1969, Mr. Roy absorbed many of the duties. As the Consulate has grown in size, position 254X has evolved to where 80% of the workload is of a Consular nature, and the balance is information oriented, as outlined on the attached Statement of Duties.

What has happened over the years, is that the workload of Consular/Information Assistant was spread too thin, with really far too much work for one person. As a result, Mr. Denis Roy has been working primarily as a Consular Assistant, and helping where possible on the information side which included such activities as distribution of information material, setting up of exhibits and undertaking film showings, with the support of the film clerk and the two drivers as available.

On the Consular side, prior visits to jails from the Post here were infrequent. Now regular visits are made to jails (30 to 50 Canadians in jail each month), hospitals and other institutions in the Consular territory where Mr. Roy gives advice and counsel.

Further, Mr. Roy is extremely active in vetting and processing distressed Canadian applications for repatriation to Canada or other financial assistance, and these can number from 10 to 20 enquiries a day.

Cont.....

- 2 -

In Mr. Roy's Consular Assistant work, he has made a marked contribution to the activities of the Post, and in a very demanding and difficult type of work. Mr. Roy is fully bi-lingual, an athlete of renown and is highly regarded by United States Government officials as well as the staff here for his excellent work which includes good judgement in dealing with extremely difficult cases.

According to present plans, position 254X is to be assigned full time to the Information Section. This is not realistic nor practical. Looking at the other areas of the support staff of the Consulate, Mr. Proulx is fully absorbed in the passport section and assists when possible on the administrative side where Mr. Roy Whiffen is already fully committed, and indeed overburdened at this time. There is no slack elsewhere for anyone to take over the Consular work that Mr. Roy has been performing.

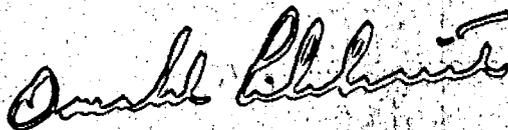
Therefore, from the foregoing background, I would like to make three recommendations:

1. That the position 254X become a full time Consular Assistant position with Mr. Roy as the incumbent.
2. That a new position be created for an Information Assistant at the GS8 level to work with Harvey Mayne, the newly assigned Vice Consul, public affairs. This Information Section is becoming a very active part of the Consulate and a full time Information Assistant is urgently needed.
3. In view of the duties and responsibilities of Mr. Roy, and their importance to the Consulate, that he be reclassified to GS8 1A effective December 1.

I mentioned the problem to Jim Nutt during the Information get together in Seattle last October. He said - "Put it in writing", so here I am.

Yours sincerely,

Mr. G.S. Shortliffe,
Director,
USA Division,
Department of External Affairs,
OTTAWA, Ontario,
Canada.



December, 1974.

STATEMENT OF DUTIES
Consular/Information Assistant

Denis ROY - Position No. 254X - GS6-5A

CONSULAR: 80%

Under direction of the Consul his duties include:

1. Responsibility for distribution and dissemination of Consular Information covering pensions, veterans allowances, hospital schemes, visits to Canada, material on Canadian Constitution, legislation, citizenship, unemployment insurance, laws (criminal, divorce, adoption, drugs, extradition, deportation, etc.), Canadian government operations and representations, etc.
2. Assisting in answering enquiries on above by telephone, correspondence, or of visitors to the Consulate.
3. Interviewing and screening distressed Canadians and their applications for financial assistance, checking their credentials by phone where necessary, arranging transportation for return to Canada and any interim board and lodging.
4. Interviewing and screening applicants requiring Consular assistance other than financial, i.e. lost identity papers, lost possessions, problems with local authorities, etc.
5. Visiting Canadians in jails, hospitals and other institutions in Consular territory and rendering assistance when possible.
6. Serving as interpreter for French Canadians with local authorities and unofficial translation of documents from French into English.
7. Assisting Canadian Indians with problems by maintaining contacts with Department of Indian Affairs and recommending financial assistance when required, and dealing with those who become belligerent because of political problems in Canada.
8. Maintaining stocks of literature and pamphlets on Consular questions and preparing requisitions for necessary items.
9. Handling various Consular cases as required.
10. Representing Consulate General at various functions not requiring a Consular Officer.
11. Assuming other duties in absence of any personnel as required.
12. In the course of dealing with Consular enquiries, drafting letters for the Consul's signature.
13. Maintaining a better than average knowledge of Canada and of current affairs, with a good knowledge of research techniques and establishing a selection of ready reference material, directives and encyclopaedias, enabling him to answer enquiries quickly and expeditiously.
14. Exhibiting ability, personality and tact in dealing with people at all levels, and showing strong administrative ability.
15. Knowledge of typing, operation of mimeograph, Xerox, telex, machines, etc.

INFORMATION: 20%

1. Distributing literature, posters, student and teachers kits, press releases and other information material.
2. Maintaining Post Library.

...2/

-2-

3. Assisting with arrangements and setting-up of exhibits and displays at fairs, exhibitions, parades etc. Also assisting in staffing Canadian booths at Fairs and Exhibitions.
4. Showing films to various groups when occasion does not require a Consular Officer. Assisting Consular Officers at speeches and film showings when required.
5. Maintaining stocks of information literature and supplies, preparing requisitions for these items.
6. Drafting letters and reports dealing with information material.
7. Checking a number of newspapers and publications for items of interest on current affairs in Canada.

FAI/H. EZRIN/2-4068/1m

✓ FILE
DIARY
CIRC
CHRON

MEMORANDUM

Mr. Tardif

UNCLASSIFIED

December 23, 1974.

H.E. Ezrin

Ezrin - Travel to U.S.A.

56-1-2-USA
t -

At the budget meeting held Monday, December 2, 1974, I mentioned that I proposed ~~following~~, subject to your approval, ~~the~~ *make* the visit ~~proposals~~: *following*

(i) New York - Boston (Estimated cost - \$350)

New York's information programme is second only to Washington. Mr. Rankin has expressed interest most recently during the GWU post liaison visit, to have more interchanges with headquarters re New Look programming. Apart from Boston's regional influence and its francophone programming role:

(ii) Chicago, Cleveland - Minneapolis (6 days)(Estimated cost - \$700)

Chicago has an important information programme including an extensive film distribution programme. The latter two trade posts are undertaking significant information programmes, staffed with LEIO's for the first time.

Subjects for Discussion:

- (i) Relationship with Programme Officer
- (ii) High School Book Programme
- (iii) Role of LEIO at posts
- (iv) Post Information Programme Budgeting (R.O. 611)
- (v) Media Relations Programme - Uses of CP Wire Service
- (vi) Academic Relations
- (vii) Post Information Section's Information Retrieval and Storage Facilities.

HERSHELL E. EZRIN
H.E. Ezrin

FAI -
(Mr. Roger)

AFPC

UNCLASSIFIED

December 23, 1974

FAI

AFPC memo of November 13/74, and Micbo-Zerin discussions of Dec. 17/74

1975/76 Estimates - Washington D.C.

56-1-2-USA	
4	

GLU

We are not certain what "special brochures" (item 1 (d)) the post is considering in their budget request under R.O. 611. Canada Reports, a special release comment piece, will be funded by headquarters (our letter FAI 3090 of September 17/74 refers) and an additional item 5, to cover miscellaneous printings would seem to cover other charges. You may wish to request a further explanation of this item.

2. We believe that item 6, multiple letter mailings should either be a charge against general post postage funds, or alternatively against R.O. 561, Miscellaneous goods and services.

3. We are puzzled by the posts request under item 2 for \$8500 for subcontracting for folding and mailing Canadian Press Comment. On September 30, 1974, we authorized a contract for apparently the same activities at a much lower yearly cost of \$1320. We wonder whether the subcontract fees for folding and mailing both Canadian Press Comment and Canada in the U.S. Press should be charged against either the general post administration budget or R.O. 561.

4. Earlier this year, we had advised Washington that we expected that the new programme officers Washington expected to receive in 1975/76 (1 FB and 1 LEIC) would be able to assume the editorial and writing duties related to both Canadian Press Comment and Canada in the U.S. Press. Consequently, we would hope that, if these positions are staffed, for 1975/76, the \$14,500 budgeted for contract fees would not be required.

L. P. TARDIF

Information Division



CANADIAN EMBASSY

AMBASSADE DU CANADA

1746 Massachusetts Avenue N.W.
Washington, D.C. 20036

JAN 2 1975

December 20, 1974

JW4
Attn: *Mr Brodeur*

56-1-2-USA-CSP
~~10~~

Dear Mr. Anderson,

I welcomed your recent letter which embodied your reflections and suggestions concerning the academic relations program in your territory and on the larger United States scene. I find it particularly interesting that your views so closely reflect ours which I sent to Ottawa in my letter 796 of May 28, 1974.

I agree with the thesis of your paragraphs 3-6 that we should encourage the development of an interest in teaching and research related to Canada in whatever areas of a university it appears. Traditionally, this has tended to be concentrated in the humanities and social sciences. You are quite right that in the professional and graduate schools and special programs, there may be considerable scope for increased attention paid to Canada. We encourage this where we find it, although we recognize that not everyone is yet as attuned to the possibilities in these areas as is your post.

We are certainly in agreement about the desirability of a more sophisticated major book presentation program. In the interval, before one becomes a reality, I think we have been making as good a mileage as possible with the Canada Council Book Kits. If you wish to try out first tailored book donation of the kind you refer to in your territory, you might wish to look at our exchange letters with Ottawa starting about a year ago which give the procedure.

I would like to see Canada provide endowments for Chairs of Canadian Studies in this country and we would agree with your paragraph 9 that should someday it be possible to endow a Chair at a university in your territory, the choice would be the University of Washington.

. . . 2

Mr. R.C. Anderson,
Consul General,
Canadian Consulate General,
Seattle, Wash. 98101

JAN - 3 1974

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When Ottawa is ready to have the speakers budget for universities controlled from the Embassy, we are prepared to take the responsibility. We would hope that when such a shift takes place, it would also include other funds to enable us to provide support to conferences, Canada Weeks and the like. A speaker(s) from Canada would be one element. I also hope that before too long, we get into the area of program support for institutions with structured Canadian Studies Programs.

I fully agree with your conclusion which is the same as mine that to make a significant advance, additional money will be needed. Generosity by the Canadian Government in the area of studies and research related to Canada in the United States might well help to encourage more corporate and foundation giving in this area.

Finally, may I compliment you for the vigour of your efforts in this highly important area and for setting out your thoughts so comprehensively and well.

I have taken the liberty of circulating our exchange of correspondence to the same addressees in Ottawa who received my letter 796 of May 28, 1974.

Yours sincerely,



M. Cadieux
Ambassador

Ray

Ambassador has just taken off on
Korras leave. This means I get to
read his mail and I found your
letter a most thoughtful contribution.



CANADIAN CONSULATE GENERAL



CONSULAT GÉNÉRAL DU CANADA

55-11-5-20

55-11-7

REA(2)

*plus un per Ambassadeur
reply of Dec 20 / 74*

Saw [initials]

412 PLAZA 600
Sixth & Stewart,
Seattle, Wash. 98101
(206)447-3828

Postmarked Dec 8, 1974.

Dear Mr. Cadieux,

After we at this post have had the opportunity to look closely at the needs, interests and activities of the universities within our consular territory, I think it might be interesting to you to know our reaction to the proposals in your Letter to FAP Number 796 of May 28th, 1974.

2. We agree that it is of the utmost importance to commit ourselves to active and energetic encouragement of Canadian Studies at U. S. universities. We also agree that the programme as it exists now—active liaison being the major component—may be useful in establishing a foundation but we will need to be willing to spend money in order to develop it to any greater extent. Although we find consistent interest in and even enthusiasm for Canadian Studies at almost all the universities in our area, there is an equally consistent problem of finding the money to train existing faculty, hire new faculty and provide the resource material. One significant exception to the financial roadblock may be the situation of the Canadian-American Studies Programme at Western Washington State College. The college is supporting the Programme strongly and has requested a major increase in funding for it in the next bi-ennium's budget. The budget, however, will have to be approved by the State Legislature and indications now are that many legislators are prepared to cut back on money for higher education or, at least, hold spending to previous levels as an anti-inflation measure. In the case of an adverse decision by the Legislature there could be a set back in the future plans of the only Canadian Studies Programme in the Western U. S.

3. In discussions at different universities with several faculty members interested in Canadian studies, we have found a number of possible areas in which we might be able to provide assistance. One key factor we have noted, in this area especially,

.....2

Ambassador Marcel Cadieux,
The Canadian Embassy,
1746 Massachusetts Avenue N.W.,
Washington, D.C. 20036

is the interest of professional schools and special programmes. (Agriculture, Business Administration, Environmental Studies, Law, Marine Studies and Urban Planning are among the ones we've encountered.) We wonder if we haven't been unconsciously a little restrictive in concentrating mainly on academic disciplines. The interest of professional schools at the University of Washington is our most encouraging sign at that university. A graduate seminar on Canadian international business relations, especially as they relate to the U. S., is in the second year of a two-year grant from I.B.M. at the university. As a result of the seminar last year, two students were hired to positions that primarily involve business dealings with Canada, and the Professor teaching the seminar has become the leading faculty member in Canadian Studies. He is currently discussing with I.B.M. the possible extension of the seminar. He and the Dean of the Graduate School of Business, Kermit O. Hanson, have also proposed to the Donner Foundation and several other such organizations that they fund a Canadian Studies Programme at the University of Washington in either Business Administration or Environmental Studies.

4. We feel that our assistance in disciplines such as these would serve our programme's aims well. For instance, a visiting Canadian professor of agronomy or animal husbandry, in teaching U. S. students about advances made by Canadian researchers, would increase the students' knowledge of the technical, scientific and even industrial position of Canada in the world. The explanation of the Canadian farmer's economic position would promote some understanding of future Government actions in the area of agriculture. Furthermore, merely to have a Canadian on campus could not help but increase an awareness of Canadian's attitude to the U. S.

5. Some of the lawyers in Seattle have told us that they miss not having had the chance to study Canadian jurisprudence, since most, at some point in their careers, will be handling a legal problem with a Canadian involvement. Our work on promotion of HABITAT '76, especially with the Department of Urban Planning at the University of Washington has shown us the contribution Canadian Studies could make in that area.

6. Our first recommendation, therefore, is that in considering any further activities in promoting Canadian Studies in the U. S. we not restrict our thinking to the traditional academic liberal arts areas. We should be willing to look at any aspect of the university as a potential area of activity.

7. Official support by Canada (in the form of travel assistance) for faculty exchanges, Canadian faculty visits and student exchanges would, we feel, be enthusiastically received in this area,

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to the extent that we would probably be inundated by requests and suggestions. Everywhere that we have mentioned exchanges and visits the response has been most encouraging. We feel that this would be the most useful way for us to support Canadian Studies in general in the U. S., since it would permit us to involve universities which, while not having major stature in the country are still of considerable regional importance. It will also permit us to spread our efforts throughout many different disciplines.

8. A book donation programme, to be effective, would have to be much more than the token effort that even the Canada Council Book Programme is. In our consular territory only Western Washington State College and the University of Washington have adequate holdings in Canadian books at the moment. It is overly-optimistic, we have found, to expect that something like the Canada Council Book Kit will provoke libraries to go out and purchase abundant quantities of Canadian books. The library acquisition budgets are often more restricted than the universities' overall budgets, and are almost entirely committed to existing course structure. The Canada Council Book Kits serve as a useful good-will gesture and an occasion for us to bring our interest to the attention of the faculty and administrators, but they do not act as a direct encouragement to the establishment of Canadian courses, as the High School Book Kits do. To achieve such a result, the collection of books would have to be at least large enough to make an impression in a 100,000 book library, perhaps 500 books. We agree that the selection of the books should be tailored to the institution and we think it worthwhile that they be focused in one or, at most, two areas that seem particularly promising. Two hundred books about Canada's political and economic system and relations to the U. S. would make a much greater impact than 200 books about everything under the sun. This would also prevent a diffusion of effort at institutions where there clearly is one discipline where interest in and enthusiasm for Canadian Studies is strongest, and permit us to concentrate on building a permanent Canadian element into the course structure of that discipline.

*Agreed
1/1/68*

9. There is only one university in our consular territory which would even come under consideration for the establishment of a Chair of Canadian Studies—the University of Washington. But, as the only major university in the Northwest, we think that, in the event a decision is made to endow Chairs, it should be one of the prime candidates. Again, in this discussion of Chairs of Canadian Studies, we would like to encourage the recognition of the possible value of all disciplines. At the University of Washington, for instance, we would most strongly support a Chair in the School of Business Administration or perhaps the Centre for Environmental Studies, rather than in an academic department.

...4

10. One of the most useful elements we have found in the provision of assistance to universities is the Speakers Budget. We are of the opinion that any opportunity we may have to bring Canadians to speak to U. S. universities is of great value to promoting recognition and understanding of Canada and Canadian achievements. If there are to be any increases in the overall budget allotments to the university relations programme, we recommend one of the first areas be the Speakers Budget. We also think it would be worthwhile if this particular budget were controlled by the Counsellor for Academic Relations at the Embassy, for two reasons. First, this person would be more aware than an officer in Ottawa, in whatever Division assumes final responsibility for the programme, of the relative priorities of requests for speaker assistance from the various posts and so be able to allocate the money available in a more effective way. Second, the Embassy would then be able to alert other posts that might be able to use a visit by the particular speaker or speakers. We do not think that this would affect the ability to invite or select speakers, since we feel that the invitation and the choice should both be made by the university and that we should reimburse the university for the costs that they cannot cover. We understand that this is the practice that the Embassy is encouraging.

