

CLASSIFIED

File No. Dossier 56-1-2-USA **P0628**
Volume 8 From - De 72-07-01 To - À 73-04-31



213810

56-1-2-USA
Vol 8

CLASSIFIÉ

MKRD

RGD ACCESSION NO

213810

SEMI ACTIVE

DEPARTMENT
OF
EXTERNAL AFFAIRS

MINISTÈRE
DES
AFFAIRES EXTÉRIEURES

TITLE — TITRE:

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

ACRI

Retention period - Période de retention:

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

[Empty box for Public Records Approvals]

1993

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Mr. Hicks (FAI)

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FAP

May 22, 1973

Report to Cabinet of April 10 on Canada-United States
Relations: Public Information Opportunities

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I attach a copy of this Report which Keith MacLellan provided me with, on request. The Report throughout suggests the need for more Canadian information for Congress and the Administration and for the development of attitudes. Either explicitly or coherently the need for more pointed public information about the Canadian situation and Canada's requirements is evident. This Report contains a challenge and an opportunity for our public information programs.

2. I have underlined or sidelined a number of passages which are related to or indicative of a public information function and I would call particular attention to the sections beginning at the bottom of page 5 and, most notably, the sidelined passage in the middle of page 6.

3. I think this kind of policy analysis and recommendation provides - assuming Cabinet concurrence with the analysis - an important basis for specific program setting in concert with the Embassy. Perhaps the HOP in the U.S. meeting at the end of the month may give us some chances for consultation about all this. In the meantime, will you keep in touch with Mr. MacLellan to find out what the upshot of this Report may be or may have been. Once again, I think we shall need to remind our departmental colleagues of the need to be informed if our efforts are going to be effective in the service of policy. (I only learned of this Report from officials of IT&C who thought I would, in the normal course, have been aware of it.) Can we discuss at early opportunity?

L.A.D. Stephens

L.A.D. STEPHENS

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April 10, 1973.

REPORT TO CABINET

Canada-United States Relations

Introduction

This report, as directed by Cabinet on February 22, reviews issues affecting Canada-U.S. relations and - particularly where U.S. action is anticipated - recommends possible Canadian action for the consideration of Ministers.

2. Since this report inevitably touches on subjects which are dealt with in various specific memoranda to Cabinet (and not always along the same lines as in these Memoranda), its references to such subjects may be overtaken by the discussions by Ministers of these separate memoranda.

3. The issues reviewed include the "irritants" present in our bilateral relations since August 1971, and others, bilateral and multilateral, which affect or threaten to affect Canada-U.S. relations.

4. The recommendations submitted are set within the general framework for the conduct of Canada-U.S. relations decided upon by Ministers in late March. They reflect the Government's intentions: to pursue a long-term strategy to develop and strengthen the economy and reduce the present vulnerability in our external relations; to explore possibilities for reducing or removing trade "distortions" between Canada and the United States of concern to both countries; and to conduct such explorations with the U.S. item by item (rather than on a comprehensive basis) non-committally and ad referendum.

5. No attempt has been made to provide a long-term forecast of international political and economic developments, nor of the probable course of shorter-term international monetary developments (although implicitly these latter are provided for in the listing of anticipated U.S. actions).

6. Part I of the report contains an overview of Canada-U.S. relations: it reviews briefly the current U.S. situation and Administration attitudes and policies; examines the U.S. view of Canada; and considers what general courses of action affecting Canada the U.S. is likely to follow and appropriate general countermeasures. Part II catalogues individual issues and recommendations to Ministers.

PART I - THE OVERVIEW

1. The U.S. Situation

The relative U.S. position in the world has changed. Americans themselves recognize that the U.S. is now but one of several power centres. U.S. global commitments are being scaled down to take account of the new situation. Domestically, the U.S. consensus has been strained by the experience in Vietnam, and internal social problems loom large in the consciousness of Americans. All this has led to a tendency to turn inward.

There has also been a perceptible growth of protectionism. Despite the short-term outlook for exceedingly rapid economic growth (with inflationary pressures) many Americans are preoccupied by the country's future. There are weaknesses in the competitive position of some traditional U.S. industries. The U.S. trade deficit in 1972 rose to \$6.8 billion, the worst in U.S. history and reflecting mainly the mounting pressure of imports which increased by 40% in two years. The dollar has been devalued twice in this period, and the threat remains that speculators once more could place the dollar in distress. The dwindling U.S. gold stock now represents less than one-sixth of the 80 billion U.S. dollars held in the reserves of foreign countries. Already, the rising deficit in energy requirements has begun to alter the basic structure of the U.S. balance of payments. For the first time in recent memory, Americans feel under some jeopardy.

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2. U.S. Attitudes and Policies

With all its reservations about foreigners, the Administration remains basically outward looking. It has not adopted isolationism although that option is being kept open. It believes that, in its own interest and in the interests of world stability, a major American role remains indispensable at this stage. But it aggressively argues that other nations can and should be expected to do more. "Self-reliance" is the motto both domestically and internationally.

The Administration remains committed to the principles of freer trade. It has, however, warned other major trading countries not to proceed on the assumption that, no matter what policies they pursue, liberal trade policies in the U.S. can be taken for granted. Congress, in particular, will need to be convinced that there is "fairness and balance" in the world trading and monetary system which it does not now believe is the case.

In the short term, the Administration's policy is to hold the fort against protectionist pressures. In its judgment this requires the literal application of the available safeguards under existing legislation and the introduction of more flexible safeguards through new legislation. The Administration is determined to get at what it considers distortions in international trade and monetary arrangements. Its longer-term aim is what it regards as a more open and equitable world system, which it hopes to achieve through new U.S. trade legislation and its proposals for monetary reform. In the meantime the emphasis in Washington on distortions could be a continuing impediment to trade.

3. U.S. Views on Canada

(a) The Issues

The Administration's concern over trade and payments problems extends to Japan, Western Europe and Canada, each of which in its way is held partially responsible for the present U.S. international economic position. The U.S. approach to the first two is in keeping with their current international power roles, while the approach to Canada is dictated by narrower considerations and particularly the weight of Canada in U.S. trade. Beyond trade, Canada does figure in U.S. thinking as a supplier of resources, a host to U.S. investment, a partner in defence, and a country whose general objectives in the world are broadly compatible with those of the United States.

But the Americans feel less certain about Canada than they once did. On occasion they have been angered over our hesitation to join them internationally on issues they regard as critical. They have reacted correctly to the Government's desire to lessen Canadian dependence on the U.S. but they are concerned about what this means in terms of specific policies. No country is likely to have a "cosy" relationship with the U.S. over the next several years but Canada's position differs from that of others because we are more vulnerable to unilateral U.S. moves, given the much greater degree of interaction between the two economies.

While, since August 1971, attention has focussed on the so-called "irritants", three major issues overhang the Canada-U.S. economic relationship:

First, the structure of our bilateral balance of payments. In 1971 the Administration reacted to our new trade surplus as a matter with which Canada should deal "responsibly", i.e. in the same fashion as other surplus countries were expected to do. It has since come to recognize that there has been a long-term shift towards a Canadian trade surplus, particularly because of U.S. energy requirements. Whereas initially it had considered that Canada had intervened unfairly (the "dirty float") in international currency movements, it now recognizes that market forces have been allowed to operate. Nevertheless, it continues to think that we focus unduly on our current account balance and that our payments position is a stronger one than we consider it to be. The U.S. no longer expects, as a matter of right, to maintain a trade surplus with Canada,

but by its emphasis upon the "basic balance" - i.e. the current account plus long term capital flows - it fails to take account of the extent to which Canadians now have mixed views about Canada's traditional role as a net capital importer.

Second, our industrial policy. The Administration and the U.S. public regard Canada as having a solid industrial base and a comparative advantage in natural resources. They are concerned about pressures exerted by Canada on U.S. companies to produce in Canada. They do not object to Canadian efforts to develop an efficient, internationally competitive industry through economies of scale. But such specialization in the Canadian context usually means pressure to export to the U.S.; and, if this creates a "non-sustainable trade position" for Canada, they believe there is a basis for complaint. In essence, they hold that the U.S. is not seeking unfairly to create jobs at the expense of Canada, and Canadian industrial policy should not seek unfairly to create jobs at the expense of the United States. Policies to ensure significant benefit to Canada from foreign take-overs, to achieve greater processing of raw materials in Canada, and to promote regional development will probably be seen in the same light.

Third, the notion of symmetry or balance. While part of the new global U.S. trade posture, this bears particularly on special bilateral arrangements between Canada and the U.S. such as the Automotive Agreement and the Defence Production Sharing Arrangement. The Administration argues that we have not fulfilled our engagements under these agreements. Should our bilateral arrangements come under scrutiny when the U.S. considers new trade legislation, Congressional focus is more likely to be on symmetry than on any quantitative benefits the U.S. might obtain from changes in the arrangements.

The Americans see their growing dependence on energy and other natural resource imports as another important factor in the Canada-U.S. economic relationship. Energy is not a major bilateral issue at present and the United States Administration generally appreciates correctly Canadian concerns about continentalism in this sector. But the U.S. is preoccupied with its mounting energy requirements, to which it sees Canada could make a useful contribution. The U.S. is also giving attention to its longer-term needs for raw materials, but to a slightly lesser extent because the prospect of real shortages is less remote. The Americans would like clearer evidence of the possible role of Canada in supplying their needs over the next decade or so; and they would react strongly if they thought we were developing our resources in a way that discriminated against them and favoured, say, Japan or Western Europe.

Less fundamental but more immediate positive or negative developments in our bilateral relations are probably viewed by the Administration as of much less importance than these basic issues. The recent Canadian tariff cuts cover a wide range of items of principal interest to the U.S., and the Administration has taken note. The current Canada-U.S. cooperation in international monetary discussion is much appreciated by influential members of the Administration. The extension of the NORAD Agreement will be welcomed as a continuing Canadian commitment to a continental defence partnership. Apart from the West Coast pollution issue (and the implications it has for the Alaska Pipeline project), Canadian-USA cooperation in the environment field is moving forward. The gap between our views on desirable changes in the law of the sea appears to be narrowing. Above all, the Canadian decision, despite our known reservations, to assume new responsibilities in Vietnam, has undoubtedly registered favourably. Against such favourable developments, however, the Administration will also have noted our reluctance to undertake detailed commitments in an oil security exchange arrangement.

(b) The Participants

The Nixon style of government is such that only a few persons really count. Those who do, have limited experience with Canada and are, on the whole, less well disposed towards us than those who in the past had active responsibility for relations with Canada.

Opinion in the Congress is divided, with some influential senators and congressmen (such as Long, Hartke, and Mills) openly questioning some current Canadian positions while those representing the traditional Eastern

establishment remain basically sympathetic to Canada. Congress, of course, is more hostile to the President than before. There are few trends either within Congress or within the public at large directly opposed to Canada or Canadian interests. The danger in the present situation is from introspective legislation, with the incidental effect of causing damage to Canadian interests, that may not even be Administration initiated.