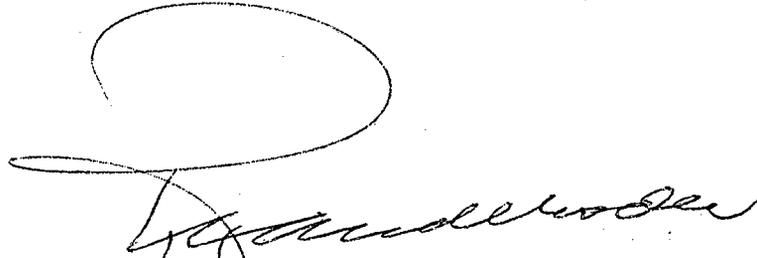
11. We support your suggestion for programme support of universities such as Western Washington State College. We are especially interested in your recommendation that summer sessions directed to high school teachers be eligible for assistance, since this summer we will be involved in assisting two such programmes. One, at Eastern Washington State College, is a regular Institute for French teachers that has come increasingly to consider Canada. The other, at Portland State University, will be a first offering this year in Canadian history and culture that could develop into a regular institute. We know that Western Washington State College is also considering establishing a summer institute in Canadian Studies.

12. As you know from our reports on visits to universities there is considerable interest in Canadian film, literature and visual art, especially at institutions such as Oregon State University. Where universities offer theatre courses we have been introducing them to current Canadian plays. We intend to continue our encouragement of all interest in Canada's cultural life.

13. We agree with your evaluation of the high priority that should be given to Canadian Studies at United States Universities, and devote almost an entire programme man-year at this post to this

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particular aspect of our information programme. We also agree that to make a significant advance on the current activity at most universities, additional money will be needed.



R. C. Anderson,
Consul General

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO
A Mr. Tardif

FROM
De H.E. Ezrin

REFERENCE
Référence

SUBJECT
Sujet Country Programming - USA

①

SECURITY
Sécurité RESTRICTED

DATE December 19, 1974

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
35	

~~cc 55-21-2-USA-200th~~

ENCLOSURES
Annexes

DISTRIBUTION

Mr. Roger

FAP

I attended together with representatives from concerned departments and agencies a meeting held on Wednesday, December 18, and chaired by GWU. The purpose of the meeting was to encourage participants in the forthcoming USA country programming exercise to focus on programme and policy issues, and to commence an exchange about the nature and direction individual department or agency programmes will take in 1975/76. As GWU has undertaken to circulate a summary record of the meeting, I shall confine my remarks to subjects of particular interest to this division.

Country Programming: Feb. 17-18 - Meetings to be held on USA

Several speakers, notably Smith (PCSI) and Metcalfe (ICER), urged the need for the country programme exercise to focus upon providing an overview of programmes - where are we headed and where do we want to go? Wherever possible any fundamental programme changes should be communicated in advance of the February meeting to avoid repetition of the more unsavoury aspects of previous CP meetings.

... A tentative list of personnel deployment for 1975/76 which was circulated is attached; however, several departments reserved their agreement to finalizing the list.

... Also attached for your reference is an advance copy of the ICER instructions about the review meetings. (This has not yet been distributed within the department.)

U.S. Bicentennial

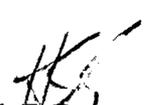
IT&C was concerned about the strain on post resources arising from the U.S. Bicentennial. They suggested that posts be given guidelines about what activities they should become involved in.

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RESTRICTED

I briefly reviewed the progress to date on arranging Canadian participation and Mr. Shortliffe of GWU emphasized the long term residual importance of effective Canadian participation in this most important (to Americans) of all celebrations. Consequently, utilization of post resources in support of commemoration of the Bicentennial was desirable.


H.E.E. /

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MEMORANDUM

Mr. Tardif

RESTRICTED

H.R. Eyrin

December 19, 1976

Country Programming - USA

56-1-2-USA ✓	
cc. 55-21-2-USA-2002h	

Mr. Rogor

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FAP

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- 2 -

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HERSHELL F. EZRIN

H.F.E.

Chicago

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HESB.

Ottawa, K1A 0G2

December 18, 1974

Dear Mr. Lucy,

Thank you for your letter of December 3. I shall indeed take up your suggestion to contact George Jacoby. I would also be delighted to meet you upon your return to Ottawa in mid-January. Please give me a call at 992-4068 as soon as you get settled.

With best wishes,

Yours sincerely,

HERSHELL E. EZRIN

H.E. Ezrin,
Information Division

Mr. R.V. Lucy,
Vice-Consul,
Canadian Consulate General,
Suite 2000,
310 S. Michigan Avenue,
Chicago, Illinois 60604.

File ✓
Diary
Circ
Chron

VISIT OF PRIME MINISTER TRUDEAU TO
WASHINGTON, DECEMBER 4, 1974

56-1-2-USA	
1 ✓	-

Canadian Public Information Programmes in the United States

Background:

Canada's public affairs programming in the United States is intended to advance U.S. understanding of Canada as a valid sophisticated partner with a friendly but distinctive society. By directing programmes at U.S. decision-makers in the Administration and Congress and powerful public opinion lobbies such as business, the trade union movement and the academic community, the Canadian aim is to sensitize and raise the awareness level of these groups as to the consequences of their decisions upon Canada, and, in many instances, the long range impact for the United States, given the scope and complexity of the interrelationship between the two countries.

Public affairs programming in the United States has been assigned the highest priority with approximately one-third of all available public information resources directed to its implementation. The programming conducted by the thirteen consulates in the USA is co-ordinated through the Embassy in Washington.

Current State of Play:

Given the pervasive role of the USA print and electronic media in influencing key decision makers, considerable emphasis has been placed on the supply of information to these sources in the form of special printed exhibit and selected film materials. The recent deployment of additional locally-engaged information officers to the consulates and the extension of Canadian Press news wire service to key Canadian offices in the USA have significantly improved our information dissemination capability. A one-hour TV special focussing on the Canadian economy has been accepted for prime time exposure on the full Public Broadcasting system early in the new year.

The singular lack of adequate, or, in most cases, any teaching about Canada in the USA educational system, which is a major contributing factor to misunderstanding of Canada, is being tackled in numerous ways. At the university level, Canada has actively supported the creation and maintenance of the Association of Canadian Studies in the United States as well as developing programmes for promotion of Canadian studies such as the Chair of Canadian Studies at John Hopkins School of International Studies. This awareness is also being promoted at both the high school and university level (Canada Council books, the High School Book presentation programme) and, through the distribution of teacher and student kits. There has also been a significant expansion of francophone programming in the United States, co-ordinated by the Consulates in Boston and New Orleans.

The anticipated Canadian participation in the USA Bicentennial celebration is viewed as an excellent opportunity to demonstrate to the USA that Canada is a nation with the deepest understanding of the achievements of the American people, while at the same time heightening appreciation in the United States of our own clear and separate identity, and the distinctiveness of Canadian culture and society and our national goals.

CANADIAN CONSULATE GENERAL



CONSULAT GÉNÉRAL DU CANADA

Telephone: 427-1031
Area Code: 312

Suite 2000
310 S. Michigan Avenue
Chicago, Illinois
60604

To/A	F210
From/De	ACPA
DEC 17 1974	
<i>H. Ezrin</i>	

3 December 1974

Mr. H. E. Ezrin
Programme Officer
Information Division
Department of
External Affairs
Ottawa, Ontario
CANADA K1A 0G2

①

56-1-2-USA	
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<i>[Handwritten scribble]</i>	28

com

Dear Mr. Ezrin,

Mr. Eales has passed your letter of 19 November on to me. The lines of communication must have tangled somewhere as Mr. Eales is in Immigration and has little involvement in the Information Programme. However, with so many comings and goings and reassignments at this post, such a misapprehension is easily understood. I, myself, will be leaving Chicago at the end of December, and I would, therefore, commend your attention to my successor, Mr. George Jacoby, who I understand will be due to arrive here at the end of January following a training course commencing in late December. As he will be heavily involved in information work, perhaps you could get in touch with him directly either at his present division UNS or through APD to work out a briefing session.

I understand that you have already met our locally engaged Information Officer, Mrs. Osler, who does much of our work with information projects. I would also like to draw your attention to Miss Real, our Librarian, who makes many useful contributions to this same programme.

I am confident that future relations between our information unit and yourself will be as friendly and as productive as they were with Miss Kelly. I would be delighted to call upon you after my return to Ottawa in mid-January to discuss what possibilities exist in the Chicago area.

Yours truly,

[Handwritten signature: R.V. Lucy]
R.V. Lucy
Vice-Consul

file diary circ chron

The Canadian Embassy,
WASHINGTON

CONFIDENTIAL

November 26, 1974

Under-Secretary of State for External Affairs,
OTTAWA

PAI-3936

Your letter 1003 of July 9, 1974 and PAI/GEU
meetings in Washington, November 6-7

56-1-2-45A.	
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Information Programming in USA

We were grateful to receive your incisive and comprehensive analysis of the state of U.S. attitudes towards Canada, the current thrust and direction of our information programmes in the USA and your recommendations as to the most effective means to further Canadian objectives in the USA. We share your view, echoed in New York's letter 433 of September 23, 1974, that an American public well informed about Canada is much preferable to an ignorant and naive one.

2. The following comments on the recommendations in your report are based on our discussions in Washington, and the consensus arising from inter-departmental meetings about your letter.

(1) Poll of U.S. Attitudes: (paras 19-20)

While we appreciate the need to identify target audiences to whom we should direct our programming, we are concerned lest any poll commissioned repeat earlier samplings. We agree with the Ambassador's view that the Embassy should clearly identify to that purpose the proposed poll's findings might be put in order to maximise the poll's usefulness. At the Washington meeting of November 6, 1974, it was agreed that this matter be reconsidered in the spring of 1975. If the post is anxious at that time to pursue the proposal, PAI would be prepared to fund it.

(2) News Service to Major Broadcasting Networks: (paras 22-23)

PAI is currently not in a position to fund such an ambitious project. We believe that consideration of this proposal should be deferred until the relevant SAM study has been completed. Additional thought will also have to be given to the CBC's attitude to any proposal by External Affairs for a substantial program of broadcasting abroad. We are also concerned about the possible adverse reaction from the U.S. networks to any activity which appears to be an attempt to manage the news.

- ATLANTA
- BOSTON
- BUFFALO
- CHICAGO
- CLEVELAND
- DALLAS
- DETROIT
- LOS ANGELES
- MINNEAPOLIS
- NEW ORLEANS
- NEW YORK
- PHILADELPHIA
- SAN FRANCISCO
- SAN JUAN
- SEATTLE

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- SAM
 - PEM
 - GJP
 - GEU
 - PAI
 - PAC
 - PAR

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However, if the post is interested in conducting an investigation of the feasibility of such a project, FAI would be prepared to consider such a request for funds.

(3) Canada Report: (paras 24-26)

FAI has agreed to provide funds for the issuance of Canada Report as often as is considered desirable.

(4) Publication of Opinion or High-gloss Photo-Journalism Magazine: (paras 24-26)

For cost reasons, this proposal is not considered practicable at this time. Moreover a prestige magazine of opinion, International Perspectives, already exists. We are most interested in seeing its circulation increased to meet the needs that the Embassy has identified, together with a complementary increase in the circulation of Canada Today/d'aujourd'hui which we are prepared to fund. You have agreed to supply us with your comments on International Perspectives, the uses you can put it to in its current format, and any suggested alterations of its format which would enhance its value to your programmes. The latter will be brought to the attention of the editorial board.

(5) Canada Clubs: (paras 27-35)

While accepting the concept that these clubs can provide excellent access to US opinion formers and a platform for presentation of Canadian viewpoints, we are concerned about the principle of direct Canadian Government participation in councils of the sort described. We are also aware of business' potential interest in promoting such a vehicle, but we believe any such clubs should be more broadly based on a variety of groups with a shared interest in Canada. It is imperative, however, that the envisaged clubs stand on their own feet, and that they not remain "creatures of our minions" for any longer than the time necessary to emerge them.

It is agreed that FAI will fund a feasibility study to be conducted, preferably by an individual who has both credibility and influence with the business community. Before entering into any contract, however, we wish to see an articulation of clearly defined requirements for the feasibility study including the work programme proposed, and the sectors and groups upon which it is proposed that our attention be focussed.

(6) Education Proposals: (paras 36-39)

The costs of the implementation in toto of the proposals made by the Embassy in its letter 796 of May 28, 1974 are considered prohibitive, given the current budgetary situation. As much as possible, we expect that our approach to government funding of Canadian studies in the U.S. on any wide scale will be modelled on the recent decision to contribute to the Chair of Canadian Studies at Edinburgh: i.e., the government contribution based upon the success of a campaign for contributions from the Canadian and local private sectors.

FAI letter 3640 of October 30, 1974 outlines our views about the means of assessing the High School Book Program.

You will recall that insofar as the proposal for a \$50,000 grant to SAIS, this item was deleted by Treasury Board from the 1975/76 B Budget submission. Nevertheless, provision has been made in the Bicentennial submission to Cabinet for such a grant to be made and we are hopeful that funds in the amount indicated will be available.

(7) Secure Communications Links:

GMO and ACT have been discussing this matter, which we understand, will be the subject of separate communications with the post.

(8) Visits: (para 39)

We were pleased to receive your complimentary references to the development and expansion of the visits programs. We agree in principle with your suggestions to broaden the visits programs; however, we wish to point out that existing TB regulations governing the visits programs do not permit funds budgeted under this reporting item to be spent on visits of politicians per se, as funds are budgeted separately for those occasions, but generally only for high level visits.

We should also like to note that our visits programs not only is limited by budgetary considerations but also by the number of staff available at any given time to arrange programs. It is also important that in arranging appointments in Ottawa, we must avoid approaching the same individuals too frequently within a limited period of time lest we wear out the welcome customarily extended to more significant visitors.

.../4

- 4 -

CONFIDENTIAL

The Minister has approved a submission to the Treasury Board for a \$25,000 grant to the Parliamentary Centre for Foreign Affairs and Foreign Trade to organize visits by American legislators^{CS} to Canada.

(9) Labour: (para 40)

We are in agreement with your proposal to study opportunities for enhancing awareness of Canada among U.S. members of international trade unions.

(10) Military Liaison:

We are discussing your proposals with the appropriate agencies and divisions, notably DND.

3. In conclusion, your letter under reference has given us much food for thought and will undoubtedly serve as the basis for an ongoing dialogue as to the most effective means of improving awareness of Canada in the United States.

L. A. D. STEPHENS

Under-Secretary of State
for External Affairs

MESSAGE

	PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ	
FM/DE	OTTAWA	EXT AFF	FAI-3854	NOV 18/74	56-2 New Orleans cc 56-1-2 New Orleans	UNCLASS	
TO/A	NEW ORLEANS		52-1-2-45A 6				PRECEDENCE
INFO	WASHINGTON		TOR/TOD CONCENTRE EXTERNAI AFFAIRS NOV 18 22 08 '74				
DISTR.	GWU AFPC (FAI/WALKER - DONE IN DIV)						

REF YRLET 175 OCT 4/74
SUB/SUJ INFORMATION RELATED TRAVEL

IN VIEW OF INCREASED REQUIREMENT FOR POST TRAVEL DIRECTLY RELATED TO NEW LOOK INFO PROGRAMMES, DOLLARS 2410 ALLOCATED FROM FAI PROGRAMME BUDGET FOR TRAVEL FOR BALANCE FY. EXPENDITURE SHOULD BE CODED 291-144-015-2-607-000-29101.

2. REQUIREMENTS FOR FUNDS FOR ADDITIONAL TRAVEL SHOULD BE REPORTED ON YOUR NEXT POST BUDGET REPORT.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SIG... H. EZRIN/aw	FAI	2-4068	SIG... A.B. ROGER

Ottawa, Canada.
K1A 0G2.

November 18, 1974

Mr. B. I. Rankin,
Consul General,
Canadian Consulate General,
1251 Avenue of the Americas,
New York, N. Y.

56-1-2-45A	
6	

Dear Bruce,

Since you took me to task at Montebello some weeks ago over my division's failure to respond to your proposals for a francophone information programme in New York, I have looked up the earlier correspondence and have found:

- (i) your letters 131 of March 18, 1974, 281 of June 27, 1974 and 404 of September 4, 1974 were all addressed to GWU for action
- (ii) GWU passed all three to FCF for action on October 7 as it had been agreed in principle that that Division should co-ordinate francophone programmes in the USA
- (iii) FCF sought our assistance on October 11 when it was agreed that FAI should assume responsibility for responding to you
- (iv) Telexes to Congenny FAI-3437 of October 15, 1974 and FAI-3561 of October 24, 1974 dealt with most of the proposals put forward.

I would note that the matter was dealt with within four days of transfer of responsibility to FAI (including two weekend days). Consequently I feel that my Division has acted with reasonable despatch to try to help you with an activity of obvious merit.

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On the other hand it seems clear to me at least that our inter-divisional arrangements are faulty and require review and probably change if posts' requests are to be met with efficiency. I am suggesting to my colleagues here that we do this soon.

Lastly, it was good to see you and your "bride" again at Montebello.

Yours sincerely,
ORIGINAL SIGNED
A. B. ROGER

A. B. Roger,
Director,
Information Division.

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N ^o D'ORIG.		56-1-2-USA	
FM/DE	OTTAWA	EXT AFF	FAI-3793	NOV 13, 74	UNCLAS.

TO/A	NEW ORLEANS	PRECEDENCE
INFO		
DISTR.	GWU	

TOR/TOD
 COMCENTRE
 EXTERNAL AFFAIRS
 NOV 14 17 12 '74

REF BIRCH/EZRIN TELCON NOV 12/74
SUB/SUJ INFORMATION MEETING - WASHINGTON

DOLLARS 250 AUTHORIZED FOR BIRCH TRAVEL AND ATTENDANCE AT
 FORTHCOMING INFO MEETING. CODE ~~287-114-015-2-607-000-29101~~²⁸⁷ 287.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SIG..... H. EZRIN/MI	FAI	2-4068	SIG..... A.B. ROGER

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
A FAI (Miss L.M. Kelly)

SECURITY
Sécurité UNCLASSIFIED

FROM
De AFPC (F.L. Wiebe)

DATE November 4, 1974

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet Information Programme - Post Travel - New Orleans

FILE	DOSSIER
OTTAWA	
56-1-2-145A	
MISSION	
6	

ENCLOSURES
Annexes

1

DISTRIBUTION

In our recent telephone conversation, you indicated that

I don't remember discussing New Orleans particularly. I was talking about the new LE 10's and the fact that we goal \$3,000. Travel money because posts couldn't have been expected to budget for it. On second thought, I think New Orleans was mentioned, but NOT \$3,000!

you would give sympathetic consideration to providing funds to New Orleans for travel costs related to their information activities.

Attached is a copy of New Orleans letter 175 of October 4, 1974

which sets out under RO 621 their requirements for an additional

\$3,000.

F.L. Wiebe
Area Comptroller (AFPC)

Mr. Eyrin - you are the benefactor now. When one reads the purposes of travel, one is inclined to agree that they have all been imposed on the post. However, it might be worth arguing with Frank Wiebe whether we should pay everything, AFPC did cut the estimate and, now that it's shown more money is needed, should provide same. The question is one of principle: is information travel a special thing the DEPT. doesn't pay for ???

M:K

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES OCT 10 1974

A.F.P.

TO Under-Secretary of State for External Affairs, Ottawa, AFPC.

SECURITY UNCLASSIFIED
Sécurité

FROM Canadian Consulate General, New Orleans.
Do

DATE October 4, 1974

REFERENCE AFF(M) 4510 September 16, 1974
Référence

NUMBER 175
Numéro

SUBJECT Planned Expenditures - Budget Report for period
Sujet ending September 30, 1974.

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES
Annexes

We enclose Budget Report for period ending September 30, 1974.

DISTRIBUTION

2. For your information all assessment is as follows:

501 Since September 6, 1974 position 312X has been vacant, and a replacement has not been selected pending an administrative re-organization of the post. The sudden and unexpected loss of the incumbent of position 312X, an accountant and consular clerk of over twenty years experience has necessitated a great deal of over-time for our former information clerk who has assumed the accounting responsibilities. The lack of a provision for overtime in the 1974-75 estimates under this heading has therefore put us in a very difficult position. A conservative estimate of the amount of over-time necessitated by this emergency situation would be in the neighbourhood of 80 hours to date, with at least that much to come. We would therefore request the sum of \$800 included in our second half budget. Because of a mistake on our part, this \$800 was not included in the planned expenditure under this heading and did not come to light until after the TID was forwarded.

531 Since the month of June, there has been a significant turn over of the five Canadian-based staff at this post. In addition, local utility rates have gone up 20% since the spring and the Utility Board yesterday officially requested another 20% rate increase. For these reasons it is difficult to assess our planned expenditure under this heading but we can rest assured that the unit cost of electricity will continue to escalate rapidly, although consumption should decrease somewhat during the winter months in this semi-tropical area.

551 As can be seen the Budget report, expenditures under this heading have already passed the total sum budgeted for fiscal year 1974-75. This is in part due to increased gasoline costs and an accident. The rest can be attributed to maintenance repairs, although the vehicle has only 47,000 miles on it. The increasing frequency of these minor breakdowns has, in the recent past, necessitated the rental of a replacement vehicle on two occasions, thus further depleting the funds budgeted under this heading. It is difficult to assess maintenance requirements for the next six months, but, if the last six are any indication, they will be substantial.

N.C. Letter No. 175 of October 4, 1974

Page 2

701 After the TID for the month of September was forwarded we once again compared our records with that of our post accounts versus your Budget Report and find that we could not possibly have spent \$1,785 by the end of August 1974. However, a question has arisen to the fact that there were purchases made on behalf of the High Commission for Canada in Kingston, Jamaica which were paid for in May 1974 totalling \$2,957.26 and divided as follows:

High Commission \$1,472.38 charged to 133-018-2-657-000-70103

MANDI \$1,484.88 (408) 133-018-2-657-000-40802.

Could you please advise us.

621 The original budget estimate of \$2,450 was both low and unsubstantiated by evidence. Therefore the resulting approved budget allotment of \$800 has proven to be totally inadequate, although understandable, given the lack of evidence at the time of estimate submission, and the very small amount spent in fiscal year 1973-74. The sharp decrease in expenditures from the fiscal year 1972-73 to 1973-74 is almost entirely attributable to the fact that the Consul General appointed in October 1972 was not only new to New Orleans but was new in the Department of External Affairs. Therefore, during the period of adjustment to his new functions in a new city, travel outside New Orleans was sharply cut. It is our belated contention that the estimate of \$2,450 submitted for 1974-75 was a fairly more accurate assessment of expenditures than the unusually small sum spent in 1973-74.

In addition to the above problem, we are participating in four new programmes which have increased the necessity for travel far beyond anything expected even at the time of 1974-75 estimate submissions. The first of these is the presentation of Olympic coins to the five governors in the consular jurisdiction. To date three presentations have been made, in Jackson, Mississippi; Little Rock, Arkansas and Baton Rouge, Louisiana and these account for a good chunk of the \$800 allotted to us. Remaining are coin presentation trips to Oklahoma City, Oklahoma (\$375) and Montgomery, Alabama (\$275), making a total of \$650.00.

Also on this year's agenda are a total of seven trips in the high school book presentation programme. The cities are as follows:

Cabot, Arkansas.....	\$300
Mountain Brook, Alabama.....	\$300
Lawton, Oklahoma.....	\$400
Columbus, Mississippi.....	\$250
Baton Rouge, Louisiana.....	\$20

N.C. Letter No. 175 of October 4, 1974

Page 3

Lake Charles, Louisiana.....	\$20
St. Martinville, Louisiana.....	<u>\$20</u>
TOTAL	\$1,310

The trips to Baton Rouge, Lake Charles and St. Martinville, Louisiana can be made in one day by automobile in spite of the full day's programme of activities which is usually organized at these occasions. The trips to Cabot, Arkansas and Lawton, Oklahoma must be made by airplane and will involve at least two-days stay. The trip to Columbus, Mississippi, whether made by automobile or airplane, will also be a two-day affair. It should be noted that none of these presentations have yet been made.

A third programme necessitating a large amount of travel is the series of university book presentations. This list is as follows:

Conway, Arkansas.....	\$130
Grambling, Louisiana.....	\$270
Mississippi State University, Miss.....	\$300

In addition we will be presenting a kit to the Council for the Development of French in Louisiana in Lafayette, Louisiana at a cost of \$100, for a total of \$800.00.

In the framework of the new Francophone information programme in the United States, this post was recently given a coordinating responsibility for posts from Puerto Rico to Seattle. This in November we will be represented at the Denver meeting of the American Association of Teachers of French at a cost of \$300.00.

It should be noted that none of the above travel arrangements are a product of our own information programme, and while we welcome the opportunity to participate, the decisions to make the Olympic Coin presentations, the high school and university book presentations were not of our making. All trips listed above have yet to be made at an estimated cost of \$3,060.00. To this total must be added \$130 in connection with a trip to Canadian Film Festival at Hendrix College, the only trip on the list entirely of our own initiative.

for J. A. Smith
Consul General.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To/A FAI 4
 From/De: ACRA
 NOV 7 1974
 M. A. Kelly
 SECURITY / SÉCURITÉ
 AUP / Declassified

TO / À The Under Secretary of State for External Affairs (FAP) Ottawa

DATE October 31, 1974

FROM / De The Canadian Embassy WASHINGTON, D.C.

NUMBER / Numéro 1852

REFERENCE / Référence

SUBJECT / Sujet Embassy Washington - Office of Information

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 6 — 28	

ENCLOSURES / Annexes

DISTRIBUTION

BY OTTAWA

- EXOTT GWP
- " GWU
- " FAI
- " FAC
- " APO
- " AFP
- " AFPC

About a year ago, it was decided in Ottawa that as a part of the New Look Information Program the Office of Information would receive five additional Program Officers during 1974/75. The Embassy Country Program for 1974/75 was prepared on this basis. The addition of one Canada-based officer and four locally engaged Information officers (LEIOs) had important support staff implications. These were explained in the Country Program. The Embassy considered the proposed Program Officer increase of such importance that we also made it the subject of a separate letter (58 of January 21, 1974). We estimated that six new support staff were the essential minimum if the Office of Information was to be able to engage five new Program Officers. The other essential element was additional space.

2. On March 29, 1974, in telegram FAI 1022, you asked if we would release one LEIO to Minneapolis for 1974/75 and in return you would help arrange for the Office of Information to retain in the Library the services of two emergency employees. The Embassy agreed to this arrangement in a telegram of April 1, 1974.

3. In telegram GWP 48 of May 8, 1974, you approved one Canada-based and seven locally engaged support staff (LES) for the entire Embassy. Two of the latter were for civilian replacements of military drivers. After the most careful examination of what existing programs could not do without increased support staff, we were able to assign three of the five available LES positions to the Office of Information. Of course, this number is only half the essential minimum of support staff we believed we required for the Office of Information to add the Program Officers that have been authorized for 1974/75.

DISTRIBUTION "by OTTAWA" done in ACR

NOV 7 1974 *al*

DISTRIBUTION "by OTTAWA" done in ACR

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- 2 -

4. No Program Officers have yet been added to the Office of Information because there has been no space in which they could be housed. The Embassy acquired the second floor of the NAB Building only this month. It remains unusable until partially renovated, and there is as yet no date by which renovations will be completed. Until we have a target date we cannot start the recruiting process for LEIOs. We should also note that you have not, as far as we are aware, been able to select a Canada-based Program Officer who would meet our needs as per our letter 58 of January 21, 1974. We recognize that there have been complicating factors such as resolving the status of one of the Program Officers already with the Office of Information and our having to recruit a replacement LEIO for the Embassy Librarian position. However, we urge you to select the new Canada-based Program Officer as soon as possible. You should bear in mind that two of the existing Program Officers are first posting FSOs who will likely be replaced in 1975.

5. Within the limitations imposed by space and support staff we have already done certain hiring. We have added a Clerk/Typist as a permanent employee to the Library of the Office of Information. We have added an Assistant Librarian as a permanent employee of the Library of the Office of Information. (These were our emergency employees referred to above.) From our letter 58 and its annexes nos. 6 and 14, you will see we consider these are support positions. They were our two most urgent needs just to service existing Office of Information and Embassy program activity. In an effort to stretch our limited LES allotment further we are holding the Assistant Librarian against an LEIO position. A stenographer has been added to the Office of Information. This has eased the strain elsewhere in the Embassy as we found ourselves frequently having to inconvenience other sections of the Embassy to help handle the volume in the Office of Information.

6. In summary, we have filled two LES positions and have another LES position held against an LEIO position. There is just no way any further personnel can be squeezed into existing space. The third LES position for the Office of Information will be filled when we have our additional space in usable form and new Program Officers can be recruited.

7. We would like to be in a position to recruit LEIO Program Officers. We are not fully implementing our 1974/75 Country Program because we do not have the LEIOs envisaged.

8. Once the space problem is in hand we can proceed with the recruitment of one LEIO Program Officer. This Program Officer plus the new Canada based officer for 1974/75 will be all that we can service within existing support staff levels. We will then have added to the Office of Information in 1974/75 three LES, one LES held against a LEIO position, one LEIO and one Canada based officer.

. . . 3

000630

- 3 -

9. With the LEIO position on loan to Minneapolis this accounts for three of the four authorized LEIO positions. We will fill the fourth position when support staff are made available, or earlier if it turns out that for any reason you cannot send a Canada based-officer.

10. We are not happy with the situation as outlined in this letter and we would expect you feel the same way. However, without sufficient space or support staff, neither of which have been within our control, it has not been possible to correct it. We envisage that one of the principal thrusts of our Country Programme document for 1975/76 will be to make provision for adequate support staff throughout the Embassy, including the Office of Information.

A handwritten signature in black ink, appearing to be 'D. G. ...', written in a cursive style.

The Embassy

MESSAGE

	PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
FM/DE	OTTAWA	EXT	FAI-3647	OCT30	56-1-2-43A 6	UNCLASS
TO/A	WASHDC					PRECEDENCE TOR/TOD CONCENTRE INTERNAL AFFAIRS
INFO	KMK					OCT 30 22 51 '71

DISTR. GWU FAP GWP

REF

SEABORN/ROGER TELECON OCT29

SUB/SUJ

FAI/GWU VISIT

CONFIRM NOV6-7 CONVENIENT FOR ROGER AND SHORTLIFFE TO VISIT WASHDC TO REVIEW CURRENT PUBLIC INFO PROGRAMME AND PARTICIPATE IN DISCUSSION 1975/76 INFO STRATEGY BASED ON YOUR LET 1003 OF JUL9 AND APPROPRIATE BATTELLE PROJECT ACTION PLAN. PROPOSE BRING HERSHELL EZRIN USA INFO PROGRAMME CONTROL OFFICER DESIGNATE.

2. WILL ADVISE TRAVEL ARRANGEMENTS ASAP. THREE SWB REQUIRED FOR NOV6 ONLY AT EMBASSY Row HOTEL BY APRIL x

BEING REQUESTED

REQUIRED FOR

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SG..... A.B. Roger/lr.....

FAI

2-8262

SG..... *[Signature]*.....

File Diary ~~WV~~ Chron

APD

RESTRICTED

October 22, 1974.

FAI

SENIOR INFORMATION OFFICER - PARIS

52-1-2-USA	
C	_____

Mr. Belanger of your Division has brought to my attention your wish to regularize for bilingualism purposes Position No. 3852 in Paris, an IS-6 position currently occupied by Paul Boudreault. My understanding is that as an IS position, it would have to be designated non-rotational in order to be classified as bilingual.

Mr. Tardif

Mr. Ezrin

2. For some time, I have thought that all of our senior public affairs and information positions at posts abroad should be classified as FS. As you know, this has been accomplished in the case of Washington and Bonn, and is being accomplished in the case of London. From the operational point of view, the advantages of the FS classification of such positions are numerous, viz. (a) staffing can be by FS personnel or through secondment of IS personnel (b) the salary ranges of the FS group are sufficiently broad to span several IS ranks giving even greater flexibility in the selection of IS candidates (c) depending upon the times, a greater or lesser degree of political acuity may be required of a senior public affairs officer at a given mission, which may also bear on the selection and (d) classification and the determination of linguistic requirements is a departmental rather than a public service prerogative in the case of FS positions. Under the circumstances, may I suggest that action be initiated to re-classify position 3852 in Paris from IS-6 to the FS category. Precise definition of the position as FS-3 will have to be delayed until the FS-3 selection standard has been modified to incorporate public affairs responsibilities, which action is now in train.

3. I would welcome the opportunity of discussing this matter with you as it may have significance for other positions and appointments.

ORIGINAL SIGNED

A. B. Roger,
Director,
Information Division.

FILE ACTC DIARY CIRC CHRON

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
LIEU	MINISTÈRE	N ^O D'ORIG.		56-1-2-NEW YORK	SÉCURITÉ
FM/DE	OTTAWA	EXT AFF. FAI-3561	OCT 24/74	56-1-2-15A	UNCLASS
TO/A	CONGENNY			PRECEDENCE	TOR/TOD
INFO	WASHINGTON BOSTON			4871	COMCENTRE EXTERNAL AFFAIRS

DISTR. FCP GWU FCF FAC FAR (FAI/FLYNN, FORRESTER, REID, EVANS, GALLIEN - DONE IN DIV)

REF OURTEL FAI-3437 OCT 15
SUB/SUJ FRANCOPHONE PROGRAMS IN U.S.