So far as the President is concerned, he sees himself as representing middle America. His style is very different from the more permissive norms prevailing in Canadian society and he may be presumed to have no particular feeling for the Canadian situation.

There are some issues which, whatever their intrinsic importance, may have a disproportionate and pervasive effect on our relations because of their special interest to the President. Nixon's direct involvement this month in the Alaska pipeline controversy makes this one such issue. Consequently because the President has made this matter a personal pre-occupation, actions and statements which relate to the pipeline will have a more widespread effect than heretofore. Vietnam is another such issue. It was made abundantly clear that the parliamentary resolution protesting the resumption of the bombing of North Vietnam last December was not regarded as conducive to a positive attitude towards Canada. The same would be true of any Canadian decision to pull out of Vietnam if it came at a time or in a manner that appeared to involve a judgement about the viability of the whole peace settlement and the President's efforts to extract the U.S. honourably from Vietnam.

On most issues, however, the President is a realist. His personal feelings may influence the climate but are less likely to influence the substance of the Canada-U.S. relationship in which he appreciates, as other Americans do, that substantial U.S. interests are vested. (He apparently over-ruled Connally's objections to the floating of the Canadian dollar at the time of the Smithsonian arrangements.) But where the balance of considerations is close, there is no doubt that a decision could be influenced by any general disposition of the President towards Canada.

4. Likely U.S. Courses of Action

While U.S. intentions appear reasonably clear cut, a trademark of the Nixon Administration has been the secrecy of its deliberations and the use of surprise in arriving at important policy decisions. This makes it difficult to predict with any certainty what specific courses of action to expect and when.

U.S. attention continues to be focussed globally. The most recent currency adjustments could well bring about an improvement in the U.S. balance in the second half of the year. But this assumes an end to speculative movements, which is still open to question. At any rate, the U.S. can be expected to continue to press urgently for monetary reform along lines it has already outlined.

In the meantime, the U.S. Administration has presented its new trade legislation to Congress, although passage before autumn at the earliest is unlikely. The Administration seeks authority for the President to lower or raise tariffs and for an array of sanctions and safeguards to be imposed in a variety of circumstances, if necessary selectively by country or commodity. Administration spokesmen have assured us that the legislation is intended, in part at least, to outflank supporters of the much more restrictive Burke-Hartke Bill. In part, because of the increasing pace of domestic economic activity, the Administration currently appears to have an improved chance of acquiring legislation of the kind it wants, but the shape of the Bill that eventually emerges from what is a defensive Congress will depend on the uncertain ability of the Administration to hold protectionist amendments in check.

Despite the attitude of the House Ways and Means Committee Chairman, Representative Mills, who would still single out Canada as well as Japan for particular U.S. action, for the moment it is reasonable to infer that the U.S. Administration is not considering unilateral action against any of its partners. However, recent currency adjustments will take time to affect trade figures, and an impatient Congress may pressure the President for further action, even if proven unwarranted by later evidence. In any event, the tough day-to-day Nixon commercial policy line will not be altered.

The United States still considers that there are "irritants" in their relations with Canada. While they are no longer so directly associated with the U.S. balance of payments problem, the Americans still expect them to be resolved. The Administration may decide that it will want to be able to report progress when Congress addresses itself to the new U.S. trade legislation, and there thus may be a new sense of urgency in U.S. requests to discuss the "irritants". The United States, given this greater urgency, may also conclude that there is no further purpose to be served by looking at the Canada-U.S. "irritants" as a package and decide to conduct discussions with Canada on an item-by-item basis.

In practice, the Administration may thereafter appear to be somewhat more positive than in the past in seeking balanced modification, that is, involving movement by both sides even in areas where it considers relations to be lopsided, e.g., the auto agreement. And it may be less demanding if there are at least impending possibilities of correction of such imbalances without overt action, e.g., in the case of the Defence Production Sharing Arrangement if it appears probable that the United States may obtain the Argus replacement contract. In addition, in certain fields, such as oil, there may also be what the United States will regard as positive steps or approaches to Canada consistent mainly, however, with its own changing needs. Despite such appearances, however, the Americans are likely to show little gratitude for anything done for their benefit and to show displeasure in concrete terms at anything they regard as unhelpful.

Much will also depend upon the U.S. reaction to the substantially large number of new Canadian policies or legislative proposals scheduled for the next few months, e.g., further processing of resources, minerals policy, energy policy, etc. As in the past, a degree of over-reaction by the United States is to be expected when Congress considers trade legislation.

5. Canadian Responses

It is reasonably clear that, in the absence of a new monetary crisis, the United States is not likely to take unilateral action that might damage Canada.

If there is a risk, it is that, as the Congress proceeds with the consideration of the new trade legislation, an element of new urgency will be attached by the U.S. Administration to action on the outstanding issues between us.

The other risk is that some new Canadian policies, to be unveiled or elaborated in the months ahead, could provoke a U.S. reaction that might be accentuated by what is happening in Congress at the time.

In this anticipated situation, Canadian responses might be based on some of the following considerations:

// (a) Improving Communication

/// The differences between Canada and the U.S. are not only differences of interest but differences in our respective understanding of the issues.

/// We must accordingly make an effort to broaden, intensify and, if necessary, escalate the level of our official contacts with the U.S. in order to be in a better position to decipher trends in U.S. thinking, to get early intelligence of U.S. actions, and to ensure that each country

understands the position and policies of the other at all times. This should be done selectively in cases where it is in our specific interest to do so and not as a broad campaign which might be regarded negatively.

There are three specific areas to which such an effort might be directed:

- (i) to ensure that there is a correct appreciation in the United States of the Canadian situation and the nature of the issues outstanding between us;
- (ii) to explain, at our own initiative whenever possible, new Canadian policies which may contain elements that may be regarded in the U.S. as being directed against them but which, when properly understood, need not be seen as unreasonably prejudicial to U.S. interests;
- (iii) to ensure that, whenever action taken in Canada to serve primarily a Canadian interest also happens to be of significant value to the United States (such as the tariff reductions proposed in the recent budget), the effect of such action is made clear to the policy-makers in Washington.

*
We should use and strengthen our information apparatus in the United States to be able to present Canadian aims and policies and actions to best advantage and to clear up misconceptions or misinterpretations of what we are doing. Under the U.S. system, to an even greater degree than under our own, a persuaded legislator (or an Administration that is particularly sensitive to the views of middle America) will not be openly sympathetic to our interests unless there is evidence that the local constituency will understand and approve. Effective work in Washington must, therefore, be reinforced by complementary efforts to encourage favourable attitudes to Canada at the local level in various parts of the country where we are now well supplied with consulates to assist in making contacts, supplying information and arranging appropriate visits.

(b) Dealing with the Issues

There are different sets of issues outstanding between Canada and the United States. Some, like the "irritants", are specific and they are in the foreground at the moment. Others, like the balance of payments, and our industrial policy, are overhanging the relationship and they are not likely to be amenable to easy solutions. Additional issues may be raised by Canadian policies still in the process of formulation such as energy policy, resource processing and foreign investment.

It would be prudent for us to initiate exploratory discussions with the United States only on subjects for which we can foresee the possibility of reasonably balanced solutions.

By the same token we should leave it to the U.S. Administration, if they insist, to raise issues where settlement is improbable and of little foreseeable benefit to us.

If we reach the view that there are moves we can make which made sense in Canadian terms and which the United States would also see as being helpful, we should explore whether we would not get as much or more credit from acting now than from holding them as potential bargaining leverage.

As Ministers have already agreed, no further purpose is likely to be served by looking at the outstanding "irritants" as a package. The better course will be to conduct discussions with the Americans on an item-by-item basis rather than to seek comprehensive solutions. This would be in conformity with our traditional method of dealing with the U.S.

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It is doubtful at this time, given the global preoccupations of the United States, the selective approach it is employing with Canada and the urgency with which the United States may press this approach, that they would contemplate any effort to interest Canada in a broad negotiation, such as a large-scale energy or resources deal or other preferential arrangement as "payment" for inequalities it alleges exist in our current relations. Similarly, from a Canadian viewpoint, the idea of "package deals" involving the bargaining of interests in one area against those in another seems hardly likely to be to our advantage or even to be realistic, given the diverse and often conflicting private or provincial interests involved.

The United States, in seeking to dispose of the "irritants", may urge upon Canada solutions which have short-term advantages for both sides but which, in the longer run, could involve a cumulative increase in Canadian dependence on the U.S. (e.g. this is at least a possibility with more formal and more extensive preferential arrangements in automotive trade and in defence production). In the same way, Canada, in attempting to deal with new factors (e.g. the deep-water port problem or regional projects predicated almost exclusively upon access to the U.S. market), will want not only to weigh the immediate benefits in employment or regional development terms but also have in mind the Government's commitment to a comprehensive long-term strategy to develop and strengthen the Canadian economy and in the process to reduce the present Canadian vulnerability vis-à-vis the United States.

Existing institutional arrangements with the United States may need review in due course. At present ministerial level contacts are being renewed but the Canada-U.S. Ministerial Committee has not met since November 1970. We should think seriously of promoting a meeting of the Committee, but not until we have formulated a Canadian position that could be the basis for concrete discussions.

(c) Some Additional Guidelines for Canadian Action

It is in Canada's interest, given the risks as well as the advantages to Canada from the passage through Congress of new trade legislation, to be seen to be contributing generally to the Administration's efforts (and it is in our interest to give them the benefit of the doubt) to ensure the right kind of legislation is enacted and that the appropriate historical perspective is invoked - i.e. not one in which safeguards are envisaged as a basis for retaliation against past discrimination or distortion by others.

U.S. officials have forewarned us that extreme and provocative statements may be made - not only by the legislators but even by members of the Administration - when Congress considers the new trade legislation. While, in such a situation, it will not always be possible entirely to avoid public comment, any Canadian reaction should probably take into account the declared intentions of the U.S. Administration which are to make a new effort to liberalize world trade look palatable to a Congress in which protectionist sentiment is strongly represented.

The Canada-U.S. relationship is becoming more complex and is entering a new and foreseeably more delicate phase. Not all issues between us are of equal priority or engage the Canadian interest to an equal extent. It will be important to try to avoid friction with the United States over lesser issues that are judged by Ministers to involve the Canadian interest only to a marginal extent, particularly issues that are known to be sensitive on the U.S. side.

We may expect day-to-day U.S. commercial policy towards Canada to remain tough. Where our reaction to U.S. action has a clear international basis we should be prepared to respond firmly, and perhaps increasingly by recourse to formal multilateral procedures where this might demonstrably reduce bilateral friction. Such a course would have the advantage of indicating more clearly to the U.S. public and the Administration the

contractual limits to U.S. action and of being more likely to be successful than bilateral representations.