ARE SENDING BY SURFACE FOLLOWING MATERIAL FOR CDA DAY: 300 REGARDS SUR LE CDA; 300 VOICI LE CDA; 200 CDA 1974 FRENCH EDITION; 25 FRENCH CDNS FROM SEA TO SEA (REGRET OUR STOCK OF THIS IS ALMOST EXHAUSTED); 200 BLANK MAP POSTERS ON WHICH WE ASSUME SCHOOLS COULD THEMSELVES LETTER APPROPRIATE TEXT; 300 SETS FACT SHEETS IN FRENCH; 200 SETS PROVINCIAL AND TERRITORIAL HANGERS; 300 MULTI-POSTERS IN FRENCH; 300 MAP POSTERS IN FRENCH; 200 FOREST FOLK BILINGUAL.

2. WE HAVE ONLY ONE COPY OF BILINGUALISM EXHIBIT HERE. ARE SENDING IT ON LOAN FOR RETURN TO US ASAP. YOU MIGHT ENQUIRE OF BOSTON WHETHER IT ALSO CAN LEND YOU COPY. BELIEVE YOU HAVE IN STOCK BILINGUAL PANELS ON TREES, BIRDS AND MAMMALS OF CDA WHICH YOU MIGHT BE ABLE TO DISPLAY IN SOME WAY EVEN IF YOU NO/NO LONGER HAVE OCTOPUS FRAMES FOR WHICH THEY WERE DESIGNED. ALTHOUGH ACTUAL EXHIBITS SUCH AS THAT ON BILINGUALISM CAN NEVER BE PROVIDED IN QUANTITY BECAUSE OF COST OF

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
L.M. Kelly L.M. KELLY/nw	FAI	2-4068	L.P. TARDIF
SIG.....			SIG.....

- 2 -

PRODUCTION HOPE OTHER MATERIAL LISTED ABOVE WILL PROVE USEFUL FOR DISPLAY.

3. WE ARE ALSO SENDING ONE CDA NFB PHOTOGRAPHIC BOOK, ONE TÉMOIN D'UN
SIÈCLE--LE PALAIS DU PARLEMENT CANADIEN, TWO QUÉBEC BY TARDIF AND HARRIS
AND TWO VINGT-SEPT JOURS EN SEPTEMBRE FOR PRESENTATION AS AWARDS IN
COMPETITION.

FILE X ACTC DIARY CIRC CHRON

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2 NEW YORK	SÉCURITÉ
	OTTAWA	EXT AFF	FAI-3437	OCT 15/74	56-1-2-USA.	UNCLASS
TO/A	CONGENNY					PRECEDENCE
INFO	WASHINGTON BOSTON					TOR/TOD COM/COM THE EXTERNAL AFFAIRS
DISTR.	FCP GWU FCF FAC FAR					

REF YRLET 404 SEPT 4
SUB/SUJ FRANCOPHONE PROGRAMS IN U.S.

FOLLOWING IS LIST OF FRENCH LANGUAGE FILMS WE SUGGEST YOU SEEK TO BORROW FROM BOSTON FOR CDA DAY: 13 TITLES IN TUKTU SERIES; LOUISBOURG; LOUIS-HIPPOLYTE LAFONTAINE; OTTAWA--FIERE CAPITALE; QUEBEC 1603--1558--COULEUR; LES REGIONS FORESTIERES DU CDA; A LA POINTE DE LA PLUME; ARTISANS DU NOUVEAU-BRUNSWICK; ANGOTI; L'AUBERGE JOLIFOU; AU NORD: BIEN DU NOUVEAU; AU PAYS DE GLOUSCAP; AUX PRISES AVEC LES GLACES; CAPITALE DE L'OR; CARTIER, GEORGES-ETIENNE; CHAMPLAIN; COMMENT CONSTRUIRE VOTRE IGLOU; CORRELIEU; LES DECOUVREURS; LE DERNIER VOYAGE DE HENRY HUDSON; LA DRAVE; L'EXTREME NORD CANADIEN; HELICOPTERE--CDA; KENOJOUAK, ARTISTE ESQUIMAU; LES MONTREALISTES; PACIFIQUE NORD; LOUIS-JOSEPH PAPINEAU; PIERRE VIVES; LA ROUTE DE L'OUEST; LE SAINT-LAURENT, VOIE NAVIGABLE; SOLEIL PERDU; SPORTS ET TRANSPORTS; TERRA NOVA; UN FLEUVE, LE FRASER; VOICI LE CDA; LE YUKON--PASSE ET PRESENT. THESE ARE NOT/NOT ALL TITLES BOSTON HOLDS. CONSULTATION BETWEEN YOU

.../2

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
L.M. Kelly L.M. KELLY/nw	FAI	2-4068	A.B. ROGER

- 2 -

UNCLASSIFIED

MAY RESULT IN DIFFERENT LIST BASED ON WHAT BOSTON HAS AVAILABLE TO LEND AT PARTICULAR TIME. IF BOSTON CANNOT/NOT HELP TO EXTENT YOU REQUIRE YOU MIGHT ASK LADOUCEUR NFB NEW YORK WHETHER HE WOULD BE PREPARED TO OBTAIN FROM NFB MTL. WE CAN APPROACH NFB MTL IF YOU WISH BUT DIRECT REQUEST BY LADOUCEUR PROBABLY WOULD BE MORE EXPEDITIOUS PARTICULARLY IF HE CONSIDERS CDA DAY SHOWINGS MIGHT RESULT IN FUTURE SALES TO SCHOOLS.

2. WILL INFORM YOU SHORTLY WHAT WE CAN OFFER TO FILL OTHER REQUIREMENTS YOU LIST FOR CDA DAY.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

OCT 23 1974

Att'n:

UNCLASSIFIED

TO / À Under-Secretary of State for External Affairs FAI
Ottawa
FROM / De Consulate General, Boston

SECURITY / Sécurité

DATE October 9, 1974

REFERENCE / Référence

NUMBER / Numéro 376

SUBJECT / Sujet Canadian Studies Programme at the University of Maine at Farmington

FILE	DOSSIER
OTTAWA	
52-1-2-USA-CSP	
MISSION 6 -	28

ENCLOSURES / Annexes

2

DISTRIBUTION / By Ottawa:

GWU

FAC

By Post:

Embassy, Washington, D.C.

We are enclosing herewith self explanatory letters concerning the Canadian American Relations Seminar Series to be held at the University of Maine at Farmingham. We would appreciate your providing us with a list of appropriate speakers that the organizers could contract. An officer from this Consulate will probably be taking part, but the University would be interested in inviting a few Canadian specialists in the area of Canadian-American relations and history. As indicated, they would cover the cost, and make the contacts. A list of a few suggested speakers would therefore be appreciated as soon as possible.

Sally C. Maure

The Consulate

*Mr. Puobada -
Do you wish to see what you
can do about this, pls.?*

Jo.

DISTRIBUTION
By OTTAWA"
done in ACR

OCT 22 1974

DISTRIBUTION
By OTTAWA"
done in ACR

FAI / 1-2-45A
file diary circ chron

MEMORANDUM

AFWT

UNCLASSIFIED

FAI

September 26, 1974

56-1-2-45A	
6	_____

Film Equipment -- Washington

... We attach copies of Letter No. 1054 of July 17 from the Canadian Embassy, Washington and of our Letter No. FAI-3000 of September 17. We understand that the situation with respect to the film equipment the Embassy needs is that it will be provided this year if funds can be managed from your budget but that you may be obliged to defer the expenditure until next year. We are most anxious that the Embassy be able to conduct an active film programme and hope it will be possible this year for you to provide not only the equipment described in the Embassy's letter No. 994 of July 8 (which we understand was addressed to you at the request of the Area Comptroller in his telegram No. 570 of May 15) but also the plastic reels, film cases and shelving referred to in paragraph 3 of the ... attached letter from the Embassy.

AFPC

FAI-Miss
Gallien

L. P. TARDIF

Information Division

	PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
FM/DE	OTTAWA	EXT AFF	FAI-3167	SEP 23/74	57-1-2-45A 6	UNCLASS
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REF OURTEL FAI-3062 SEPT 16
SUB/SUJ WEST COAST HEADS OF POST INFO MTG

KELLY ARRIVING SEATTLE FLIGHT UA 257 FROM VNCVR 1357 HRS SUN
SEPT 29.

DRAFTER/RÉDACTEUR <i>L.M. Kelly</i>	DIVISION/DIRECTION FAI	TELEPHONE 2-4068	APPROVED/APPROUVÉ <i>L.P. Tardif</i>
SIG..... <i>L.M. KELLY/dw</i>			SIG..... <i>L.P. TARDIF</i>

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56-1-2-USA
mk.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO Canadian Embassy, WASHINGTON, D.C.

SECURITY CONFIDENTIAL
Sécurité

FROM Canadian Consulate General, NEW YORK, N.Y.

DATE September 23, 1974

REFERENCE Your Letter 1003 of July 9, 1974

NUMBER 433
Numéro

SUBJECT U.S. Attitudes Toward Canada

FILE	DOSSIER
OTTAWA	
<i>56-1-2-USA</i>	
MISSION	<i>G</i>

ENCLOSURES
Annexes

DISTRIBUTION

(Handwritten signature)
BY OTTAWA (FAI)

We appreciate the opportunity provided in your letter under reference to comment on the general subject of our information effort in the United States in the light of your assessment of U.S. attitudes toward Canada.

The overall picture which your letter draws from these and the recommendations it puts forward have numerous and far-reaching implications not only for this post's information programme but for the entire U.S. country programme.

Indeed, one has to read your report in reference to other important letters that originated in Washington in the past few months: mainly, the proposals pertaining to the Speakers and Visits Programme, the letter on the New Look activities and the recent letter outlining your detailed recommendations for the development of Canadian studies.

GENERAL OBJECTIVES

We agree with your argument that a better informed American public, which would inevitably abandon some of its pleasant but rather naive and ignorant notions about Canada, is to be preferred to an ill-informed one. The mere fact that the point has to be made in those terms at all is significant. In a separate paper (attached) we have tried to analyse what forces we are up against if we want to follow this objective.

In fact, we have our own ugly stories in Canada (or others may see them in that light): the seal harvest, slums in Montreal, the fate of the Indians, or even Government patronage; but any good information apparatus can deal effectively with that. In other words, we will never have only a good side to show; but it seems to us that there is a great lot of subjects that reflect rather positively on Canada and which could enhance considerably our interests in this country were they to be better known by the natives!

.../2

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"by OTTAWA"
dans in ACR

OCT 2 1974 *M*

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.../2

I suppose it is part of the job - but still immensely frustrating - to realize how little aware Americans are of Canada and how the process of changing that significantly is an arduous, if not impossible one. It is a process that has to be conceived of not in terms of weeks but of years and decades, provided we have the will and the resources; One cannot but entertain serious doubts about the existence of such a will when one considers the meagre resources allocated to information programmes in the U.S. It is true that the situation has improved tremendously in the past few months; perhaps we will never be satisfied, quite understandably so, with the resources we are given; let us then accept as a fact of life that we will never get the budgets and the staff we need, and work from there with what we have.

THE ADMINISTRATION

We agree with the general comments made in your letter under this heading, although our situation here is quite different in that our own relations with Governments are of course not carried at the federal level.

THE MEDIA

In the print media, we agree generally with the assessment of our growing success in getting more and better reporting on Canadian subjects. The main priority for future action here seems to me to be with the Associated Press. We have felt for a very long time that their reliance on CP abstracts is squarely not in our interests, nor is it in theirs. Business being what it is in the wire services, it is probably not surprising that the lack of competition for Canadian news from Reuters or UPI still is the main reason why AP has no correspondents in Canada. (1)

I frankly do not know what we can do about the situation, other than perhaps keep pressing AP - as we have started doing with their new foreign news editor - on the desirability for them of opening an office in Ottawa. But clearly, this simply has to be our first priority in the field of print media.

I think that it can be misleading to evaluate "performances" of various types of media in abstract, since sources of news are available instantly to all media, whatever their type; for instance, all media have access to the wire services, which in most cases provide the lead for all news programmes, were they print, radio or television.

I would however, tend to disagree with your evaluation of our performance with the electronic media, or rather their performance with us. I do not think that it is entirely accurate to say that Canada

(1) - UPI maintains a bureau in the Parliamentary Press Gallery in Ottawa, staffed with two reporters, but they are the only two UPI political reporters in the country, and incidentally they file to Toronto, to UPI-Canada, which has its own Canadian clients. The other UPI people in Montreal and Toronto are concerned only with sports and general non-political news.

.../3

receives little exposure of substance on the networks: we have certainly been very successful in our efforts to increase the volume and quality of the coverage NBC and CBS both give to Canada on their network news programmes. The FIRA issue, Québec's Bill 22, the oil export tax and, more recently, the General Election, were all covered sufficiently and accurately. The question here is one of expectations. Surely, if our Government fell every second week or if there were terrorist attacks by the dozen in Canada, we would indeed get the kind of coverage that Britain gets. And incidentally, we do not really think that the absence of correspondents in Canada is as significant as it may seem at first: all the networks can pick up the CBC feed on a moment's notice, or get a correspondent with a crew up there in a matter of a few hours, when a developing story warrants it. We rather think that it is up to the posts to keep feeding those people who really have influence on the production of news shows and who decide what gets air time and what does not.

We have been doing this on a very systematic way in New York, where the news operations of all the commercial networks are headquartered. The arrival of an extra officer two months ago will allow us to even step up this process, particularly with the ABC network, which we have unfortunately neglected up to now.

In other words, I think that we have done relatively well with the network news people, to the point that they very seldom report on Canada without asking for our advice or assistance beforehand, and that we are even at a point where we have the capability of "planting" stories, something which Government people have not been too successful with in the past, especially in Canada, with our own networks.

As far as radio is concerned, our involvement with the three main networks brings some automatic runoffs there, apart from the fact that CBS, NBC and ABC all have reciprocity service agreements with Canadian radio news organizations.

Summing up our comments about the penetration in the media, we feel that we have established enough "basic" contacts (the former President would say that we have established a "structure of peace") with the network news and public affairs people to enable us to now start expanding our activities to more in-depth Canadian subjects, as suggested in paragraph 14 of your letter.

But of all things, let us not forget that Watergate and the Washington melodramas have, for the past 24 months, been rather good competitors in the newsrooms of the nation!

ACADEMIC RELATIONS

In general, we concur with the initiatives suggested in the area of academic relations as we perceive them applying to the Consular territory. We agree that the graduate Centre of Canadian Studies at Johns Hopkins University in Washington is a bright light on the academic landscape in the United States, but it is our view (as you know) that

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.../4

the greatest need exists at the undergraduate level, particularly in the teacher training field, for Canadian Studies programmes. In this respect we should point out that the Canadian Studies Programme at SUNY Plattsburgh is an excellent example of what can be done in this area. The Summer Institute in Canadian Studies (a vital part of the SUNY Plattsburgh programme) selects a number of high school teachers for post graduate training in Canadian Studies and hopefully these teachers filter their experience down to their students and colleagues at the high school level. We feel this approach has a pyramid effect and serves to provide potential students for institutions such as the Centre at Johns Hopkins University.

CULTURAL AFFAIRS

With regard to paragraph 38 in the memo under reference, we disagree that no Canadian painter has had real success in the United States. As just one example we should point out that a recent one-man show by David B. Holmes at the prestigious Wally Findlay Galleries in Manhattan was completely sold out within a few days of the opening. There is in fact a great market for Canadian art in New York, particularly, at this time, Canadian art of the Realist School. The Consulate General in New York sees as one of its priorities the promotion of Canadian art; our position is that we should try to further the careers of Canadian artists by arranging exhibitions both in the Canada Room of the Consulate General and in public and private galleries throughout Manhattan. A second objective of our cultural programme is to project a favourable image of Canada through the medium of fine art. We stress that Canadian art has been underrated by Canadians and that the initiatives that we have taken in this office have proven to be most encouraging. In this regard we should reiterate our view that New York should be the site of a substantial Canadian cultural centre.

Following are our comments of your detailed recommendations:

(1) The Opinion Poll: This very expensive and probably complex proposal can only be useful, it seems to us, provided three essential conditions are met:

- a) The poll should be conducted on a very limited number of subjects on which we seek information which we do not already have and which we consider essential in the carrying out of our information programme.
- b) As a corollary of a) above, since we do not see really a need for such a documentation, the questionnaire should be prepared only after a careful and systematic consultation of all U.S. posts: ideally, such a need for detailed information, if it exists, would come out of a brainstorming session at the annual U.S. HOP meeting. If there is no consensus on the need itself, then let us drop the idea. After all, let us not conduct a poll just for the thrill of conducting a poll.

.../5000644

.../5

- c) If funds are allocated for the poll, they should come out of a special Ottawa budget, and not out of our information programme credits.

(2) The News Service: This is a very good suggestion, but its implementation would raise insurmountable technical and ethical problems. First of all, we would have to determine a delivery system, whether video or audio; the British have permanent audio lines between London and their New York Consulate General; from there, they have loops to the newsroom of each of the three main radio networks. That costs a fortune, but again if you have the money, it is well worth it. They proceed on an ad hoc basis whenever they require video, to save costs, since in their case they have to pay for satellite time.

The more serious question however, is that of the message itself: who would operate the service? Certainly not Information Canada, I would hope, although it would be nice to have them finance such a project but to leave it for others to operate. Another option would be for the Department (through FPR) to do it; the Commons would bitterly fight such an idea, I am sure. We are left with the CBC and the private news organizations, but here questions of ethics and business (competition) considerations would be paramount. Maybe there is a way out of these difficulties, but let us not be too optimistic.

Perhaps one of the initiatives that could be taken would be for FAI or PDM to convene a meeting at which senior people from the NFB, CBC, CTV and Information Canada would be represented: throw the proposal up for discussion and let us see how these different bodies react to it.

(3) We already expressed our support for the Canada Report programme in correspondence with you and with Ottawa.

(4) The Journal of Opinion: It is another great idea, but as in the case of the news service for broadcasting, it presents serious questions of feasibility.

(5) The Network of Clubs already exists in our territory and various officers of this Consulate General are involved.

(6) We have already expressed to you and to Ottawa our support for the proposals contained in your letter 796 concerning academic relations.

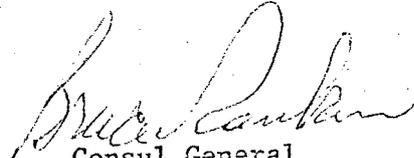
(7) The Secure Communications Link already exists, as far as Ottawa-New York-Washington communications are concerned; perhaps somebody could tell us why service is so bad between here and the Embassy, however.

(8) I hope that everybody has already agreed (and said so) to a broadening of the visits programme.

.../6

.../6

(9) and (10) Maybe we should investigate, as suggested, the possibilities of more contacts with the labour community and with the military, but this is clearly something that we could not hope to undertake in view of our limited resources; we feel that we should rather utilize them in activities suggested elsewhere in your letter.


Consul General

CONFIDENTIAL

August 20, 1974

TO: Mr. Ranlén (through Mr. Massé)

FROM: Mervyn Meadows

REFERENCE: My Memorandum of July 29, 1974.
Washington Memorandum 1003 of July 9, 1974

SUBJECT: Some Thoughts on No Longer Having Watergate
to Kick Us Around

"It is a paradox that while Canada is this country's (America's) largest trading partner, its greatest foreign source of energy, and a vital national defence partner, Canadian-American relations receive relatively little attention in American government and academic circles or from the media. Canada's proximity and superficial similarity to the United States perhaps causes Americans to forget fundamental differences in language, history, and government which do exist between the two countries."

The above statement is the preamble to the 1973 Annual Report of the Donner Foundation on its activities in the sphere of Canadian studies in the United States, and would appear as well to be a fair statement of just what was in the minds of those who conceived the New Look for Canadian Government information activity in the United States. In the first memorandum under reference, we noted that ignorance of the pervasiveness of the interaction of the national lives of the two countries reached as high as the White House in August, 1971. As recently as 1973, the man who is now President of the United States repeatedly described Canada as a "hostile power", during the Alaska Pipeline Debate in the House of Representatives. While we naturally hope that Gerald Ford now sees Canada in a more benevolent light vis à vis the United States, optimism in this area would fly in the face of the record if it were not soundly based in the actions of the new president. There have, as yet, been no such actions.

In the general euphoria accompanying Mr. Ford's succession to the presidency, Canadians living in the United States are far from being immune. (It should not be necessary to provide proof of this to Canadians resident here, but the writer is willing to go as far in this direction as confessing to being one of a party of Canadians who opened two bottles of champagne on the night of the resignation of Mr. Nixon.) It is perhaps understandable, given the tension of the last year, that we see Mr. Ford, in spite of what we know of his record, as somewhat of a tabula rasa; as a man who is experiencing

some degree of rebirth on his assumption of the presidency. Indeed, there are those of his former Congressional colleagues who have been quoted already as having seen evidence of the mysterious "growth" that is presumed to occur in those so elevated.

However, given the apparent incompleteness of this process in Mr. Ford's predecessor, foreigners at least may be forgiven for adopting a more wary stance than Americans. Although we not unnaturally shared in the joy of America when her revered institutions apparently survived the test of Watergate, we might now profitably examine the evolving post-Watergate situation for indications as to how we might most effectively continue the New Look.

There is no doubt that one of the most seriously wounded casualties of Watergate was the reputation of the public relations industry. Canadians seem to share with Americans an innate distrust of even the concept of public relations as being probably nothing more than an adaptation of the techniques which city slickers have always used to take in country rubes. Public relations men are, perhaps justifiably, thought of as being merely descendants of those men in straw boaters, striped jackets, and white slacks and shoes who enticed generations into carnival tents (or worse) by implying (we thought they promised) that there might be hidden delights inside worth much more than the 'tenth part of a dollar' it cost us to get in. There is generally thought to be a wish to fool all of the people at least some of the time motivating the public relations man.

And we have the recent example of Watergate to reinforce this prejudice. From Watergate we learned, if we did not already suspect, that politicians, and, through them, governments, value good images above most things. They are, nonetheless, loathe to be caught in the act of consciously tampering with the public's perception of its governors. One has to go no further than Mr. Nixon's tape collection to find that governments do, however indulge in such manipulation. And one has to go no further than the public revulsion at the slyness of the minds so revealed to be reminded that the public does not like to discover that it has been fooled.

Mr. Nixon persuaded America, or most of those who bothered to vote in November 1972, that he was far too busy with affairs of state to be concerned with his own re-election. And so, in the metaphysical way in which these things seem to work, he was allowed to remain apparently unconcerned with mere politics: Messers Harris and Gallup told him throughout that year that a president concerned enough with the welfare of his country and the world to ignore his own political health was a man who was big enough to deserve re-election to a big office.

- 3 -

CONFIDENTIAL

Then the tapes revealed the very small man behind the big image. America was outraged. The difference between Nixon as perceived (and as re-elected), and the man himself, was intolerable to much of the same America which voted him back into office. The national mood became, if not pro-impeachment (that did not come until the very end), at least prepared to hear the word mentioned in the context of the presidency without invariably equating it with disloyalty. What hurt America most when the content of the tapes became generally comprehended, was that when Mr. Nixon was most highly thought of because he was believed to be occupied selflessly in what he thought was best for the country, he was actually engaged in what he knew was best for his political self at the expense of the country.

Between the polar opposites of what he was actually doing and what he was thought to be doing stood that malevolent force which took the one and made it look like the other: public relations activity. Not unnaturally, among the most outraged of columnists and editorialists have been those who now accuse the Nixon administration of having made "mere" public relations look like statecraft.

That this should be surprising despite the backgrounds of two of his most trusted aides, Haldeman and Ziegler, is in itself surprising to many; as surprising, perhaps as the American outrage that Nixon turned out to be what some think he was elected to be, for, they say:

"The country knew what it was getting when it made him president. He was elected by the darker side of the American conscience. His job was to put the brakes on the changes of the 1960's -- the growing belief in individual liberties, the push forward by minority groups. He campaigned by appealing to prejudice and suspicion. What he and his followers meant by law and order was 'shut up'. So whose trust did he betray? Not that of those who never trusted him in the first place."

Mike Royko
Chicago Daily News

But there were those who believed in the New Nixon, and they are prominent among those who feel betrayed. How could we, they ask, have believed in this man? He turned out to be mere public relations. The thing called public relations, they say, changed a tarnished image and made a genuinely tarnished man look new. So as much as loathing the man who was made to appear different, but was not, Americans are only more seemingly justified in their suspicion of the process by which they believe they were fooled: public relations.

...4

Whatever the cause, shrewd flackery or a response to base appeals, America overwhelmingly endorsed the record of Richard Nixon in 1972. Although we would not go as far as Mike Royko in attributing this re-election to a "darker side of the American conscience", there is reason to believe that the electors of America were not unfamiliar with the man they elected. His record has been public domain since the day in 1945 when he got into politics by answering an advertisement placed by Republicans in California's 12th District:

"WANTED: Congressman candidate with no previous experience to defeat a man who has represented the district in the House for 10 years. Any young man, resident of the district, preferably a veteran, fair education, no political strings or obligations and possessed of a few ideas for betterment of country at large, may apply for job. Applicants will be reviewed by 100 interested citizens who will guarantee support but will not obligate the candidate in any way."

Richard Nixon answered the advertisement. His career, which began unpromising enough, soon had enough additional baggage of an unsavoury character that its continuance at ever-higher levels was, in retrospect, incredible. What might account for this record of success? Few would argue now that it was any inherently "good" quality of the man himself, unless perhaps a refusal to lie down when he was dead is "good". What kept bringing him back as a winner after seemingly definitive setbacks?

Rather than ascribe his 1968 resurrection and his 1972 juggernaut win to a darker side of the American conscience, might it not be instructive to give a large part of the credit to what Americans now blame for his long career: Mere public relations? Because the industry has had tarnish added to tarnish by Watergate, we might all too easily assume that it did not work for Richard Nixon. After all, can we not point to this blackened reputation and say that the physician cannot heal himself? Might we not, without being facetious, even say that the public relations industry has very bad public relations? And that therefore it does not work?

But perhaps what we should remember instead is that the thing worked amazingly well for a very long time. The White House of "mere" p.r. men, the White House of Haldeman and Ziegler, and the career of Richard Milhous Nixon, might have been shallowly based in flim-flammy, but it worked.

Is there anything instructive here for those of us engaged in competing with amoral minds like this for America's attention? Our task according to the Embassy's New Look memorandum of February 2, 1973 is:

"...To ensure that Canadian interests and Canadian cultural distinctiveness are favourably known and interpreted among the public and by policy-making and decision-taking institutions and individuals."

- 5 -

CONFIDENTIAL

For all that we might not like the company, this is a job description which Haldeman, Ziegler and Company would understand very well. And although we would not, we hope, trust them with the task, men of their skill, if not their amorality, continue to be our competitors for the attention of America.

The aim here has been simply an attempt at comprehending the magnitude of what we are competing with for an audience in the United States. It is unthinkable that we would adopt the amorality of the White House gang. What we must think about, however, is that that gang took a small man of known smallness and made him look like a giant. There has been no more effective front since the Wizard of Oz, for it had to begin in amorality and fool a nation which cherishes its morality, and it did so. This is what the New Look is up against. We are no longer competing with Watergate for America's attention to the extent we once were, but we will continue to compete with the vast expertise which made it happen. And we should not join Americans in their joy at the apparent effectiveness of the Constitution because the thing came within one 'accidental' bonfire of working.



Mervyn Meadows

file
56-1-2-USA
Chmk

R S T R I C T E D

RESTRICTED

FM WSHDC 2853 SEP30/74

TO EXTOTT FAP IMMED

DISTR FAI GWU

---FAP/FAI/GWU VISIT OCT9-11-PROPOSED AGENDA

ARRIVE NOON OCT9-LUNCH FREE.

2:30 PM-GENERAL DISCUSSION WITH AMB WHO WILL OUTLINE HIS VIEWS IN INFO/PUBLIC AFFAIRS FIELD. BASIC REF PAPER WILL BE NUMBERED LET 1003 JUL9 USA ATTITUDES TOWARDS CDA. OTHER AREAS LIKELY TOUCHED ON WILL BE FRANCOPHONE POLICY, ELABORATION OF CULTURAL POLICY AND APPROACH TO BICENTENNIAL. AMB MAY ALSO ALLUDE TO BATTELLE REPORT.

4-5 PM-DISCUSSION OF BATTELLE REPORT WITH MR MCKINNEY AND MR GHERSON (ITC); OTHER MATTERS ARISING OUT OF DISCUSSION. WE TRUST YOU CAN ENSURE DIGEST WILL BE AVAILABLE HERE BEFORE MTG.

6-8 PM-RG SEABORN IN-HOUSE RECEPTION TO ENABLE FAP, FAI, GWU TO MEET MEMBERS OF INFO OFFICE.

2. THUNOCT10-MOST OF DAY SET ASIDE FOR VISITS TO USIA AND STATE DEPT.

9 AM-TOUR OF INFO OFFICE.

10-12 NOON-USIA MTG WITH MR E KOPP, DEPUTY DIRECTOR, AND MR JW GILDNER, ASST DIRECTOR (WEST EUROPE) AMONG OTHERS. (KEOGH, DIRECTOR OF USIA, IS OUT OF COUNTRY.) THEY WILL PROVIDE A GENERAL DESCRIPTION OF THEIR OPERATIONS AND PHILOSOPHY, HIGHLIGHTING ANY INNOVATION THEY THINK MAY BE OF INTEREST. WE WOULD APPRECIATE YOUR ADVISING US OF ANY SPECIFIC QUESTIONS YOU MIGHT WISH TO RAISE WITH USIA.

...2

PAGE TWO 2853 RESTR

NOON-LUNCHEON HOSTED BY MR MCKINNEY FOR CONSULS GENERAL HORNE, COLLETT AND CONSUL CAMPBELL(PHILA), WHICH YOU ARE INVITED TO ATTEND IF YOU SO WISH. COULD YOU PLEASE INDICATE YOUR INTENTIONS?

3-4 PM-STATE DEPT MTG ASST SECTY FOR PUBLIC AFFAIRS CAROL LAISE AND DEPUTY ASST SECTY BLAIR. THIS BUREAU IS RESPONSIBLE FOR DEVELOPING DOMESTIC PUBLIC UNDERSTANDING OF AND SUPPORT FOR USA FOREIGN POLICY. (AS YOU KNOW USIA ENJOINED BY STATUTE FROM DOMESTIC ACTIVITY.) HERE AGAIN, WE WOULD APPRECIATE SPECIFIC AREAS OF INTEREST TO PASS TO STATE.

4-5 PM-STATE DEPT MTG WITH JOHN RICHARDSON, ASST SECTY FOR EDUCATION AND CULTURAL AFFAIRS AND RICHARD STRAUS, DIRECTOR OF WESTERN EUROPEAN AND CDN AFFAIRS. AGAIN WOULD YOU ADVISE OF ANY PARTICULAR QUESTION YOU MIGHT WISH TO TAKE UP. YOU WILL WANT TO KNOW RICHARDSON HAS DEMONSTRATED PARTICULAR INTEREST IN BICENTENNIAL; HE MAY ALSO TOUCH ON CULTURAL PERSONALITIES INITIATIVE TO WHICH WE HAVE NOT/NOT YET GIVEN STATE A REPLY. STRAUS WILL BE AVAILABLE AFTER TALK WITH RICHARDSON FOR A MORE FOCUSED DISCUSSION OF COMMON AREAS OF INTEREST IF REQUIRED.

7:30 PM-CHAGAN DINNER TO WHICH ALL VIITORS ARE INVITED.

NAMES OF USA GUESTS TO BE SUPPLIED LATER.

3. FRI, OCT 11-WE PROPOSE TO DEVOTE FRI TO REVIEW AND EXPLORATION OF SUBJS OF MUTUAL INTEREST. TOPICS WHICH OCCUR TO US INCLUDE: COORDINATION RESPONSIBILITY OF EMB IN USA, REF OURTEL 1094 APR 5;

...3

PAGE THREE 2853 RESTR

CDN STUDIES IN USA UNIVERSITIES INCLUDING FUNDING(SEE OURLET
796 MAY28 FOR ASSISTANCE);STAFFING QUESTIONS;PROPOSED EMB
RADIO PROGRAM;FACSIMILE(TRANSMISSION OF UNCLAS DOCUS FROM
OTT TO WSHDC);USA REGIONAL INFO CONFERENCES;NEW INFO FILM;
CONSULAR-STATE CONTACTS(POSSIBLE IMPLICATIONS FOR CDN PROGS
IN USA AS A RESULT OF CDN POSITION ON USA CONSULAR-PROV
CONTACTS;SEE EMB TEL 2829 SEP24 TO FCO).WE WOULD WELCOME YOUR
SUGGESTIONS.

1-2:30 PM-AMES LUNCHEON TO WHICH WILL BE INVITED USA COUNTER-
PARTS.NUMBER OF GUESTS TO TOTAL APROX 14.

3-5 PM-MORE IN-HOUSE DISCUSSION.

7:30 PM-PLANE DEPARTS FOR OTT.

END/046 302131Z 00600

file

56-1-2-USA	
6	<i>mk</i>



Canadian Embassy
Ambassade du Canada
Office of Information
1771 N Street, NW
Washington, DC 20036
(202) 785-1400

19 Sept/74.

Mand
Miss M. Kelly,
Project & Programme Control,
Information Division,
Dept. of External Affairs, (FAI),
Ottawa.

As you requested. I have not sent you copies of each membership list since there are an awful lot of pages! However, you may have copies if you so wish.

*With the compliments
of the Office of Information*

*De la part
du Bureau de l'Information*

Keith de Bellefeuille Percy
First Secretary (Information)

The Ambassador

UNCLASSIFIED

Mr. O'Hagan

3 August 1973.

Canadian Clubs in the United States

56-4-3

→KBW
This report is the result of a survey made by this office three months ago to update our files of Canadian clubs in the United States. Subsequently, you may recall, you shared with me your interest in a similar question: the potential worth of Canadian associations in the U.S. in assisting Canadian official/diplomatic objectives. This inventory may help you in refining your views on that question, and in selecting any further directions.