At the same time Canada could appropriately, and with benefit to ourselves, give the greater Canadian support expected by the U.S. in multilateral economic and financial discussions for its positions on issues where interests of the two countries coincide without, of course, appearing simply to be in support of a U.S. position and thereby alienating others with whom we are attempting to strengthen our relations.

PART II - CURRENT DEVELOPMENTS

The following review of the major problem areas in our relations with the United States treats issues that are predominantly economic, although clearly there are current environmental and political issues which could have a significant impact on our relations with the U.S. For some of these issues detailed memoranda will be needed in the event Cabinet wishes to pursue these matters further.

As instructed by Ministers, impending Canadian actions which the U.S. may regard as unpalatable and which, therefore, it may be desirable to initiate steps to explain and gain U.S. acceptance of, are also covered.

The recommendations, in accordance with the preceding overview, attempt to differentiate between longer and shorter term advantages. For example, an action highly advantageous in the short term may, over the long run, add to our vulnerability to the U.S. and thus run counter to broader national policy objectives. Similarly, a distinction is made between items for which a balanced resolution appears possible, on which it is in the Canadian interest to initiate exploratory discussions, and those for which balanced solutions appear improbable or especially difficult, on which it appears preferable to take no action until and unless the U.S. initiates matters.

Further periodic reports similar to the sections below will be submitted to the Cabinet Economic Policy Committee; and an informal mechanism has been established to monitor current developments and make recommendations to Ministers where appropriate.

(1) Automotive Agreement

In 1972, trade in products covered by the Agreement was nearly balanced, but U.S. pressure for revision is not likely to disappear entirely, particularly if the Agreement becomes an issue during Congressional discussion of new trade legislation. The Administration is reviewing the Agreement and shows signs of wishing to initiate discussions with us this month. There are indications the U.S. will propose amendments aimed at ensuring a continuing balance in Canada-U.S. trade in automotive products and at enhancing the position of North American vehicles over imports. These arrangements might also ensure no major shifts occur in production location or employment, and that prices are harmonized.

Ministers have a number of choices open to them:

- (a) Negotiated modification of the Agreement along the lines contemplated by the U.S. above. This could be attractive at least in the short run in getting rid of an "irritant" and in avoiding doubts about continued employment. However, it would require formal tariff discrimination by Canada in favour of the U.S., necessitating sanction by GATT, unlike our present position under the Agreement. Such sanction could prove difficult to obtain internationally. The arrangements involved in managing this kind of modification would also appear more contentious both domestically and vis-à-vis the U.S. than the existing more or less automatic safeguards have been. Also, to the extent that such an arrangement gave preferred treatment to the often larger and more expensive American type cars over Japanese and European models, it could have disadvantages for many Canadian consumers in terms of costs, highway congestion, and probably pollution. At the same time for those who use the North American type vehicles (who are the majority of consumers in most parts of Canada) a continental preferential arrangement could bring

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prices down below what they would have been in separate U.S. and Canadian markets.

- (b) Abrogation of the Agreement. Unilateral abrogation by either party is an alternative which could have complex political consequences (advantages as well as disadvantages) for Canada. Joint abrogation at some future date, e.g., at the conclusion of the multilateral trade negotiations, could avoid some of these consequences. This alternative need not necessarily impede the long-term development of the Canadian automotive sector although new investment might suffer in the short run. Termination of a special arrangement which has become the principal irritant in our relations with the U.S., if jointly decided on, could eliminate the irritant and over the long run help reduce our vulnerability to the U.S.
- (c) Unilateral Modifications. Tariff modifications and other changes of the kind considered by Ministers last December (to deal with manufacturers' price increases) would not give rise to some of the political complications of either negotiated modifications or unilateral abrogation. If such changes were to be made on a MFN basis, they would have the particular advantage of lessening the present level of vulnerability to the U.S. If they were to be applied on a discriminatory basis, they would not have that advantage and would entail some of the international criticism by Japan and others mentioned in (a) above.

(2) Energy-Oil

Discussion of a bilateral arrangement in case of the curtailment of overseas oil imports in an emergency was recently broken off by the U.S. because they regarded as insufficient our proposal for a "best efforts" approach by both sides in lieu of their proposal for a firm commitment to maintain flows at particular levels. There has been no bilateral discussion of "normal" oil exports to the U.S. for some time, although the U.S. has informally consulted other consumers, including Canada, about possible cooperation regarding import flows. The President's coming energy message, the recent liberalization of import quotas and the possible imposition of tariffs in place of quotas will have implications for such trade although no specific response by Canada is likely to be required. Our oil export controls have been accepted by the U.S. as a legitimate economic step and not simply as evidence of a reluctance to share, or a desire to use as a bargaining counter, our energy resources. With the elevation of the energy issue into a principal factor in U.S. international economic policy, however, there is likely to be longer-term pressure on Canada to indicate clearly whether it is prepared to permit development and exploitation of its energy resources for U.S. consumption. Both in trade terms and in BOP terms of inward investment flows, such a development would increase our vulnerability although our contribution to resolving U.S. problems would be little more than marginal, given their requirements. Assuming new resources are discovered which Canada decided to develop for export purposes, however, the U.S. would regard as unfriendly any discriminatory effort by Canada to steer exports to (and derive any necessary investment flows from) other countries in preference to the U.S. To avoid future irritants, Canada may therefore want to explain carefully to the Administration the national objectives which are behind the new energy policy now being considered by Ministers.

(3) Michelin

The U.S. has now responded to our protest against the imposition of countervailing duties and has agreed to our request for bilateral consultations under GATT Article XXII (1). These consultations may begin shortly after Easter. It is most unlikely the U.S. will reverse its decision on Michelin. Instead it may propose this matter be discussed

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during the forthcoming multilateral trade negotiations. Ministers could decide to press for immediate multilateral consultations under GATT Article XXII(2) which would at least demonstrate continuing Canadian concern, even if also agreeing eventually that the matter could be subsumed in the multilateral trade negotiations. Regardless of this, some new requests for DREE or other forms of assistance are being held up as they may also be susceptible to U.S. countervail action. A separate report to Cabinet is being prepared on this question. One course of action would be to hold up all proposals to DREE involving a major component of production being exported to the U.S. An alternative would be to test U.S. intentions further by proceeding now with a few borderline cases. As a general consideration, short and medium term economic advantages of funding industries which would export a large proportion of their production to the U.S. should be weighed against the probable longer term disadvantage in directing an even greater proportion of our trade toward the U.S.

(4) Other Irritants

(a) Defence Production Sharing Arrangement - Cabinet recently deferred a decision on a recommendation which would have gone some way to meeting U.S. pressure to have "balance" restored to trade under the Arrangement. Under this proposal the 10% premium on Canadian content would be waived on imports from the U.S.; and duty free entry would be extended to cover all prime contracts of U.S. origin over \$100,000, rather than \$250,000. The U.S. would welcome such changes which would also presumably ensure continued Canadian exports to the U.S. on the present basis in the defence field. However, we would be discriminating in favour of the U.S. and against other NATO countries (as the U.S. already does in our favour). An alternative - implementing the changes on an MFN basis - would not lead to an appreciable additional loss of business for Canadian firms and would have the merit of at least not increasing our vulnerability to the U.S. It would also be less difficult presentationally to justify a relaxation of our regulations if the U.S. was not the sole beneficiary. The practical effects, if any, on small business in Canada of effecting either alternative are difficult to predict, but it is not unlikely both alternatives will be portrayed as being injurious to small business, and this could become politically contentious regardless of whether the argument has merit. A further alternative would be to suggest to the U.S. that in view of the problems involved in modifying the provisions of the Arrangement to redress the trade imbalance, action might be deferred until a decision is taken on a replacement for the Argus, even though that decision may be a year or two away. This would need to be done in a way which would not leave the U.S. with the impression that the contract automatically would go to U.S. suppliers. Ministers may also wish to examine whether a terminal date should be set on the Defence Production Sharing Arrangement.

(b) Tourist Allowances - Similarly the U.S. has in the past called for "symmetry" in allowances permitted for tourists, but has not actively pursued this recently. (An offer on tourist allowances was part of the package rejected by the U.S. in February 1972). Ministers may wish to consider what Canadian response should be given in the event the U.S. raises this matter again, or what might be done now on our own initiative if action is considered to be in Canada's interest, particularly for the travelling public. Unilateral action on this issue need not prejudice the Canadian position on the other major outstanding issues. However, parliamentary approval would be required to effect the desired changes.

(c) Balance of Payments - Substantial discrepancies between U.S. and Canadian statistics on both trade and current accounts have been rationalized for 1970 statistics and work is proceeding on subsequent years' accounts. In effect the U.S. has had to scale down considerably its earlier estimate of Canada's trade surplus. However, the U.S. remains preoccupied with their "basic balance" (current account plus long term capital flows) which shows them in deficit to Canada by \$1.5 billion in 1972. The rationalization of trade statistics has been helpful. In a further positive development both sides are considering reviving the Canada/U.S. Balance of Payments Committee of Senior Officials which has not met since May 1970. Apart from resuming committee meetings, no action by Canada appears to be warranted at this stage.

(5) Monetary Developments

After two exchange rate realignments and with the introduction of greater flexibility in the system, the outlook for a better balance in the global payments system is more promising. Further disturbances cannot, however, be ruled out. It remains to be seen whether world payments imbalances will respond to recent corrective measures in an appropriate manner. Secondly, only time will tell whether countries can achieve the necessary exchange rate policy coordination to make a more flexible system work. It is in this area that some of the principal dangers of Canadian/American disagreement fall, threatening for instance possibly incompatible foreign exchange market intervention policies. Thirdly, the remaining large outstanding balances of U.S. dollars in foreign hands is a potentially powerful destabilizing element in the system, which could lead to further crises whenever it is widely felt by their holders that some other asset is more attractive. Treasury Secretary Shultz has been reasonably positive about the Canadian float since the latest U.S. devaluation. In Congress and elsewhere, however, there is some feeling that Canada, as a result of exchange rate movements, has again been "exempt" from the impact of U.S. action, (at a time when our earlier formal exemptions from the Interest Equalization Tax and direct investment controls are to disappear as those measures themselves are phased out over the next two years).

While Canada and the U.S. cooperated with others in measures regarding the immediate crisis, there are differences between our positions on the adjustment process in a reformed monetary system. These differences have not become a public issue. The U.S. Treasury has in the past indicated it expected greater support from Canada on monetary issues under discussion in the IMF Committee of 20, particularly when U.S. views differ from positions held by the EEC and/or Japan. However in recent discussions, both in Paris and at meetings of the Committee of 20 in Washington, we found that in fact our views on monetary events were similar to those of the U.S., and they recognized and appreciated that fact. Canada and the U.S. have taken the position that monetary reform will, in fact, be realized by the practical adaptation of world financial arrangements to the changing requirements of the system in accord with a conceptual framework on which we should seek the earliest possible agreement.