2. The following cities report no Canadian Club in their consular territory:

Atlanta
Buffalo
Cleveland
Detroit
Philadelphia

3. A Canadian Club exists in:

Chicago (new membership list available in late August)
Dallas (up to date membership list attached)
Minneapolis (membership lists and bylaws attached)
New Orleans (up to date membership list attached)
Washington D.C. (up to date membership list attached)

The Canadian Club in Chicago has an active membership of well over 100 and has speakers approximately every two months (Paul Martin spoke there this spring). Its president is the Chicago head of the CGTB.

Minneapolis is quite active especially in educational areas.

Max Forsyth-Smith was largely responsible for the founding of the Canadian Club in Dallas shortly after his arrival there in 1968. The Club functioned well for about a year and then began to flounder. He was asked to become president and declined thinking this was not

.../2

appropriate. He did have one or two social functions for the club, a practice which degenerated into their expecting him to throw frequent parties. He is still an honorary member, although in an effort to rejuvenate the organization, the ban has been lifted on Consulate General officers holding (executive) office. I gather they are still awaiting signs of life in the corpse. He did mention that the Canadian Club in Houston is more active, although only in a social way. However, for our purposes, this does not really make it any more amenable to being used in a supporting role or as a built-in lobby. Mr. Forresth-Smith pointed out that many Canadians who move that far south are not interested in keeping their Canadian identity, choosing rather to assimilate with their new American neighbours. There is, in fact, no necessity for Canadian citizenship in the Canadian Club of Dallas or Houston.

4. There is a Canadian Club in Boston as well as a Canadian/American Club. Membership lists are attached. The Canadian Club which contains many Franco-Americans, is only modestly active. The Consul General and members of his staff are honorary members. It meets once a month, sometimes shows films on Canada, and has a dinner approximately every three months. The members also curl in the winter.

5. Four Canadian clubs exist in Los Angeles:

- a) Le Cercle Canadien Francais de Los Angeles
- b) The Canadian Society of Los Angeles
- c) The Royal Canadian Legion
- d) The Women's Canadian Club of Los Angeles Inc.

Up to date membership lists or executive lists are attached.

6. A Canadian Businessmen's Luncheon Club exists in Puerto Rico and a membership list is attached.

7. Three Canadian clubs are in San Francisco:

- a) The Canadian Businessmen's Club of Northern California for which a membership roster is attached.
- b) The Canadian-American Association of Northern California, a membership list is following.
- c) The Canadian Women's Club of San Francisco and Bay Area. A membership list is following.

The Canadian Businessmen's Club of Northern California was founded by a previous Consul General, Mr. Ault. The Canadian Women's Press Club was founded by Mrs. Ault. The Canadian-American Association of Northern California was founded by Pierre Asselin. The Canadian Businessmen's Club, in Mr. Nutt's opinion, is a "refuge for Canadian businessmen". Of the three clubs, the Canadian-American Association is the most substantive. Its membership contains

.../3

many Americans with meaningful interests in Canada. There is also a Canadian Club in Denver, as well as a Royal Canadian Legion in San Francisco. Mr. Nutt's reservations about their use were strong enough that we have not listed them with a) b) and c). Mr. Nutt kindly agreed to send us a background report on his own experiences with these clubs. (A copy is attached)

8. There are no structured Canadian associations in the Pacific Northwest. However, the post in Seattle maintains a list of contacts and prominent people "who have, either by heritage or a particular interest, a relationship with Canada". We have a copy of that list (attached).

9. Last and most certainly not least is New York with no less than eight varieties of Canadian associations.

- a) The Canadian Club of New York whose 1971 membership list is attached; Bruce Rankin tells me that this is primarily a luncheon club; furthermore because of an existing regulation, no members of a registered association's executive may be a foreigner. Consequently, every member of the executive of the Canadian Club is an American!!
- b) The Canadian Society is apparently the most active in New York City and has much corporate backing. It serves as a very useful platform for visiting Canadian spokesmen of distinction e.g. federal and provincial politicians, ministers; premiers etc.
- c) The Canadian Women's Club - an old and apparently a very active group; it has a permanent headquarters and meets monthly for cocktails; its membership is especially active in promoting musical scholarships.
- d) A New York chapter of the CIIA; 90 paid-up members; they apparently "blend" frequently with the Canadian Society. Since first talking with Bruce Rankin, we have been told that this organization is on the verge of "folding".
- e) The Universities of Canada Club: meets 4 to 5 times each year for cocktails its membership consists of university graduates; it is a younger group than the Canadian Society.
- f) The Canadian Musicians of New York Club which is not too active.
- g) The Canadian Students and Columbia University Club.
- h) The St. Jean Baptiste Club

10. Conclusion. Based on these reports and our conversations with the Consuls General and their staff, we have serious doubts about the potential use of most of these existing associations as supporting agents. Mr. Nutt for example, finds the Businessmen's Club useful and sometimes the Canadian-American Association as

well, although neither without considerable bolotering from him and his staff. Mr. Forcyth-Smith, as another example, saw no possibilities for the adaptation of the Canadian Club in Dallas. He felt there were simply not enough people of any stature. In New York on the other hand, the picture is much brighter. Mr. Rankin has been approached by the executives of some of the associations reviewed in this memorandum with a view to the Consulate General carrying a coordinating role. This function would clearly be useful in supporting our own objectives.

11. Clearly each consular area must be treated as a separate case. While some areas like New York, seem already suited to the kind of plan you had in mind, others would require considerable adaptation and/or support while others, being quite unsuitable, would require a new and separate structure being formed. It might be best if any further thought were given only to 'key' cities - such as Detroit, Chicago, Los Angeles, New York and San Francisco, at least to start. The last two cities seem equipped given on-going support from the Consulate General. Chicago and Los Angeles might see a worthwhile transformation take place, given massive amounts of time and energy from already limited Consulate General resources. Detroit would, of course, be starting from nothing, with correspondingly greater needs.

ORIGINAL SIGNED BY
ORIGINAL SIGNÉ PAR
K. W. de B. PERCY.

R.O'H.

5. Energy and Resources policies receive general attention reflecting the "intense" interest Americans have in obtaining Canadian raw material to ease their shortage. While the national media with HQ in New York City "are usually well informed and disposed to be favourable", on the energy issue but the general public is much less informed and tends to see us as blue eyed Arabs. (CNGNY)

6. Provincial legislation on land ownership, especially with the Nova Scotia takeover, is seen as an anti-American legislation and middle and upper income groups are concerned and worried which leads to many queries as to know where they stand. Chicago reported the matter has received "heavy and hostile media coverage".

7. Our relations with Cuba and China are followed with developing interest. They are seen as a forerunner of the American relationship with these countries.

8. In conclusion, as Boston described it, the U.S. Government and press usually "concentrate in areas where general policy or federal/provincial relations have an impact on the USA, although there is often confusion and misunderstanding as to the relationship and division of power between the federal government and the provinces". "Most of the news originates from wire service (UPI, AP) or reprints from New York Times. Editorial comments are strictly limited to major events (National elections). Comments on Canadian policies through the local media are notably absent". (Cleveland) Unfortunately, this leaves the average American with very little substantive information on Canada and his reactions to Canada are very often those of the uninformed.

U.S.A Division

FAI/L.P. Tardif/hg

FI/E DIARY CIRC CHRON

MEMOIRE

GWU

UNCLASSIFIED

18 septembre, 1974

FAI

Votre Mémoire GWU-(M)-261 du 16 juillet 1974

Programmes francophones d'information aux Etats-Unis

56-1-2-45A	
G	—

Comme nous, vous avez du prendre connaissance de la lettre No. 1223 du 9 août 1974, de notre Ambassade à Washington ainsi que de la lettre No. 66 du 27 août de notre consulat à Cleveland. Comme cette question de programme francophone d'information semble devoir prendre une importance accrue à l'avenir, il nous paraît opportun de bien déterminer dès maintenant les responsabilités respectives de chacun dans ce domaine.

PDQ
FAP
PCP
GWP
FCF
GWP
CFO

2. En fait on peut s'attendre à ce que, d'une façon générale, ces programmes fassent surtout appel aux services usuels que notre direction a l'habitude de fournir à nos missions à l'étranger. Pour cette raison, nous aimerions suggérer que, à Ottawa, FAI soit désignée comme la Direction responsable pour ces programmes comme pour tous les programmes ordinaires d'information que nous avons à l'extérieur du Canada. Par contre, la question du CODOFIL est, en soi, de nature assez particulière et nous suggérons qu'elle soit spécifiquement confiée à FCF.

3. Si vous et FCF êtes d'accord, nous vous serions reconnaissants d'informer nos missions aux Etats-Unis de cette répartition des tâches en leur demandant de bien vouloir à l'avenir, diriger leur correspondance destinée à Ottawa aux directions concernées. Nous aimerions naturellement, être consultés avant l'expédition par votre direction d'une lettre à nos missions sur cette question, surtout si le contenu de cette lettre devait s'écarter des suggestions faites ci-dessus.

4. L'attribution de responsabilités spéciale à nos consulats à Boston et à la Nouvelle-Orléans est une question sur laquelle nous aurons peut-être à revenir dans les prochains mois. Pour l'instant, nous préférons donner à tous les intéressés le loisir de voir comment fonctionnera ce nouveau système.

D'AVISION DE L'INFORMATION

FAI/L.M. Kelly/7-1088/nw
file diary circ chron

The Canadian Embassy,
WASHINGTON

UNCLASSIFIED

September 17, 1974

Under-Secretary of State for External Affairs,
OTTAWA

FAI-3080

Your letter No. 1054 of July 17 to APP

56-1-2-USA.

Post Budget - Local Information Charges

6 /

You are authorized to spend a maximum of \$2500. in connection with the Canada Week at Hollins College. We understand that several of the events will be organized by Hollins College on your behalf. We suggest that, for these events, you work out a budget with the College and, by an exchange of letters, confirm the understanding of what the College is to do at what cost.

FAI/
Walker

GMU
APFC

2. We are agreeable to your entering into a contract, on a month-to-month basis at the annual rate you have quoted, for the editing and writing of Canadian Press Comment. We would hope that, when you have an additional Canada-based officer and a Locally-engaged Information Officer on strength, you might be able to arrive at an allocation of duties among all staff members which would make it possible for you to reassume responsibility for Canadian Press Comment within the office and, possibly, to revive Canada in the U.S. Press. The issuance of both of these, we think, falls under the heading of a continuing activity of your programme rather than a special project, and is one which, if assigned to the Locally-engaged Information Officer, would give him the opportunity to develop and maintain a knowledge of Canadian affairs. The calls on our funds are such that we regret we cannot authorize an interim contract for Canada in the U.S. Press. However, you are authorized to enter into a one-year contract for stuffing, addressing and mailing envelopes for Canadian Press Comment at a cost of \$1,820.

3. As you know, the purchase of film equipment as described in paragraph 3 of your letter represents capital expenditure for which it is not possible to provide from FAI programme budget which is limited to operational expenditure. We are recommending to APP and AFNT that every effort be made to meet your requirements during this fiscal year. However, if that cannot be done, you should ensure that your request is repeated in your next post budget under capital items. Since it is not certain that you will be in a position to improve your film programme in the immediate future, we shall defer increasing your funds for promotional activities for the time being.

.../2

- 2 -

4. You are authorized to spend up to a maximum of \$500. during the balance of this fiscal year for the purchase of books and reports for presentation. Taken with the supply of books, to a value of over \$900., which was sent to you as requested in your letter No. 883 of June 14, we hope this amount will be sufficient to your needs. Generally speaking, prestige books and other gifts are intended for presentation by the Head of Post. While we realize that there are occasions when it is appropriate for other senior officers of the Embassy to make presentations, we should be grateful if you would keep a record of the presentations, showing to and by whom each was made, and send us a copy of this record when the stock and funds you now have are exhausted.

5. Canada Reports have indeed proven themselves as a most effective addition to your programs. We shall be pleased to authorize funds for further issues as the occasion arises; i.e., we would prefer not to tie you to a specific budget when, by their nature, Canada Reports may be desirable more or less frequently than you can predict. When the subjects of future issues are to be major Canadian Government policies of interest throughout the world, we may ask you to add an additional quantity to your normal run for distribution to other posts.

6. All expenditures dealt with in this letter should be coded
FE 292-144-015-2-612-000-39103.

ORIGINAL SIGNED
A. B. ROGER

Under-Secretary of State
for External Affairs

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER		SECURITY
	LIEU	MINISTÈRE	N ^O D'ORIG.		56-1-2-USA		SECURITÉ
	OTTAWA	EXT AFF	FAI-3062	SEP 16/74	6		UNCLASS
TO/A							PRECEDENCE
SEATTLE							
INFO							
WASHINGTON							
DISTR.							
GMU							

REF YRLET 274 AUG 22/74
 SUB/SUJ WEST COAST HEADS OF POST INFO MTG

REGRET COMMITMENT TO PARTICIPATE IN CIIA PROGRAM IN CONNECTION WITH VISIT TO CDA OF DIR GEN NATO INFO SERVICE PREVENTS ROGER ATTENDING MTG. MAUDE KELLY WESTERN HEMISPHERE PROJECT AND PROGRAM CONTROL OFFICER WILL REPRESENT FAI. SHE WILL ARRIVE SEATTLE SUN SEPT 29 AND WILL REMAIN OVER WED OCT 2 TO VISIT EXPO 74. EXACT TIME OF ARRIVAL SEATTLE WILL BE NOTIFIED LATER.

2. NO/NO CHANGES TO SUGGEST IN AGENDA.

SEP 16 20 27 '74
 COMCENTRE
 EXTERNAL AFFAIRS
 TO P/ADD

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
<i>L.M. Kelly</i> L.M. KELLY/nw	FAI	2-4068	<i>A.B. ROGER</i>
SG.....			SG.....

file diary circ chron

The Canadian Consulate,
DETROIT

UNCLASSIFIED

September 10, 1974

Under-Secretary of State for External Affairs,
OTTAWA

FAI-2982

Your letter No. 190 of July 23

Post Budget - RO-611, Local Information Charges

56-1-2-45A	
2 Detroit	
G	—

We are pleased to authorize an expenditure of \$1000. on
the preparation of a new school film catalogue. Coding is FE 291-
144-015-2-605-000-29103.

AFPC
(Mr. Wiebe)

FAI
(Miss Gallien)
(Mr. Walker)

J. P. TARDIF
Under-Secretary of State
for External Affairs

file diary circ chron

cc. PDM

RETURN TO D. S. - FAU

Ottawa, KIA 0G2

September 9, 1976

56-1-2-USA-CSP	
6	—

Dear Dr. Proctor,

Thank you for your recent letter requesting a lecturer for the course on American University Teachers to be held at the Royal Military College in the summer of 1975. In discussing arrangements with you for the workshop for American school teachers, we overlooked acknowledging your letter.

I understand that Mr. A. E. Hogg, Director of our Information Division has informed you that the Department agrees in principle to providing financial assistance for the workshop. With respect to the course, we shall be very pleased to send a suitable speaker and to offer a briefing and hospitality for the course and workshop groups on a visit to Ottawa. The details, of course, will have to be worked out at a later date. I have asked Mr. Hogg to get in touch with you and coping to make final arrangements.

Yours sincerely,

A. E. RITCHIE

Under-Secretary

Dr. Richard A. Proctor,
Director of Canadian Studies,
Duke University,
237 Social Science,
Durham, North Carolina 27706

10.9.17/US)

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

File
455

TO
À Mr. A.B. Roger (O/R)
Mr. L.P. Tardif

SECURITY UNCLASSIFIED
Sécurité

FROM
De H.E. Ezrin

DATE September 5, 1974

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet Information Programme in France: Visit of Mr. Martel

Thank you

FILE	DOSSIER
OTTAWA	
<i>56-1-2-USA</i>	
MISSION	<i>6</i>

ENCLOSURES
Annexes

... Attached for your information are copies of the Country Programme Summary and the Information Cultural section of the Country Programme. The following are suggestions about topics that you may wish to raise with Mr. Martel.

DISTRIBUTION

1. The role of the information programme in France - You will recall that during intradepartmental discussions about the Péniche project, Mr. Touchette of GEO questioned the post's preoccupation with projecting a positive federalist francophone Canadian presence to counter anti-federalist propaganda in France, and correct mis apprehensions in the French mind. It might be helpful to review this matter with Mr. Martel, and to consider whether today's different political relationship requires a new informational thrust.
2. The Péniche project - Given various other departments' reluctance until now to provide financial support for the Péniche project, its prospects are not favourable. The post would appear to have committed on paper at least a considerable amount of its resources for the next 3 or 4 years to the project. What other projects does the post foresee itself becoming involved in other than routine ongoing responsive information projects?
- Dune* 3. The Péniche Project - You may wish to review with Mr. Martel the discussions held with other departments.
4. Canada Today - D'Aujourd'hui
5. Le Monde Publication on the Provinces.

H.E.E.

External Affairs / Affaires extérieures
 Canada / Canada

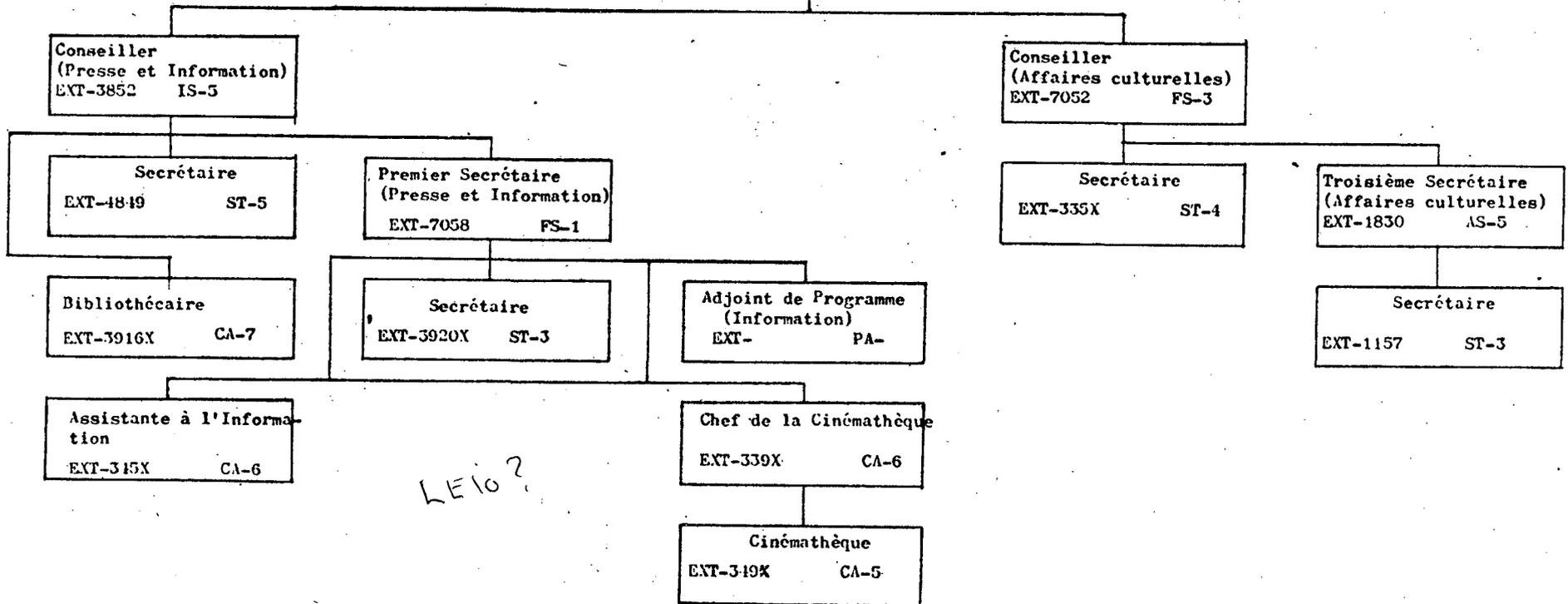
ORGANIZATION CHART - ORGANIGRAMME

Reports To-No/Relevé de n°	EXT-7050	FS-3
Title/Titre	Ambassadeur	
Effective Date/Date d'entrée en vigueur	1er janvier 1974	

Branch/Direction - Post/Mission	Ambassade Paris
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Ministre	EXT-7051	FS-4
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Chart Title / Titre de l'organigramme	Affaires culturelles/Presse et Information
Page 5 of 21 Pages	
Approved By/Approuvé par	JH Taylor



LE 10?

91

COUNTRY PROGRAM SUMMARY
SOMMAIRE DE L'ENSEMBLE

COUNTRY UNIT
UNITÉ

FRANCE

La France serait un moind de convergence des intérêts canadiens vitaux en 1973-74. Notamment dans les domaines du resserrement des relations canadiennes avec l'Europe dans le cadre de l'option 3, ainsi que le renforcement de l'unité nationale.

2. De par sa situation géographique en Europe, et le fait qu'elle a su élaborer et exprimer avec clarté ses politiques, la France sera dans une position de force par rapport à de nombreuses questions européennes pendant l'année à venir. Tant au sein du Marché Commun élargi que par rapport à la CSCB, ainsi que les autres grandes négociations internationales (GATT, MEPE, SALT), qui impliqueraient l'Europe.

3. Il importe au courant de 1973-74 de développer la complémentarité, voire la convergence des intérêts français et canadiens. Notamment pour amener progressivement ce pays à adopter des politiques susceptibles à favoriser l'élaboration de nos rapports avec la communauté élargie. En même temps, cette action doit être coordonnée avec l'ensemble des activités canadiennes en France pour tenter de donner un contenu important à nos rapports bilatéraux avec la France dans les domaines commercial, culturel, de l'information, militaire, scientifique et technique. Cette action à double détente continuera les programmes déjà élaborés en 1972-73 et devra contribuer à atténuer la conception française du Canada comme île de pont américain en Europe tout en faisant ressortir les domaines susceptibles à développer les liens des coopérations profitables autant à la France qu'au Canada. A cette fin, serait poursuivie la définition et l'exploitation des secteurs de pénétration commerciale, y compris les domaines de co-production ou de sous-traitance, les programmes culturels et d'information, les échanges des missions dans les domaines scientifique et technologique, ainsi que le resserrement des liens dans le domaine militaire. En plus de l'intérêt évident de l'action commerciale, les actions relatives à la science et la technologie, et dans le domaine militaire pourraient provoquer à long terme des retombées économiques importantes.

4. L'ensemble de ces actions devrait faciliter l'amorce d'un redressement des échanges commerciaux franco-canadiens, profitant du développement rapide actuel de l'économie française. En complément de ces opérations continuera le programme d'information pour sensibiliser les groupes spécialisés, ainsi que la population en général des atouts canadiens dans ces domaines. Ce travail de sensibilisation déjà largement entamé sera poursuivi par l'ensemble des services concernés de cette ambassade.

5. Le gouvernement français manifeste actuellement une compréhension de la politique canadienne de renforcement d'unité nationale. Malgré la possibilité de petits incidents, cette politique est acceptée et appuyée sur le plan de la politique française. L'année dernière a vu un nouvel essor de l'élaboration des aspects pratiques de cette nouvelle situation qu'il faudra continuer et amplifier durant l'année 1973-74. Il est de plus haute importance que le Canada ne relâche pas ses efforts dans ce domaine qui touche à l'intégrité nationale. Cette action devrait comprendre une collaboration très étroite avec les autorités provinciales concernées au Canada, qui serait à la fois profitable aux intéressés et viendrait épauler d'une façon importante la politique du gouvernement canadien dans ce domaine. Les programmes culturels devraient recevoir l'appui nécessaire, particulièrement au sein de la prochaine commission mixte franco-canadienne qui se réunira en 1973. Nos contacts et notre coopération avec la France dans l'ensemble de la francophonie seront poursuivis activement pour assurer que le gouvernement canadien continue d'être considéré comme l'interlocuteur valable pour l'ensemble des populations francophones au Canada. D'une façon complémentaire, le programme de présence canadienne en France sera maintenu et renforcé dans tous les domaines. Que ce soit par la présence canadienne aux grandes manifestations culturelles en France, que ce soit par sa participation à d'innombrables rencontres, cérémonies, visites, à Paris ou en province.

6. Les services de la Main d'Oeuvre et de l'Immigration et les services consulaires donnent aux activités de l'ambassade des dimensions supplémentaires et essentielles pour la perception de l'action canadienne en France par le public canadien. Dans le premier cas, par une expression de la volonté du gouvernement de poursuivre sa politique d'accélérer et de favoriser la venue au Canada des immigrants francophones et notamment de la France. Comme sous-produit de cette action, il y a l'importante tâche de favoriser les échanges franco-canadiens dans le domaine de la Main d'Oeuvre. Ensuite par l'action du service consulaire qui devra faire face à un accroissement massif des demandes de service des visiteurs canadiens en France. Ce service est celui qui touche de plus près les canadiens comme individus, et l'accroissement en nombre des demandes exige un renforcement important des moyens pour assurer son fonctionnement convenable.

7. L'action de l'ambassade prendra donc une ampleur nouvelle en 1973-74, qui nécessitera l'augmentation de ses effectifs par 7 agents de programme canadiens et 15 personnel de soutien dont 8 canadiens. En 1974-75, il y aura besoin de 9 personnel local de soutien nouveau. Aussi, l'établissement de deux nouveaux consulats généraux canadiens en France à Strasbourg et en Guadeloupe devra être envisagé d'ici deux ans pour faire face aux besoins dans les domaines commercial, économique, de l'information politique et de l'Immigration.

SUMMARY OF CHANGES IN PERSONNEL REQUIREMENTS

PAGE 7

SOMMAIRE DES CHANGEMENTS EN BESOINS D'EFFECTIF DE PERSONNEL

COUNTRY UNIT FRANCE-ANDORRE

UNITE

POST PARIS

POSTE

PROGRAM PROGRAMME	1974/75 SUPPORT SOUTIEN	1975/76		1976/77 PROGRAM PROGRAMME
		PROGRAM PROGRAMME	SUPPORT SOUTIEN	
Manpower & Immigration			1 ST (LE)	
Tourism	1 ST (LE)			
Cultural/Information	1 ST (LE) 1 CLK(LE)	1 PA(LE)	1 ST (LE) 1 CLK(LE)	1 PA(LE)
Trade & Industrial Development		1 PA(LE)		
Science & Technology		1 SE		
Marseille		1 FS	1 ST(LE)	
TOTAL	3	4	4	1

REMARKS:

Manpower & Immigration - Non-Discretionary work-load Increase

OBSERVATIONS: Tourism - Non-Discretionary work-load increase (requested in 73/74 program)

Cultural/Information - 74/75 : ST - New Program Activity - Cinémathèque

CLK - Non-Discretionary work-load increase - Documentation Section

75/76 : PA - New Program Activity - Audio-visuel

ST - New Program Activity - News Distribution

CLK - Increase Program Activity - Cinémathèque

(To be hired under contract for six months in 74/75; full
year and position number required in 75/76)

76/77 : PA - Increased Program Activity - Audio-visuel

Trade and Industrial Development - New Program Activity

Science and Technology - New Program Activity (if not granted in 74/75-Section 3/3)

Marseille - New Program Activity (Section 3/2 -Marseille Program)

Note : These increases supported in individual program descriptions - Section 3/3.

The provision of additional office accommodation being pursued (covering letter)
Additional office furniture required for all positions.

PROGRAM
 PROGRAM

CULTUREL/INFORMATION (SERVICE DE PRESSE ET INFORMATION)

COUNTRY UNIT France
 UNITÉ

Les Français constituent un des auditoires européens les plus difficiles à toucher. A la fois avertis et sollicités, ils sont cependant très bien disposés envers le Canada. Consciente de ces difficultés, cette ambassade a mis en train une révision complète de ses programmes d'information générale et de relation avec la presse.

Au lieu d'avoir des politiques, dites "responsive", par lesquelles service est donné à toute demande, il s'agit de fixer des auditoires prioritaires, ce qui comprend les notables, et de faire en sorte qu'ils soient mieux sensibilisés à la chose canadienne. C'est une politique "distributive". Cependant, cette recherche implique le remaniement du personnel, des tâches et sans doute une addition aux effectifs.

Dans la mesure, d'ailleurs, où les programmes d'information pourraient s'engager résolument dans le secteur audio-visuel et notamment envisager la fourniture régulière d'éléments radiophoniques et télévisuels à la presse française, au cours de l'exercice 75-76, la nomination d'un agent spécialiste canadien, est à prévoir (1 année-homme, personnel canadien de programme).

Voici les différents volets des activités d'information:

Canada d'Aujourd'hui

Dans sa nouvelle facture, Canada d'Aujourd'hui est distribué en Europe francophone, en Afrique, dans le Proche-Orient et dans les Antilles, à 23,000 exemplaires. Le fichier de distribution est revu, par tranche, en permanence. L'indice d'inflation en France et en Europe (Canada d'Aujourd'hui est imprimé en Belgique) rend les prévisions délicates; toutefois, les crédits de \$66,000 accordés en 73/74 devraient être indexés sur cet indice pour déterminer la somme à prévoir en 74/75 (probablement \$70,000) et de même pour les années suivantes.

Documentation

Dans le cadre "responsive", plus de 10,000 demandes écrites de renseignements, de publications, de documentation seront reçues en 74-75. Présentement une seule personne est affectée à cette tâche. Il ne faut donc pas s'étonner qu'il y ait du retard à répondre aux demandes. Mais justement, il semble impératif d'engager ce service dans la direction de l'efficacité et de lui faire dépister une nouvelle clientèle, pourvu bien sûr, que les éléments d'information distribués parviennent à l'ambassade régulièrement et relativement rapidement. Il faudrait donc prévoir à ce poste une personne supplémentaire (1 année-homme) qui permettrait alors de faire ce travail de dépistage. Prévoir \$1000 de frais de voyage.

	73/74	74/75	75/76	76/77	...
PROGRAM PERSONNEL TIME TEMPS PERSONNEL DE PROGRAMME	2.0	3.0	4.0	5.0	
SUPPORT PERSONNEL TIME TEMPS PERSONNEL DE SOUTIEN	5.0	7.5	9.0		

PROGRAM
PROGRAMME

CULTUREL/INFORMATION (SERVICE DE PRESSE ET INFORMATION)

COUNTRY UNIT France
UNITECinémathèque

Une séance prestigieuse de cinéma, mettant en vedette le film du ministère "Voici le Canada", et un catalogue de films de conception pratique et illustré à souhait, ont marqué l'année cinématographique 73/74 durant laquelle le recrutement d'un nouvel auditoire fut lancé, ce qui comprendra l'essentiel des travaux de 74/75. L'exercice consiste à faire les démarches nécessaires auprès de cet "auditoire espéré" de sorte que les quelque 35,000 séances de cinéma alimentées par la cinémathèque au cours de l'année soient dirigées vers un public prioritaire, sans jamais refuser aux publics traditionnels (école, etc.) les films demandés. Le plan technique de cette opération est mené à l'extrême limite des moyens homme et machine: un seul technicien s'occupe de reviser la cinémathèque (ce qui impliquerait du surtemps si on ne sacrifiait pas souvent, faute de temps, cette vérification essentielle au détriment du métrage); une seule machine à vérifier les films fonctionne à plein temps, sans relâche et sans "maintenance", faute de crédits. En 74/75, prévoir les services d'un apprenti cinémathécaire pour 6 mois et en 75/76, pour 12 mois. Prévoir aussi l'établissement d'un contrat de surveillance de la "machine" et de sa "maintenance", tous les semestres (\$2,500.00 par année). Au plan de la gestion, un seul préposé doit faire face à ces 35,000 "commandes" et de surcroît tenir proprement les archives et le bureau. Cela dépasse l'entendement; il faudrait prévoir l'emploi pour 12 mois d'une secrétaire en 74/75. Le catalogue de la cinémathèque sera à refaire au cours de l'exercice car plusieurs films doivent être retirés de la circulation, sinon ils gêneraient l'image du Canada et les nouvelles productions intégrées. L'impression de ce catalogue, dont la distribution doit commencer à la "rentrée" de septembre 74, est dirigée depuis Paris et comprend les exemplaires destinés à Marseille et Bordeaux. Il s'agit d'un crédit de \$16,000. Frais de voyage, \$1,000.

Les volets documentation & cinémathèque demandent l'attention quotidienne d'un spécialiste de l'information, pouvant être recruté sur place, dont les responsabilités incluraient la recherche de ces auditoires prioritaires. (1 année-homme, personnel de programme recruté sur place).

Expositions, conférences

Dans un territoire de l'envergure et de la qualité de la France, le programme d'information se doit de projeter l'image du Canada moderne dans toutes les couches de la population, devant ainsi les demandes du public mais provoquant aussi un intérêt accru. Une expérience heureuse avec une péniche-exposition au cours de l'exercice 72-73 incite fortement à répéter l'expérience dans d'autres régions. Les travaux d'aménagement du bateau-exposition pourraient commencer en 73-74, se poursuivre en 74-75 et la péniche commencerait à tourner en 75-76 et continuerait à se produire quelque 200 jours par année pendant trois ans sans jamais retourner au même endroit. Il s'agit d'un investissement de près de \$750,000 réparti sur cinq années fiscales. Quantité d'imprimés, de publications sont distribués par ce biais. D'autre part, des tournées de conférence de personnalités canadiennes éminentes seront organisées, pour lesquelles il faut prévoir des crédits de \$1,000.

.../

PROGRAM
PROGRAMME

CULTUREL/INFORMATION (SERVICE DE PRESSE ET INFORMATION)

COUNTRY UNIT France
UNITE

Un programme visant à la production de trois expositions verticales (environnement, communications, urbanisme) avait été retenu par FAI. Ce genre d'exposition peut être envisagé pour la France dans la mesure où le concept et la présentation sont pensés en fonction d'un auditoire européen. Plusieurs points de chute, notamment auprès des instances para-universitaires, pourraient faire l'objet de démarches en 74-75, le cas échéant.