A further distinct danger arising either from unsettled international monetary developments or U.S. intervention alone to meet short term capital movements could be new pressures on the Canadian dollar. In 1968 when the Administration instituted controls over foreign direct investment outflows, the impact on the Canadian balance of payments was immediate and substantial. The solution then was an arrangement exempting Canada from control in return for an undertaking not to permit U.S. investment to pass through Canada to third countries. A similar solution now would involve further vulnerability to the U.S. The short term advantage in a new situation of this kind might therefore be offset by serious longer term disadvantages of any solution which further ties the Canadian and U.S. monetary systems.

(6) Foreign Investment Policy

The U.S. has not formally reacted to the reintroduction of our Foreign Investment Review Bill. The Administration's general view is that the criteria permitting takeovers only when these are "of significant benefit to Canada" may constitute an attempt to force U.S. companies to create jobs in Canada rather than in the U.S. The Administration has publicly foreseen the need for government to government negotiations on guidelines by the U.S. with host countries. The U.S. Government is already seeking multilateral discussion on international investment in the OECD in the context of the study of trade, monetary matters and the various other major elements affecting BOP flows with a view to gaining wider acceptance of U.S. views on foreign investment. Thus bilaterally and multilaterally differences between the two countries are likely to surface although no specific short term Canadian response appears necessary.

(7) Mineral Policy

The Minister of Industry, Trade and Commerce is submitting proposals to Cabinet with regard to the development of a national policy designed to promote further processing in Canada; and the Minister of Energy, Mines and Resources is making a separate submission on a mineral policy. While the U.S. accepts our conservation requirements, under its new balance of payments strategy the U.S. is less concerned over security of supply and is more intent on importing its growing requirements at lowest possible prices and in an unprocessed form. As is the case with oil, the U.S. (Connally) has warned that they would not view favourably a policy which denied Canadian resources to the U.S. while making them available to other trading partners. Ministers will wish to consider the most effective method of gaining U.S. understanding on these new policies.

(8) United States Commercial Policy

The U.S. continues its stricter enforcement of existing legislation such as anti-dumping and countervail laws. While not specifically aimed at Canada, undoubtedly Canadian as well as EEC and Japanese trade surpluses with the U.S. were important factors in their decision for strict enforcement. These moves could have serious impact on our trade. Our representations have been without visible success. Even if the major bilateral irritants such as the Automotive Products Agreement were resolved, the U.S. would be unlikely to relax this policy of strict enforcement until a new international safeguard system is in place; and monetary reform and trade negotiations are closer to realization. However, bilateral representations on specific problems should continue to be made; and resort to GATT should be employed in those cases where the U.S. action appears to be in contravention of that Agreement. Other U.S. commercial policy measures, whether Administration inspired (e.g. the accelerated stockpile disposal program involving the release of a number of metals and minerals) or inspired by special interest groups (e.g. the possible future expansion of the "voluntary export restraints" on steel to include Canada and a few others not now under controls as well as the EEC and Japan) could have a serious impact on the Canadian economy. A further factor is the tough line the U.S. can be expected to take on any Canadian effort to halt the flow of Canadian advertising funds into U.S. television directly or via the cable networks. The new U.S. trade legislation which now has been introduced in Congress, corresponds to the information which we had received from various sources in Washington. It is clear the Administration intends to use its new authority not only to obtain liberalization, but also as a weapon to deal with trade partners whose performance is not regarded (by the U.S.) as having been satisfactory.

(9) Deep Water Ports

Transport economies associated with large tankers plus concern over the risks of oil spills make attractive to the U.S. and to the provinces concerned, the development of Canadian natural deep water ports in the Maritimes and Lower St. Lawrence and associated refineries to serve the U.S. markets. The U.S. has no deep water ports (and the environmentalists are reluctant to develop any) on the Eastern Seaboard or Gulf Coast. On the other hand, the Administration wants to construct one or more deep water ports and adequate domestic refining capacity. Thus Canadian deep water ports and refineries serve to tie the Maritime economy and environment more closely in with that of the U.S. Cabinet is considering this issue together with the question of tied financing with respect to the proposed East Coast refineries. These items raise several issues in addition to federal/provincial relations. Economically, British tied financing, which is in prospect for the refineries, would exclude Canadian (and U.S.) suppliers; and Ministers have been asked to consider alternatives including a possible bilateral arrangement with the U.S., trading U.S. assurances of market access for the refineries' production (deemed necessary in any event in order to secure financing for the project) in exchange for restricting procurement for the refineries to North American suppliers. Worthwhile and dependable assurances binding Congress as well as the Administration on future market access would likely be difficult to obtain from the U.S. given their desire to expand their own refining capacity. Moreover, this arrangement would increase our vulnerability to U.S. actions. Ministers may wish to decide whether or not securing arrangements which would permit Canadian firms to compete in procurement for the refineries would justify entering into special new bilateral arrangements with the U.S.

SECRET

(10) Canada-United States Air Relations

Discussions on pre-clearance to permit travellers from either country destined to the other to be cleared through customs at their last stop prior to crossing the border have given rise to a critical phase in our air negotiations with the U.S. Pre-clearance increases the flexibility of transborder flights and therefore would have a significant impact on the economic value of air routes under negotiation in what is the largest air negotiation package ever undertaken. It also affects negotiations on charter flights. A decision not to employ pre-clearance would restrict substantially a number of Canadian and U.S. proposals for the creation of new routes as well as the extension of existing ones in both Eastern and Western Canada. The U.S. has so far refused permission for Canadian customs officials to pre-clear at its airports; and Air Canada has now requested that U.S. custom officials be withdrawn from Canadian airports. Negotiations are continuing but are exceedingly difficult.

OTHER ECONOMIC FACTORS

(1) Impact of Canadian Budget Particularly on Congressional Attitudes:

The benefits to the U.S. provided by the tariff cuts in the budget are not yet generally understood in the U.S. although some senior officials have grasped their significance and say they will use this measure at an appropriate moment with Congress to counter protectionist pressures. These pressures are running strong although the Administration remains confident it can obtain the authority it has requested of Congress to enter into a new round of tariff and trade negotiations. It would not be abnormal in these circumstances for Congressional debate on the new U.S. Trade Bill to lead to attacks on Canadian policy similar to the statements made in Canada recently by Senator Hartke, and by Representative Mills in the U.S. Ministers will wish to consider what steps should be envisaged to counteract such attacks, and to present the Canadian view, bearing in mind that some forbearance might be advisable in those instances where important Canadian policy interests are not involved.

(2) Visit of Ministers to Washington:

The Minister of Agriculture has no doubt informed his colleagues of his discussions in March with Secretary Butz on the prospects for progress on agricultural products in the forthcoming trade negotiations and related matters. The U.S. expectation that they can reverse their global trade deficit to a large degree through expanded U.S. agricultural exports will run into strong opposition from the EEC. The U.S. may well look to Canada for more support on this issue than it is in our interest to give. Officials, in a submission regarding the forthcoming trade negotiations, will make recommendations on this point. The Minister of Industry, Trade and Commerce also had talks with Secretary Shultz recently.

✓ (3) CIIA Visit to Washington: The CIIA visit in March of 90 leading businessmen exposed influential Canadiansto prominent Washington legislators and officials. The visit has already had some impact, and can be expected to have more, in terms of public discussion in Canada of our relations with the U.S. and of the increasingly delicate state of these relations. There is little evidence, however, that in Washington Canadian concerns will be better understood as a result of this contact. Several of the prominent businessmen involved in this expedition have visited Ottawa to meet with Canadian Ministers and senior officials to discuss their visit.

✓ (4) Parliamentary Visit to Washington: The Senate and House Speakers led a delegation of 24 Senators and Members of Parliament to Washington this month for discussion with U.S. Senators and Congressmen. Visits are exchanged annually. This visit received public attention in Canada and provided an occasion for the Canadian participants to inform their U.S. counterparts of their views on a variety of bilateral and multilateral issues.

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ENVIRONMENTAL ISSUES

(1) Trans-Alaska Pipeline: President Nixon now has made it clear that the Administration will not accept any alternative to its proposal for the Trans-Alaska Pipeline System. Canada views TAPS as environmentally dangerous. In view of the President's personal involvement, any Government statements on this issue should be carefully weighed.

(2) Oil Spills (other than the Deep Water Ports mentioned earlier): The Minister of the Environment, Mr. Davis, met with Russell Train, Chairman of the President's Council on Environmental Quality on April 9 and afterwards announced that an oil spill contingency plan had been drafted with effects for the West and East Coasts and the Great Lakes. Premier Barrett's proposal for transporting North Slope oil by railway tank car through B.C. has been noted, but has not evidently caught Washington's imagination as an alternative to TAPS and the West Coast Tanker Route.

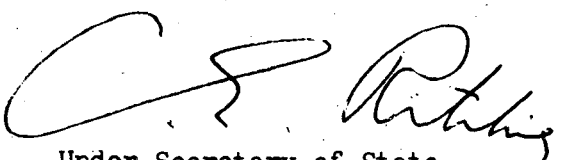
(3) Flooding of the Skagit Valley: An IJC Order of Approval of 1942 and a resulting compensation agreement between Washington State and B.C. of 1967, in the U.S. view give Washington State the right under the Boundary Waters Treaty to flood the Skagit Valley in B.C. Mr. Davis and the new B.C. Government have publicly opposed the flooding on environmental grounds. Washington State is apparently interested in seeking peak power from B.C. in return for giving up its right to flood the Skagit. If some reasonable understanding cannot be reached, a potentially serious Canada-U.S. problem could result, as, in the U.S. view, significant treaty rights are involved. We have asked the State Department to arrange a Canada-U.S., Washington-B.C. meeting to explore possible solutions.

(4) Detroit-Windsor Air Pollution: Two Canada-U.S. meetings have taken place and a third is in prospect to consider the IJC's report on air pollution in the Detroit and St. Clair rivers area. U.S. and Canadian programs for the abatement of air pollution and an Ontario-Michigan agreement on emergency situations should generally meet the IJC recommendations. The principal question at issue is the degree of monitoring responsibility to be given to the IJC.

(5) High Water Levels in the Great Lakes: The existence of high water levels per se does not create a Canada-U.S. problem. However, Canada closed the Welland Canal this winter as part of a reconstruction program thereby raising the level of Lake Erie by one inch or less. We did so without the concurrence of the IJC or of the U.S. although the U.S. was formally informed of our intention. The U.S. has contended that such concurrence was required under the Boundary Waters Treaty and that Canada should be held fully responsible for any resulting damages. Lake Erie is expected to rise to a level of 2 to 3 feet above average during the Spring and it would be very difficult to establish how much damage was caused by an additional inch of water. There is, nevertheless, the risk that private U.S. citizens may seek to sue the Canadian Government and the U.S. Government would probably support their claims.

NON-ECONOMIC ISSUES

The decision on a continuation of a Canadian presence in Vietnam, and the decision with regard to an extension of the NORAD Agreement no doubt will be noted with much interest by the U.S. authorities and can have a bearing on our future relations, including our economic relations, with the U.S.


Under-Secretary of State
for External Affairs

FILE ACTC DIARY CIRC CHRON

MESSAGE

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Tuesday, May 15, 1973

External Affairs and National Defence

56-1-2-USA

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[Text]

there seems to be some real value in exerting our presence directly in the political arena. Also, I believe there is a need for improvement of our information services. Having said that, I think Mr. O'Hagen in Washington is first rate, but I just wonder about the facilities that are available not only in Washington, but throughout the country and especially in Washington, to deal with the Congress and the Senate.

The actual physical establishment of our embassy, it is a great old building but it does not seem to be one designed to exert a strong Canadian presence or to promote efficiency amongst our personnel who have to work there.

• 1025

Mr. Sharp: May I begin first with information, which is a perennial problem in our relations with the United States.

I have been around Ottawa a long time, in one capacity or another, with a few breaks in between, and I can recall very similar discussion going on at the end of the war when the press of the United States was full of news about every country in the world except Canada. I remember at the time participating in the chorus of disappointment and so on; and one of my colleagues, who shall be nameless, said that he was very happy with this situation. He said that the doctrine of manifest destiny is not yet dead, and that the longer it takes the Americans to wake up to the great potentialities to the north, the better he would be pleased.

I do not think that is a view that has very much relevance any longer, but if you will look at the press of the United States, you will see that there is not only very little news about Canada but also very little news about certain parts of the United States. If you look at the New York press, I do not think you will find too much news in there about developments in the mid-west of the United States, not much more than you would find proportionately about Canada.

I talked to a group of newspapermen in my office one day about this—some editors who came up at our invitation. They said that it was very difficult to find space for news outside the area of direct interest of the readers of the newspapers and that they did not think Canada got any less coverage than many parts of the far-flung areas of the United States.

We have to look at it that way. "Moreover", he said, "where would we put these correspondents? Would it be sufficient if there were a correspondent in Ottawa? Would that man be able to report to the United States developments in this great country? Or should we have one in Toronto, one in Montreal, one in Vancouver? It is a very expensive operation.

The problem of carrying news about Canada in the United States is a formidable one. It is not only a matter of lack of interest: there are inherent difficulties in covering Canada in the United States, just as there are inherent difficulties in covering developments within the United States in the dailies of the great metropolitan

[Interpretation]

et du Sénat des États-Unis ont réalisé certains échanges avec succès. La plupart des échanges toutefois semblent se faire au niveau normal des transactions commerciales, au niveau gouvernemental et au niveau des fonctionnaires, mais il semble que nous devrions avoir une influence politique plus directe. De plus il faudrait améliorer nos services d'information. Ceci dit, je crois que M. O'Hagen fait du bon travail à Washington mais je me demande si l'on a créé des structures non seulement à Washington mais dans tout le pays pour que nos parlementaires rencontrent les membres du Congrès et du Sénat américain.

Notre ambassade est logée dans un édifice ancien qui a un certain charme mais qui ne semble pas être conçu pour que s'exerce la présence canadienne aux U.S.A. ou pour que s'améliore l'efficacité du personnel qui y travaille.

M. Sharp: Permettez-moi tout d'abord de vous donner des renseignements au sujet de ce problème traditionnel dans nos relations avec les États-Unis.

Il y a longtemps que je travaille à Ottawa dans un domaine ou l'autre, avec peu de temps entre mes deux affectations et je peux me rappeler que des discussions semblables avaient lieu à la fin de la grande guerre lorsque les journalistes américains remplissaient leurs journaux de toutes sortes de nouvelles, de tous les pays du monde sauf le Canada. Je me rappelle qu'à cette époque j'ai fait écho à ce désappointement etc.; l'un de mes collègues, dont je tairai le nom, avait déclaré qu'il était très heureux de cette situation. Il déclarait que la doctrine selon laquelle certains pays ont une destinée manifeste n'est pas encore morte et qu'aussi longtemps que les Américains mettraient de temps à s'apercevoir des ressources énormes qui abondaient de l'autre côté de la sphère, aussi longtemps il en serait heureux.

Je ne crois pas que ce soit là une opinion qui soit pertinente à l'heure actuelle, mais si vous jetez un coup d'œil sur les journaux américains, vous constaterez qu'on y trouve très peu de nouvelles sur le Canada mais aussi très peu de nouvelles sur certaines parties des États-Unis. Si vous jetez un coup d'œil sur les journaux de New York, je ne crois pas que vous y trouviez beaucoup de nouvelles au sujet des projets et de la mise en valeur du mid-west américain, pas plus que vous en trouveriez proportionnellement dans la presse canadienne.

J'ai parlé avec un certain groupe de journalistes dans mon bureau, un jour, à ce sujet, c'est-à-dire avec certains rédacteurs en chef qui y avaient été invités. Ceux-ci déclarèrent qu'il était très difficile de trouver de l'espace dans un journal pour des nouvelles en dehors de la région d'intérêt direct de lecteurs des journaux en question et qu'ils ne croyaient pas que le Canada était moins mentionné que plusieurs parties des régions très éloignées des États-Unis.

Il nous faut étudier cette question de la façon dont je viens de parler. «De plus», ce journaliste a déclaré, «où logerions-nous ces correspondants? Serait-il suffisant d'avoir un correspondant à Ottawa? Ce journaliste serait-il en mesure de faire rapport des développements dans notre pays? Ou bien devrions-nous avoir un correspondant à Toronto, un à Montréal, et un autre à

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[Texte]

cities. We do our best, I think, to provide information, and I believe that our service has improved".

If we may, let us revert to the question of providing information to members of the Congress or the Administration.

As far as the Administration is concerned, we deal constantly with officials who are concerned about Canadian matters, and we do not find that they are very ignorant. Indeed, in many cases they are extremely well informed about what goes on in Canada. Those are the specialists in the State Department or in the Treasury. I am sure they are pretty well informed. Sometimes we do not agree with their opinions about us but they at least know some of the facts.

As far as the congressmen are concerned, they are interested in local matters more than they are in foreign matters, but we have, through the Embassy, kept in contact with congressmen. You must remember, however, Mr. Chairman, that we are dealing with the Administration, and that that is our essential contact as a government. We would not want to create the impression that we were, on the one hand, dealing with the Administration and, on the other hand, conspiring with members of Congress to try to defeat the purposes of the Administration. This is a problem.

• 1030

I, of course, see it reflected in my own case. If I have a foreign minister who wants to come to see me and to deal with me on a government-to-government basis, I welcome him having contact with members of Parliament. But I would hope that he was saying exactly the same thing to the members of Parliament as he was saying to me. In relations between governments it must be between governments and there must not be another level of contact which undermines confidence in the contacts between the governments themselves. However, we in the embassy do maintain contacts with the Congressmen. However, I am very happy to see that there is increasing contact between members of Parliament and members of Congress. I think these are the most useful contacts that there can be next to contacts between governments. It gives the members of Congress a better understanding of the nature of Canada because here are representatives drawn from all parts and all parties.

[Interprétation]

Vancouver? Ce serait là une forme d'exploitation assez onéreuse.

Il est difficile de donner des nouvelles au sujet du Canada dans les journaux américains. Ce n'est pas seulement un manque d'intérêt: il y a des difficultés inhérentes à donner des nouvelles canadiennes dans les journaux américains tout comme il y a des difficultés inhérentes à donner des nouvelles mises en valeur au sein des États-Unis dans les quotidiens des grandes cités métropolitaines. Nous faisons de notre mieux à mon avis, pour fournir des renseignements et je crois que nos services d'information se sont améliorés.

Si vous le permettez, parlons de la question des renseignements fournis aux membres du Congrès ou à l'Administration.

Pour ce qui est de bien informer l'Administration, je dois dire que nous traitons constamment avec les hauts fonctionnaires qui s'intéressent aux questions canadiennes et nous constatons que ce ne sont pas des ignorants. De fait, dans bien des cas, ils sont très bien informés de ce qui se passe au Canada. Je veux parler ici des spécialistes qui font partie du secrétariat d'État ou du Trésor. Je suis certain qu'ils sont assez bien informés. Parfois, nous n'admettons pas leurs opinions à notre sujet, mais, au moins, ils connaissent les faits canadiens.

Pour ce qui est des membres du Congrès, ceux-ci s'intéressent surtout aux questions locales et ils sont beaucoup plus versés dans ces questions que dans des questions de relations étrangères mais par l'entremise de notre ambassade nous nous tenons en contact permanent avec les membres du Congrès américain. Il faut vous souvenir, toutefois, monsieur le président, que le contact primordial en tant que gouvernement est d'établir de bons rapports avec l'administration américaine. Nous ne voulons pas créer l'impression que d'une part nous traitons de nos problèmes communs avec l'administration et que, d'autre part, nous pourrions conspirer avec les membres du Congrès pour essayer d'avilir les objectifs que se propose l'administration. Voilà le problème.

Naturellement, ce problème se reflète justement dans mon propre cas en tant que ministre des Affaires étrangères. Si le ministre des Affaires étrangères désire me voir et me parler en tant que ministre, je suis des plus heureux qu'il ait des entretiens avec les députés, mais j'ose espérer qu'il dira la même chose aux députés qu'à moi-même. Lorsqu'il s'agit de relations entre gouvernements, ces relations doivent rester particulières à un gouvernement et à l'autre et il ne doit pas y avoir un autre niveau de communication qui puisse diminuer la confiance que les gouvernements ont un envers l'autre. Par ailleurs, notre ambassadeur et ses collègues de fait maintiennent des contacts avec les membres du Congrès américain. Je suis très heureux de constater toutefois qu'il y a un plus grand nombre de contacts qui s'établissent entre les membres du Parlement et les membres du Congrès. Ce sont là à mon avis les relations les plus utiles qui peuvent exister une fois que les contacts ont été faits entre gouvernements. Cela donne aux membres du Congrès une meilleure connaissance de la nature du fait canadien car dans ces rapports, ce sont les représen-

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a visiting minister talking to Members of Parliament, and making sure that the same message was there. I appreciate the government deals with government, but I certainly feel that when visiting parliamentarians go to other countries, especially the United States there should be a more active interest by our people, say in Washington, in those Members of Parliament. There was a golden opportunity this spring when Members of Parliament were mixing with interesting and prestigious people in the United States Congress, the chairman of the Foreign Service Committee in the House of Representatives, Senator Muskie in the Senate, Senator Humphrey, in the Senate and some other notables, to have a mixed type of function that was usual in this type of association. It just did not come about. In fact the Canadian mission in Washington did not even know we were in town except that our Ambassador greeted the plane. No, he did not greet the plane, he was at the official welcoming and he was at the plane to send us back. I felt that was frankly delinquent, but that is the smaller issue.