Jeux Olympiques

Une promotion particulière est envisagée au cours des exercices 74-75 et 75-76 pour promouvoir les jeux de Montréal.

Sondage

S'agissant des groupes prioritaires, il est difficile de dire jusqu'à quel point le message diffusé par le Canada est compris. Cela est également vrai du public en général. Aussi serait-il souhaitable que des crédits, de l'ordre de \$30,000 soient dégagés pour permettre à des spécialistes du sondage de l'opinion publique de voir le résultat des activités d'information de cette ambassade et comment on pourrait mieux engager le dialogue.

Presse

Cependant, on peut juger de l'efficacité de ces activités d'information dans certains secteurs, dans la presse par exemple, où des mentions du Canada sont faites régulièrement à un rythme 4 ou 5 fois supérieur à la moyenne d'il y a 10 ans. Toutefois, le secteur de presse en France est très vaste et le travail de liaison auprès de ses 11,000 professionnels, 125 quotidiens et nombreux hebdomadaires et mensuels, sans parler de la radio et de la télévision, ne peut cesser et doit être assidu et tenace. Ce travail implique des frais de représentation considérables, exceptionnellement plus élevés que dans d'autres secteurs, et de nombreux déplacements sur tout le territoire, pour lesquels il faut prévoir \$2,500.

Universités

Un autre secteur est celui de l'université et des lycées où l'enseignement des questions canadiennes et notamment l'enseignement de la géographie dans les classes de seconde et de première, provoquent d'une part, une demande importante de documentation et d'autre part, indiquent bien l'utilité des activités d'information.

Agences de nouvelles

Il reste que si les Canadiens en poste en France doivent s'employer à faire valoir les politiques et les réussites de leur pays - en cela l'ambassade intervient constamment auprès de publics différents, par des exposés de l'ambassadeur ou autres agents, par des colloques, tables-rondes ou journées canadiennes, le dossier étant discuté avec les Français - leur information est essentielle.

.../

PROGRAM
PROGRAMME

CULTUREL/INFORMATION (SERVICE DE PRESSE ET INFORMATION)

COUNTRY UNIT France
UNITÉ

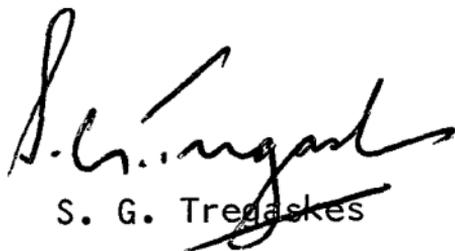
A première vue, cela va de soi mais dans les faits la chose est difficile car l'éloignement est aussi un barrage à la libre circulation de l'information. C'est pour cela que le gouvernement investit des sommes importantes pour distribuer dans les différentes missions des quotidiens canadiens; c'est pour ce faire qu'on a accordé à cette ambassade des crédits de l'ordre de \$4,500 pour s'abonner aux services de l'Agence France-Presse. Depuis peu un service nous est disponible: il s'agit des informations de l'agence de nouvelles "La Presse canadienne". Il est primordial pour l'information rapide et complète des agents de cette ambassade de pouvoir recevoir le fil de presse de la Presse canadienne. Quelque \$4,500.

Ces nombreuses activités d'information de tout ordre ne sont pas sans créer ici ou là des imprévus qui au plan des impressions, qui au plan de la photographie, qui au plan de l'enregistrement, nécessitent des fonds qui se chiffrent annuellement dans les \$7,000.

Il faut prévoir dans le contexte d'une activité accrue auprès des groupes prioritaires, activité qui doit s'appuyer avant tout sur la distribution rapide d'une documentation spécialisée à date, la création d'un poste de secrétaire documentaliste, dont la responsabilité première serait la préparation (collection, reproduction, distribution) des "dossiers canadiens" auprès de ces divers groupes (tant les groupes professionnels français que les Canadiens en poste en France).
(1 année-homme, 75/76)



To: Information Division
External Affairs.



S. G. Tregaskes

*Canadian Consulate
14th Floor, Main Place Tower
Buffalo, New York 14202
716 852-1247*

000677

*file
M.M.*

To/A FAI
 From/De: ACRA
 AFFAIRES EXTERIEURES SEP 12 1974
 ATTN: M.H. Kelly
 SECURITY UNCLASSIFIED
 Sécurité

EXTERNAL AFFAIRS



TO Department of External Affairs

FROM Consul and Trade Commissioner, Buffalo

DATE September 5, 1974

REFERENCE Your memo APD(M) - 457
Référence of June 17, 1974

NUMBER 51
Numéro

SUBJECT Manning Levels 1974-75
Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
6-3/57-9-1	28

ENCLOSURES
Annexes

DISTRIBUTION

Please find attached job descriptions for the new locally engaged information officer No. 8169X, the two new LES positions 8320X and 8193X as well as LES position 6392X which had been added prior to fiscal year 1974-75 but for which a job description had not been submitted. Also attached is an updated post organization chart which indicates these positions and their reporting relationships especially that of the information officer.

2. The additional personnel cost for the 1974-75 fiscal year due to these three new positions is as follows:

LE Information Officer, Sept. 3/74 - Mar. 31/75	\$8,731
LES position No. 8320X, May 1974 - Mar. 31/75	5,956
LES position No. 8193X, May 1974 - Mar. 31/75	6,310
Total	\$20,997

3. These figures allow for a 10% general increase in salary levels effective October 1, 1974, and were converted to Canadian dollars using an exchange rate of 3%.

4. The above referenced memo requested the effect of the addition of program personnel on the support services budgets be identified. With the addition of an information officer without any corresponding increase in support staff this will have an impact on support staff presently being used in support of other programs. As a result, there may well be a requirement for engaging local staff on a temporary emergency basis.

S. G. Tregaskes

RWC/mg

cc: United States Division (GWU)
Information Division

STATEMENT OF DUTIES

Location - Buffalo, N. Y.
Position No. - 6392X
Position Classification - GS 4
Function - Secretary/Manpower and Immigration
Employee's Name - Susan Zgoda
Employee's Supervisor - Mr. Richard Dennis
Supervisor's Function - Program Assistant

Duties:

1. Secretarial

Types correspondence from notes provided, transcribes from dictation or dictaphone recordings. Types form IMM 1000 and form letters. Schedules and dispatches correspondence relative to case interviews for Officer and Program Assistant. Creates case and policy files, prepares and sends telexes as directed. Answers telephone enquiries providing individuals with accurate information and guidance, dispatching forms as required. Precise decision making is required and seeks guidance from Officers in complex cases. Maintains invitations and guest lists for M & I receptions.

2. Acts for the Secretary/Consular Assistant in her absence; comprehensive knowledge of this position is essential. Relieves Receptionist/Secretary as required.

3. Functions fully in a bilingual - French-English - capacity (speaking, reading and writing both English and French) and performs other duties as required.

STATEMENT OF DUTIES

September 4, 1974

Location - Buffalo, N. Y.
Position - No. - 8193X
Position Classification - GS 3
Function - Receptionist/Secretary/Manpower and Immigration
Employee's Name - Mrs. Noreen Starr
Employee's Supervisor - Mr. Richard Dennis
Supervisor's Function - Program Assistant

Duties

1. Receptionist - Manpower and Immigration

Greets visitors to the Manpower and Immigration and Consular Section of the Post. Provides individuals with accurate information, forms and guidance as required. Precise decision making is required and seeks officer guidance in complex cases. Answers and provides similar service to telephone callers. Maintains record of visitors and telephone calls received.

2. Secretarial and Registry

Creates and maintains filing and card index system checking lookout and card indexes. Retrieves and circulates files as required. Types Form IMM 1000 and form letters. Types correspondence from notes provided, transcribes from dictation or dictaphone, types and sends telex messages. Answers general enquiries by dispatching information, instructional brochures and forms as required.

3. Functions fully in a bilingual - French-English - capacity (speaking, reading and writing both English and French) and performs other duties as required.

September 5, 1974

STATEMENT OF DUTIES

Location - Buffalo
Position No. - 8169X
Position Classification - GS 10
Function - Information Officer
Employee's Name - Leonard Graziplene
Employee's Supervisor - Stuart Tragaskes
Supervisor's Function - Head of Post

Duties:

Under the direction of the Head of Post to conduct an information programme in support of post objectives by:

- (1) developing close liaison with news media in the Upper New York State area - including the daily and weekly press, radio and television stations (both commercial and educational), periodicals and trade publications - with the purpose of achieving wider coverage of Canadian affairs and a more accurate interpretation of Canadian policies;
- (2) developing close liaison with local organizations and societies whose memberships represent interest groups among whom it is important to ensure understanding of Canadian policies and achievements and, for the same purpose, with staffs of local businesses and industries, labour organizations, and political parties, and with municipal, state and federal government officials;
- (3) developing a programme of distribution of Canadian information material, print and audio-visual, to selected audiences - schools, universities, societies, etc. and individuals in positions of influence;
- (4) cooperating with the officer of the Embassy in Washington responsible for academic relations in the encouragement of Canadian studies courses and seminars on Canadian affairs in colleges and universities of the post territory;
- (5) facilitating and promoting Canadian cultural manifestations within the area of the post, such as the visits of artistic groups, showings of graphic art displays and visits of persons prominent in Canadian cultural life.

Within the framework of these duties, to:

- (a) recommend to the Head of Post the action which should be taken by him and other Canada-based officers to consolidate and capitalize

- upon the spadework done through day-to-day liaison with the media (e.g., individual or group briefings at the post for media representatives, recommendation of a particular media representative for a visit to Canada under the Visits Programme of the appropriate Department, accepting requests for special interviews or radio and television appearances, acceptance of speaking engagements by post officers or by speakers from Canada, extension of hospitality);
- (b) draft for the Head of Post's approval press releases concerning happenings in Canada of particular interest in the post area and post activities and also feature articles or background material covering Canadian subjects of local interest;
 - (c) submit to the Head of Post recommendations for the preparation of material by Departments in Ottawa or the Embassy in Washington on subjects of local interest which require the exposition of Canadian Government policy;
 - (d) organize press interviews or conferences and radio and television appearances on the occasion of visits to the Upper New York State area by prominent Canadians;
 - (e) encourage universities, schools, societies and businesses to stage special events such as "Canada Weeks" and coordinate post participation;
 - (f) arrange for prestige, special or promotional showings of Canadian films to selected audiences;
 - (g) supervise maintenance of an up-to-date film library and efficient distribution system;
 - (h) supervise response to routine information enquiries, written and oral, and the distribution and maintenance of stocks of printed information material;
 - (i) submit to the Head of Post suggestions for consideration by Departments in Ottawa as to new subjects and formats for audio-visual and printed material;
 - (j) supervise the maintenance of and recommend to the Head of Post acquisitions for a reference library capable of serving the information requirements of the media and the public;
 - (k) recommend to the Head of Post and organize appropriate post support for appearances by Canadian performing artists, showings of Canadian paintings, sculpture, etc;
 - (l) organize or provide post support and promotional back-up for Canadian exhibits and displays shown in the Upper New York State area.
 - (m) within a budget allotment controlled by the Head of Post, travel to centres in the Upper New York State area;

- (n) within a budget allotment controlled by the Head of Post, extend hospitality.

NOTE: This listing of duties is not intended to be either definitive or exhaustive - rather it is indicative of the level, nature and scope of the information/cultural programme which is being developed at the post.

August 15, 1974

STATEMENT OF DUTIES

Location - Buffalo
Position No. - 8320 X
Position Classification - GS 3
Function - Secretary/Travel Counsellor
Employee's Name - Miss Noreen Zanatta
Employee's Supervisor - André C. Pascal
Supervisor's Function - Manager, Canadian Government Office of Tourism

Duties:

1. Secretarial - Bilingual

Is secretary to the Manager and Travel Counsellor and assists in the performance of administrative, promotional and operational duties in the following ways:

- a. Takes dictation and transcribes from dictaphone all correspondence and memoranda and gathers relevant data for the preparation of replies.
- b. Handles queries and prepares replies on matters of a routine nature.
- c. Receives all visitors from the travel trade, media, government offices and the public directed to the Manager and handles enquiries herself whenever possible.
- d. Makes appointments, transportation and accommodation arrangements for both officers.
- e. Accumulates pertinent data required for the preparation of monthly, annual and special reports.
- f. Takes dictation and transcribes from dictaphone all travel counselling letters and drafts replies to letters of a routine nature for the Travel Counsellor's signature.
- g. Types reports, itineraries, statistical data, office forms, labels and all other material of a routine nature.
- h. Prepares mailing lists, agendas, invitations and all other program related material.
- i. Types requisitions for supplies and services.

2. Travel Counselling

Travel counsels in response to enquiries received by telephone and personal contact. She performs these duties daily in support of the Ottawa based Travel Counsellor.

...2

-2-

She:

- a. Advises and influences enquirers on the types of transportation services, accommodation facilities and the many tourist attractions available in Canada.
- b. Suggests additions to and changes of itinerary to ensure that the visitor takes advantage of the numerous facilities and services available.
- c. Ensures that the information is accurate and that the enquirer is supplied with current and appropriate travel literature, timetables and other related material.
- d. Deals with each visitor in a pleasant and interested manner.

To carry out these duties the Secretary/Travel Counsellor must be well informed about all aspects of the Canadian tourist "plant" She, therefore, must constantly read and study travel literature, newsletters, promotional material and all other relevant tourist information.

3. Clerical and Occasional Duties

- a. Maintains office operational and administrative files.
- b. Assists in the preparation for and acts as hostess at promotional events and receptions for the travel trade and media.
- c. Assists the Ottawa based Travel Counsellor in the preparation and mailing of travel information packages in response to written and telephone enquiries.
- d. Maintains contact with and keeps accurate listings of print media and is responsible for the mailing of travel features and travel items.
- e. Participates in the organization and manning of information booths for travel shows, fairs and exhibitions.

4. General Knowledge and Qualifications

- a. Skill and proficiency in typing (60 w.p.m.) as well as the operation of office machinery (telex, photocopier and duplicator).
- b. Above average business manners and appearance.
- c. Experience in working and dealing with the general public.
- d. Knowledge of the importance of travel to Canada and an awareness of the office's cultivation in its market area.
- e. Ability to properly accept and handle adverse criticism voiced by visitors or callers toward the bureau or Canada.
- f. Willingness to devote often long hours (beyond normal business hours and on weekends), particularly when involved in promotional activities.
- g. Ability to converse, write and read in the French language.

ACA:nz

FILE DIARY CIRC CHRON

FAI/L.M. KELLY 2-4068/mb

cc Washington Attn: R.G. Seaborn

Dr. Richard A. Preston,
Director of Canadian Studies,
Duke University,
237 Social Science,
Durham, North Carolina 27706,
U.S.A.

(1)

56-1-2-USA-CSP	
4	20

OTTAWA K1A 0G2

State of North Carolina

September 3, 1974

Dear Mr. Phillips,

Thank you for your letter of August 9.

We very much appreciate the interest of your State in Canadian studies courses and are pleased to have the opportunity to assist in bringing ten North Carolina educators to Canada next summer to study and develop teaching modules. We expect that the results of the work done by the North Carolina educators will be of great value to our Embassy in Washington and consular offices in assisting schools throughout the United States with Canadian Studies courses.

Yours sincerely,

E. M. WILLIAMS
B. M. Williams,
Director General,
Bureau of Public Affairs.

Mr. A. Craig Phillips,
State Superintendent of Public Instruction,
State of North Carolina,
Superintendent of Public Instruction,
Raleigh, N.C. 27602,
U.S.A.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MAY 24 1974

TO
A The Under-Secretary of State for
External Affairs (Ottawa) (GWU)

U.S.A. D.V.	
1	PC
2	2
3	3
4	4
5	5

SECURITY
Sécurité **Unclassified**

DATE **May 16, 1974**

NUMBER
Numéro **744**

FROM
De The Embassy, Washington, D.C.

REFERENCE
Référence

SUBJECT
Sujet **Information Territories**

FILE	DOSSIER
OTTAWA	
56-2-1	
MISSION	56-1-USA

ENCLOSURES
Annexes

DISTRIBUTION

BY OTTAWA:

EXTOTT FAI
EXTOTT CRE
EXTOTT CRO
EXTOTT CRR

BY WASH:

Info:

PHILA
CLVND
CHCGO

From the point of view of the Embassy it would appear to make sense to us that the Consulate in Cleveland assume responsibility for information activities for the territory covered by its trade area. Nevertheless, we have some hesitation about proceeding with this separately from the rationalization of all consular territories. Our hesitation stems from the fact that this would create yet another differing jurisdiction for a particular activity to be added to the present set up which strikes us as already sufficiently complex.

2. However, if you and the posts affected are not unduly concerned about this rationalization of the information side proceeding separately from the general rationalization of territories, we are quite prepared to see your proposal proceed when Cleveland is ready to assume these additional responsibilities. We would appreciate some prior warning so that we may provide copies of relevant material from our files in order to assist Cleveland. We think the information could be of considerable assistance in the university and high school domains. We would also have to re-run the computer print-outs for Canada Today/D'Aujourd'hui for the posts affected.

[Handwritten Signature]
The Embassy