The larger issue concerns initiatives in the Commonwealth. Is there a group in External Affairs, Mr. Minister, sort of a brain cell, or are we waiting for the International Research Centre to look ahead and to stimulate some initiatives? Is there some group within External Affairs now that is really sort of a think tank of what we can do in the Commonwealth or francophone community and what we can do to better our relations abroad?

I certainly would look at the CBC International Service. It has not been looked at since the Second World War. It is still broadcasting in the cold war languages. I see from Information Activities and Cultural Relations we have something called the Association of Canadian Studies in the United States, with \$9,000 allocated to that. We have apparently \$300 allocated to the Atlantic Association of Young Political Leaders.

Why do we not get some Pearson Scholarships to study in the States or get a reciprocal flow back and forth with other countries? Anyway, that is all one question.

[Interpretation]

et des missions, mais pourquoi ne pourrions-nous pas établir un programme équilibré qui nous donnerait plus d'initiatives au sein de ces deux associations, si elles peuvent continuer d'exister. Voilà ma principale question.

J'aurais aussi une question de moins grande envergure relativement à l'image que projette le Canada à l'étranger. Il m'a fait plaisir d'entendre le ministre parler d'un ministre étranger qui s'était adressé aux députés s'assurant que son message était transmis. Je comprends que l'on traite de gouvernement à gouvernement, mais je pense que lorsque des parlementaires vont visiter d'autres pays, et spécialement les États-Unis, nos représentants à Washington devraient manifester plus activement leur intérêt vis-à-vis les députés. Ce printemps, lorsque des députés ont rencontré des personnes prestigieuses et très intéressantes au Congrès des États-Unis, comme par exemple le président du comité du *Foreign Service* à la Chambre des représentants, de même que le Sénateur Muskie et le Sénateur Humphrey au Sénat, ainsi que d'autres personnes éminentes, une occasion s'est donc présentée pour organiser un genre de réunion mixte qu'il est coutumier d'organiser lors de ce genre de rencontre. Cela ne s'est tout simplement pas produit. En réalité, la mission canadienne à Washington ne savait même pas que nous étions là et même notre ambassadeur ne nous a pas accueilli à l'aéroport, il nous a tout simplement offert une réception officielle de bienvenue pour ensuite venir nous reconduire lors de notre départ. Je pense franchement que c'était manquer aux convenances, mais cette question est moins importante que ma première.

Le principal point qui me préoccupe a trait aux initiatives du Canada au sein du Commonwealth. Est-ce que le ministère des Affaires extérieures comporte un groupe de spécialistes éminents, monsieur le ministre, ou devons-nous attendre que le Centre de recherche international examine la question et encourage certaines initiatives? Est-ce qu'au ministère des Affaires extérieures il existe un groupe de penseurs qui peuvent concevoir ce que nous pourrions faire au sein du Commonwealth ou de la francophonie et aussi ce que nous pouvons faire pour améliorer nos rapports avec les pays étrangers?

J'examinerai certainement les possibilités qu'offre le Service international de Radio-Canada. On n'y a pas accordé une pensée depuis la seconde guerre mondiale. Ce service utilise encore le langage de la guerre froide dans ses émissions. Je vois au titre d'informations et relations culturelles, que nous avons une institution appelée l'Association pour les études canadiennes aux États-Unis, à laquelle est attribuée une somme de \$9,000. Nous avons apparemment attribué une somme de \$300 à l'Association atlantique des jeunes dirigeants politiques. Pourquoi ne pourrions-nous pas offrir des bourses Pearson pour permettre à des Canadiens d'étudier aux États-Unis, ou peut-être pourrions-nous recevoir le même nombre d'étudiants d'autres pays? De toute manière le tout forme une seule question.

• 1055

Mr. Sharp: First of all, may I deal with the question that Mr. Nowlan has dismissed out of hand, and that is the question of visiting parliamentarians. In fact, the

M. Sharp: En premier lieu, si vous le permettez, j'aimerais aborder la question que M. Nowlan a mise de côté, c'est-à-dire la question des visites des parlementaires. En

[Texte]

Department of External Affairs and the Embassy are extremely interested in these visits and look upon them as most useful and most helpful. I think there was some misunderstanding about the last visit. The Ambassador got the very distinct impression that he should not be actively involved, that the parliamentarians did not want the Ambassador to be involved. I know from first-hand contacts with him that this was the impression that was conveyed to him, so he quite deliberately left the parliamentarians on their own. It was not because he did not consider it important. However, that is a misunderstanding and I hope it never occurs again. It was a genuine misunderstanding, so I want to say that in defence of the Ambassador, because he inquired about this and the information that he got was to that effect, and therefore he did what he thought the Committee wanted. It was not any neglect or anything of that kind.

However, if I may also say a word about the Ambassador in relations of this kind, when the Ambassador was asked to play a part, he did it extremely well, and I refer particularly to the visit, not of the parliamentarians but of the Institute of National Affairs group that went down to Washington. On that occasion the Ambassador played his part as he was asked to do and the report I got back from the members of the Institute were of the superb performance of the Ambassador. I would just like to enter this defence of the Ambassador because we made inquiries at the time as to why the Ambassador was not doing more, and he said he had misunderstood from the Committee that they did not want that, that they wanted to be independent of the government.

Mr. Nowlan: For the first time in 14 years.

Mr. Sharp: At any rate, there was a genuine misunderstanding, and if the Committee wants help in the future they will certainly get it—or at least the parliamentarians.

Now, on the Commonwealth and Francophone, the Commonwealth, as you know, is not an economic grouping, it is not a political grouping in the ordinary sense, it has no common policy. Its genius lies in the fact that the heads of government of a group of countries from all over the world can get together and talk in a way that is not possible within the United Nations, for example, where everything is carried on very formally with set pieces and so on. I think that the contribution that we have made recently to the Commonwealth has been to return the Commonwealth to that tradition and away from the recent pattern when heads of government made set speeches before the Commonwealth and distributed them and talked to the press. That kind of meeting it seems to us to be much less valuable than one in which the agenda is very general and in which there is more across-the-table discussion and fewer set speeches. This has been the purpose of the Prime Minister in recent meetings of the Commonwealth and of course, from our particular point of view, the most important development is the meeting that is to be held here in Canada. For the first time the Queen will be in attendance at a Commonwealth meeting outside the United Kingdom. The government looks upon the Commonwealth as a most useful means of having discussion of world problems. We do not have Commonwealth problems in the old sense because we make no attempt to

[Interprétation]

réalité, le ministère des Affaires extérieures et notre ambassade s'intéressent vivement à ces visites et les considèrent de la plus grande utilité. A mon avis, il y a eu un malentendu lors de la dernière visite. L'ambassadeur a vraiment eu l'impression qu'il ne devait pas prendre une part active, c'est-à-dire que les parlementaires ne voulaient pas sa participation. Il m'a lui-même dit avoir vraiment eu l'impression que c'était ce qu'on lui demandait, et il a donc laissé délibérément les parlementaires à eux-mêmes. Ce n'était pas parce qu'il accordait peu d'importance à la visite. Cependant, il y a eu malentendu et j'espère que cela ne se reproduira jamais. C'était un malentendu de bonne foi, et je me dois de le dire à la décharge de l'ambassadeur, car il m'a interrogé à ce sujet et m'a fait savoir ce qu'on lui avait dit, et par conséquent il a agi selon ce qu'il croyait être le désir du Comité. Il ne s'agit pas du tout de négligence ou de toute autre faute.

Toutefois, si vous le permettez, j'aimerais également ajouter un mot au sujet du comportement de l'ambassadeur dans les cas où on lui demande de jouer un rôle, car il a très bien fait, et je songe en particulier, non pas à la visite des parlementaires, mais à celle qu'a faite le groupe de l'Institut des affaires nationales à Washington. A cette occasion, l'ambassadeur a joué le rôle qu'on attendait de lui et les membres de l'institut m'ont rapporté que l'ambassadeur s'était comporté de façon superbe. Je voulais simplement signaler ce fait à la décharge de l'ambassadeur, car nous avons cherché à savoir pourquoi l'ambassadeur ne s'était pas occupé davantage des visiteurs, et celui-ci nous a répondu que d'après ce qu'on lui avait dit, les membres du Comité ne désiraient pas sa participation, ils voulaient plutôt rester indépendants du gouvernement.

M. Nowlan: C'était la première fois en quatorze ans.

M. Sharp: De toute manière, il y a eu un malentendu de bonne foi, et si les membres du Comité ou du moins les parlementaires veulent de l'aide à l'avenir, je suis persuadé qu'ils l'obtiendront.

En ce qui concerne maintenant la question du Commonwealth et de la francophonie, comme vous le savez, le Commonwealth ne constitue pas un groupement économique, ni un groupement politique dans le sens usuel du terme, car les différents pays n'ont pas de politique commune. La raison particulière d'un tel groupe est que des chefs d'État d'un groupe de pays de par le monde entier peuvent se réunir et discuter d'une manière qui est impossible au sein de l'organisation comme les Nations Unies, par exemple, où tout se fait de façon très officielle, avec accompagnement de discours préparés d'avance, et ainsi de suite. A mon avis, notre contribution récente au Commonwealth a été de rétablir une telle tradition au sein de ce groupement et d'empêcher que les chefs d'État continuent, comme c'était le cas récemment, de faire des discours sur des sujets précis aux réunions du Commonwealth, les faisant distribuer aux membres et publier dans les journaux. Il nous semble que ce genre de réunion ait beaucoup moins de valeur qu'une réunion où l'ordre du jour est très général et où il y a plus de discussions générales, en même temps que moins de discours sur des sujets précis. C'était là l'objectif du premier ministre lors des récentes réunions du Commonwealth et, selon nous, bien sûr, le résultat le plus important est la réunion qui

McCarthy
+ file

56-1-2-45A		
36		

Ottawa, Ontario
K1A 0S9

May 14, 1973

Mr. L. Richard O'Hagan,
Minister-Counsellor (Information),
Canadian Embassy,
1746 Massachusetts Ave. N.W.,
Washington, D.C. 20036

Dear Dick:

Just a brief note to express, on behalf of Sam Christie, Earl McCarthy and myself, our sincere thanks to you and to Keith Percy for your kindness and support during our official visit to the offices of the Superintendent of Documents on May 8 and 9.

There is no question but that the visit to those offices was of great value - even if it did prove to our satisfaction that we are considerably ahead of them in our modernization plans and in our general thinking as to the proper role of government publishing in the distribution of information to the general citizenry.

On the 9th we visited the National Technical Information Service, of the Department of Commerce, at Springfield, Virginia, where we were very much impressed with the sophistication of their automated search and response system. It must be almost unique in the world. It is interesting to note that Canada is their largest foreign customer, accounting for 18% of all their business outside the U.S.A. We will continue to learn much from that visit as we study the documentation they supplied. Our contacts there were Dr. Marvin Wilson, Director of Operations and Dr. Mel Josephs - two very competent and helpful guys.

Again our thanks for everything.

Yours sincerely,

David R. Monk
Director, Special Projects

DRM/cl

cc: Mr. Lynn Stephens - External ✓
Mr. S. Christie
Mr. E. McCarthy

- Pub. Policy
- 3600-0

FAI/D.R.LAMBIE/GG

~~file~~ diary circ chron

D. B. Hicks

D. R. Lambie



U. S. Information Program - Chicago

I received a telephone call on May 7 from Roger Lucy. The Consulate General has just employed a new information assistant. She is a Canadian girl with, I believe, experience on a Chicago newspaper.

K.Reid
A.Chernushenko
M.Burn
M.Kelly
CHICAGO-R.Lucy

In October they will have considerable more space available and every hope of using this in part for a film library. Roger said that they would like to get started on the ideal pattern of a good basic stock. Their present target audience will be universities and selected high schools with Canadian studies programs and/or those with whom they have established a good rapport through the book gift program.

They have been using "Here Is Canada" particularly in conjunction with the book program. He summarized comments to date as follows:

1. A good film particularly with adult audiences. Not quite so well received by students.
2. He stresses the need for film material with considerable concentration on urban Canada and with particular attention paid to the difference between Canadian and American urbanization. He endorses the well-accepted fact that most Americans even in an area like Chicago still think of Canada basically in terms of "huntin and fishin".
3. I mentioned that we have under consideration a film by NFB on the subject of Francophone Canada. He felt this would be very good but stressed that consideration be given to the sophisticated rather than rural "old country" and quaint side of the French Canadian fact. He also felt that it would be ideal if the film could be bilingual rather than in the fashion of "Propaganda Message".

-2-

4. He is anxious that their film library include an environmental and ecology package of films. He said that there is a very strong faction in Chicago that is anti-Alaska and pro-Mackenzie pipeline since the Chicago area would benefit directly from the latter.
5. Other subject matter he felt would be particularly helpful would be the multi-cultural mosaic and modern development of the North (but no stress on RCMP and Eskimo please).

On the subject of the RCMP he said that he cannot foresee any possibility at the moment of using the new display. However, he would be interested in small quantities of ad hoc material with the possibility of receiving more after they have explored its potential.

With regard to Radio Canada International he is most anxious to have additional material for radio and accepted my suggestion that he communicate directly with them. However, by copy of this memorandum I am asking Tony Chernushenko to follow this up from this end. He also inquired about video discs. Gerry Poupart of Radio Canada International was investigating this about a year ago and says that some of the television stations in the Chicago area are acquiring suitable material for using the equipment discs. I am asking A. T. Chernushenko to pursue this matter directly with Gerry Poupart.

Original Signed by
D. R. LAMBIE

D. R. LAMBIE

RESTRICTED (with enclosure)

DEPARTMENT OF EXTERNAL AFFAIRS



CANADA

MINISTÈRE DES AFFAIRES ÉXÉRIEURES

56-1-2-USA	
31	

Ottawa K1A 0G2

May 2, 1973.

(Distribution as per attached list)

Conference of Heads of Post of Missions in the U.S.A.

This is to confirm that a meeting will be held on Friday, May 4 at 10:00 a.m. in Room 400, Postal 'B' Building to discuss the attached draft agenda for the Conference of Heads of Post in the U.S.A., which will take place in Ottawa May 30-31.

I. W. ROBERTSON

f U.S.A. Division,
Department of External Affairs.

Conference of HOP's of Missions in the U.S.A.
- Ottawa May 30-31

A G E N D A

- I. Canadian Government Policy - opening statement by SSEA.
- II. Canadian Objectives and Issues in Main Sectors
- a) Managing the Relationship - to be introduced by USSEA.
 - b) Trade - to be introduced by DM/ITC or his representative.
 - c) Defense - to be introduced by DM/DND or his representative.
 - d) Energy - to be introduced by DM/EMR or his representative.
 - e) Environment - to be introduced by DM/DOE or his representative.
- III. Operating in the American Environment - political and economic realities - Ambassador Cadieux to lead discussions.
- IV. Co-ordinated Use of Government Resources
- a) Headquarters' role (including consular policy document) - to be introduced by Director General, Bureau of Western Hemisphere Affairs, Department of External Affairs.
 - b) Embassy role (including Embassy discussion paper) - to be introduced by Ambassador Cadieux.
 - c) Role of consular missions.
 - i) general - to be introduced by R. Anderson
 - ii) the mission team approach ("descents") - to be introduced by J.S. Nutt, Consul General, San Francisco.
 - iii) Federal/Provincial ^{relationships in USA} co-ordination - to be introduced by *P. Rouleau*
B. Rankin
F.X. Houde, Consul General, Boston.
 - iv) Francophonie - to be introduced by *F.X. Houde*
G. Cantin, Consul General, New Orleans.

Finance ?

*p. 21
May 30*

- 2 -

V.

Principal
~~New Programmes~~

1) *a) Consular Services*

5 *b)* Information and Cultural Policy - to be introduced by

Director General, Bureau of Public Affairs, D.E.A.

2 *b)* Manpower and Immigration - to be introduced by DM/M&I
or his representative.

3 *c)* ~~Other Trade Promotion & Tourism~~

4 *e)* Tourism

VI.

Other Business including Post Organization, Management, and
Administration Matters of Common Concern - early in the
proceedings the conference will be asked to define
topics for discussion under this heading either in
plenary or in smaller working groups, eg. a working
group on rationalization of consular areas.

NOTE: If possible, the last half of the second day will be allotted to
Item VI and there may be some time for HOP's calls on departments
on matters of individual or local interest. Discussion under
Item VI is therefore intended to deal only with items of common
concern.

Distribution

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NC
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ST

THE CANADIAN CHAMBER OF COMMERCE

COMMERCE HOUSE • 1080 BEAVER HALL HILL • MONTREAL 128, QUEBEC • 866-4334

April 26, 1973

Mr. D.B. Hicks
Director, Information Division
Department of External Affairs
East Block Wellington St.
Ottawa K1A 0G2, Ont.

56-1-2-USA		
30	4	—

Dear Mr. Hicks,

NC

Thank you very much for your kindness in putting down for me the way in which you are proceeding with our largest public through the Department of External Affairs. This will be most useful to me in my report to the members of the Canada-United States Committee and in furthering discussions on the question of Canadian businessmen appearing on platforms in the United States. I shall get back to you when this matter has been through the review mill.

Yours sincerely,

W. J. McNally,
Manager,
Governmental Relations.

WJM:irs

44th ANNUAL MEETING • WINNIPEG • SEPTEMBER 23-26/73

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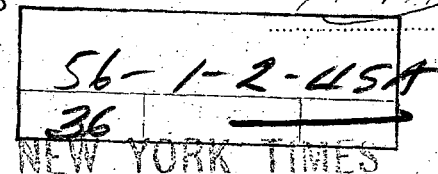
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DEPARTMENT OF EXTERNAL AFFAIRS
MINISTÈRE DES AFFAIRES EXTÉRIEURES

Subject *US-Canada - Relations*
Sujet

APR 26 1973

Date Publication



Canadians Feel Sting of the U.S. From Little Things Like Stamps

By WILLIAM BORDERS

Special to The New York Times

MONTREAL, April 25—A breathless American traveler dashed up to a counter at the Toronto airport one day not long ago holding a letter that bore an 8-cent United States stamp.

"Is this the right amount of postage for a letter to New York?" he asked the Air Canada clerk. She replied that it was the right amount but the wrong kind. "You have to use a Canadian stamp here," she said.

Perplexed, then exasperated, the man exclaimed, "Well, where do I get one of those?" Then, shaking his head, he stormed away without waiting for an answer. The airline clerk turned to the next passenger in line and muttered: "They just really think we're their bloody 51st state!"

The incident and the bitter little comment it produced reflect the American tendency to take Canada for granted and to ignore her sovereignty—one of the relatively few sources of tension along what politicians like to call the longest undefended border in the world.

"In what other country would Americans even consider using their own postage stamps?" the clerk asked. In Canada printed reminders to use Canadian stamps are a common sight in airports and hotels, and Government brochures for American tourists advise them to leave their stamps at home.

American ownership of Canadian business has long been a concern there. Such Canadians as the irritated airline clerk are resisting a more subtle kind of domination from the south, and that resistance has become a familiar theme.

When President Nixon visited Ottawa last spring the United States Embassy supervised the security arrangements. One of the pink identification badges that it issued was worn only under protest by a waiter at the venerable Chateau Laurier Hotel.

"Thirty-two years here and I've never had to wear a

foreign badge," he explained indignantly. "Churchill, the Queen, you name it—they all visited. But leave it to the Yanks to come in and take charge of our security system."

Many of those who object to Canada's participation in the Vietnam peace-keeping force maintain that the American negotiators were counting on that participation long before they got around to asking Ottawa about it.

Cronkite, Time and Hockey For some Canadians the focus of concern is the strong influence of such sources of information as Walter Cronkite and Time magazine; for others it is the recent American domination of professional hockey, which used to be a truly Canadian sport.

In Pinawa, Manitoba, a group of parents complained last fall about the emphasis given to the American Presidential election in My Weekly Reader—a children's newspaper published in the United States and distributed in the schools—while the federal election campaign under way in Canada at the same time was all but ignored.

"Our kids were learning about McGovern and Nixon but nothing about who was running here," a Manitoban objected.

The economic considerations that produced that situation are typical. My Weekly Reader, owned by a subsidiary of the Xerox Corporation based in Connecticut, has an American

circulation of more than 11 million. Its Canadian circulation has recently been built up to 60,000, but because Canada has only a tenth as many people as the United States, a Canadian edition does not seem likely.

"We just don't see getting the volume here to do our own edition," explained Grant Erwin, president of EduMedia Ltd., the Canadian distributor. But he conceded that "it doesn't rest very well with Canadians" when the weekly is devoted to, say, the birthday of Lincoln or Washington.

Because of such influences it is a common complaint that Canadian children learn American history more thoroughly than they do Canadian history and that they learn much more about it than any Americans do about Canada.

"How many former Prime Ministers can the average American name?" an irritated Montreal lawyer asked. "In fact, how many Canadians of any type can he name?"

Just as Canada resembles the United States, so do many Canadians resemble Americans. In reaction to that, young Canadians hitchhiking through Europe have taken to sewing maple-leaf patches on their knapsacks.

Like many Canadian efforts to be distinctive, that one has had an unforeseen effect: Some American youths are reportedly sewing maple leaves onto their bags too, having found that the emblem makes it easier to get rides.

INFO
~~ACTION COPY~~

file

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36	4/13

USA

UNCLASSIFIED

FM EXTATL 56 APR13/73

TO EXTOTT (FAI GWU ACT)

---CP NEWS SUMMARIES

REURTLX ACT1196 APR12. MATERIAL FM NY VARIES FM TWO TO SIX DAYS.

HOWEVER, 14500 PER ANNUM CONSIDERED TOO EXPENSIVE TO BE JUSTIFIED.

PERHAPS NY COULD INVESTIGATE WAYS TO IMPROVE MAIL SERVICE.

Miss Kelly -

I phoned Dr. Seely - ACT and she advised
They rec'd tel and Mr. Dolan is taking action

SP - Apr. 17.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

MEMORANDUM

Division Heads of all FS1(D)'s

APDT - P.R.W. Johnston

SECURITY
Sécurité

UNCLASSIFIED

DATE

April 3, 1973

NUMBER
Numéro

TO
À

FROM
De

REFERENCE
Référence

SUBJECT
Sujet

ENCLOSURES
Annexes

DISTRIBUTION

over
yes - Miss Thompson says okay
yes - Miss Hardy agrees
Miss Lundy
Mr. Ferguson

FILE	DOSSIER
OTTAWA	56-1-2-051A
MISSION	36

The Consulate General in New York and St. Lawrence University in Canton, New York have co-operated to produce the Second Annual "Canada Week" Programme. This is primarily an information programme to acquaint university students at St. Lawrence with facts about Canada. A copy of this programme is attached.

2. This seems like a good opportunity to show FS1 (D)'s what an information programme can be like. If you are willing to release your FS1(D) for the entire day of Tuesday, April 10, APDT will arrange for transportation to Canton so the probationers can see the information programme in action. Miss Kitty Heller is likely to come from New York to meet the officers.

3. We will only conduct this one-day tour if there are more than five (5) young officers free to go. This information has not been communicated to your FS1(D). If you wish him/her to attend, please advise him/her and Paul Johnston at 6-1086 by 5:00 p.m. Thursday, April 5.

I think this would be up in the air. Please let me know before decision if you wish to go.
P.R.W.

Paul Johnston

P.R.W. Johnston
 Training and Development Section

"A Mari...

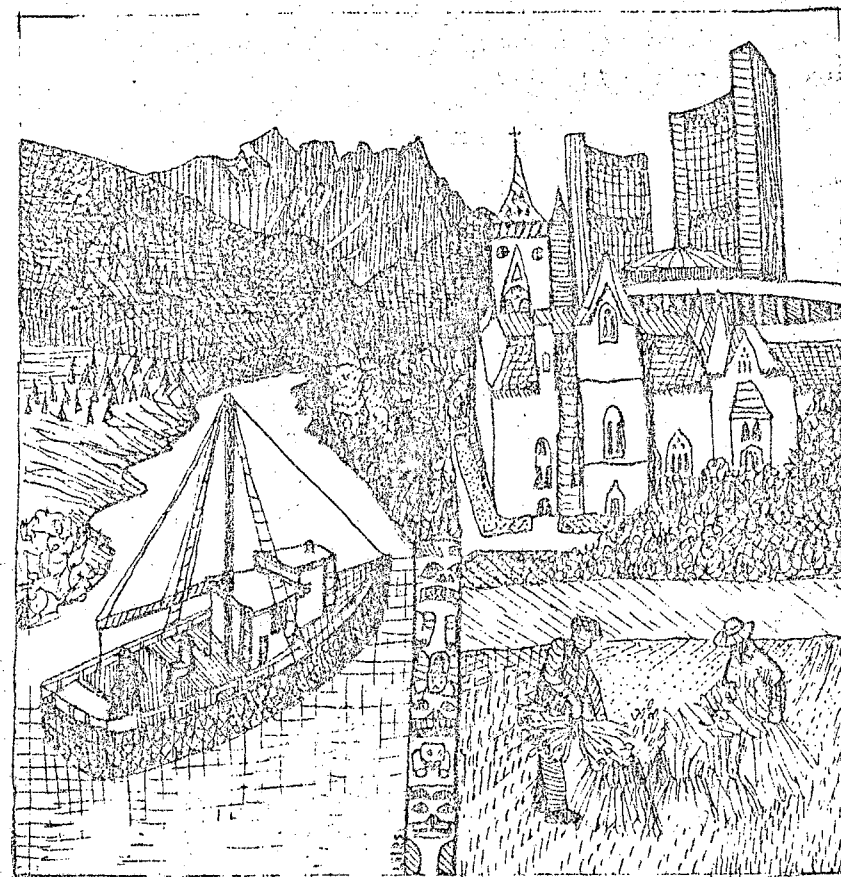
ACKNOWLEDGEMENTS

St. Lawrence University would like to express its personal thanks and gratitude to Miss Kitty Heller, Vice Consul, Office of the Canadian Consulate General, for her assistance in planning the Canada Week Program. The efforts of Mrs. Madeline Rosenberg, Office of Academic Planning; Mr. Rick Hutto, Director of WSLU-FM; Mr. David Howison, Director of the Noble Center and Mrs. Maxine Williams, St. Lawrence University, Public Relations Office, are deeply appreciated.

We would also like to recognize the contributions of Miss Evangeline Cummings and Miss Kathryn Reid of the Information Division, Department of External Affairs, Ottawa, for their assistance in helping St. Lawrence students and faculty during the 1972-1973 January programs in Ottawa and for providing materials for this program.

Members of Canada Week Coordinating Committee

Dr. Allen P. Splete, Vice-President for Academic Planning
(Chairman)
Mr. James Barrick, Development Office
Dr. Wendell Brown, Department of Economics
Mr. John Gardner, Assistant Professor, Department of English
Mr. Rick Hutto, Director of WSLU-FM
Dr. Russ Jacoby, Assistant Professor, Department of Geology
Mr. J. J. Jockel '75
Dr. Robert Jones, Assistant Professor, Department of Music
Mr. Michael Lowe, Chairman, Department of Fine Arts
Miss Mary Prendergast '74
Mr. Harold Thomas '74
Dr. Peter Van Lent, Assistant Professor, Department of French
Mr. James Wafler, Assistant Professor, Department of Government
Dr. Robert N. Wells, Chairman, Department of Government



Second Annual

... usque ad Mare "

Canada Week

Program

St. Lawrence University

Canada Week and publication of the proceedings
is made possible by a grant from the
International Nickel Company

CANADA WEEK APRIL 8-13, 1973

Schedule of Events

Sunday, April 8

11:00 a.m. - Gunnison Memorial Chapel Service

Speaker - Reverend A. M. Laverty, Chaplain,
Queen's University, Kingston, Ontario
Title of Address: "Right On"

Special Music by Canadian Composers - Mrs. Martha
Johnson, University Organist

3:00-4:00 p.m. Fireside Lounge, Noble Center
Video Tape of Interterm 1973 in Ottawa

4:00-5:00 p.m. Griffiths 123, Canadian Film - STRUGGLE
FOR A BORDER: THE WAR OF 1812 (57 mins.)
The Canadian-British-American struggle
and its contribution to American and
Canadian Nationalism. Film produced by
the National Film Board of Canada.

8:00 p.m. - Formal Lounge, Noble Center

Opening Remarks - Dr. Allen P. Splete, Vice-
President for Academic Planning, St. Lawrence
University

Greetings - The Honorable K. Daniel Haley,
New York Assemblyman, 110th District

Welcome and Introduction of Dr. Deutsch-

Dr. Frank P. Piskor, President of St.
Lawrence University

Keynote Speaker - Dr. John Deutsch, Principal
and Vice-Chancellor, Queen's University,
Kingston, Ontario

Title of Speech - "New Factors in
Canadian-American Relations"

COVER CREDITS: Idea for design - Miss Mary Prendergast '74;
Drawing by Miss Nancy Liles '74; Lettering
by Miss Danis Collett '74.

Canadian-Photo Exhibit (On display at Noble Center
April 8-April 30)

"Many Happy Returns" -

A photo exhibit consisting of one-hundred
black and white photographs of the Canadian
North, which was compiled for the Centennial of
of the Northwest Territories in 1970. (Made
available through the courtesy of the Office
of the Canadian Consulate General)

Exhibit of Materials and Artifacts provided by the
Department of Canadian External Affairs-VILAS HALL LOBBY

Canadian Book Display

Owen D. Young Library, April 8-30

Geology

Messrs. Laurin and Shamar will be giving talks on
Geology, April 11th and 12th and will be available
on those dates to talk with students in Dr. Romey's
office or the Geology majors room. Topics for
presentations in the Geology Department auditorium
will include: Geology of the Grenville Structural
Province, Application of Computers and Data Processing
to Geologic Mapping, and Geology of the Wakeham
Group Rocks in Southeastern Quebec. Please check the
Geology and U.C. bulletin boards for exact times.

1972 Canada Week Program available on Dial-Access-Check
Program Directory

McGill-St. Lawrence Graduate Student Exchange, April 29 to
May 5. Students from the Departments of Educational
Administration will make exchange visits as follows:

St. Lawrence at McGill - April 29 - May 5

McGill at St. Lawrence - May 5 - May 12

The McGill students are high school administrators and
teachers.

7:30 PM THE HUDSON'S BAY COMPANY- traces the history of the Company and describes its present day activities

Friday, April 13 7:00 PM CANADIAN POLITICAL PARTIES -outlines the histories of Canada's major political parties and the differences between them

7:30 PM ARCTIC WINDS OF CHANGE - the Canadian Eskimo today

Saturday, April 14 7:00 PM THE ST. LAWRENCE SEAWAY - traces the origins and development of the Seaway plus the navigational problems prior to the Seaway's inception

7:30 PM A VISIT TO QUEBEC CITY - the microphones take the listener on an actual tour of this historic landmark city

Sunday, April 8 through Friday, April 13, WSLU-FM's MIXED MEDIA program, 3:00-4:30 p.m., will spotlight some of Canada's best-known popular performers and performers-composers, including:

Maynard Ferguson (trumpeter)
Gordon Lightfoot (Composer-singer)
Ian and Sylvia (performers)
Bonnie Dobson (performer)
Joni Mitchell (composer-singer)
Buffy Sainte-Marie (composer-singer)

WSLU-FM's EVENING CONCERT program, throughout the week, 8:00-10:00 PM, will incorporate classical music by Canadian composers, Canadian artists-performers, and Canadian orchestral groups and ensembles.

PROGRAMS ARE THROUGH THE COURTESY OF
CBC INTERNATIONAL SERVICE, MONTREAL

Monday, April 9

2:00-4:00 p.m. - Formal Lounge, Noble Center

Canadian American Studies

Dr. Edward Miles, Director of Canadian Studies, University of Vermont

Dr. David Falcone, Assistant Professor Department of Political Science, Carleton University, Ottawa

4:00-5:00 p.m. - Griffiths 123 - Canadian Films

BALLAD OF CROWFOOT (10 mins.) A chronicle of the tragic effects Indians suffered from the coming of the white man. (Awards: Chicago; American Film Festival; Uruguay.)
ENCOUNTER WITH SAUL ALINSKY Part 2 (32 mins.) Young articulate Indians test their inherent tolerant philosophy against Alinsky's pragmatism. LEGEND (15 mins.) A fantasy based on a West Coast Indian Legend (Awards: American Film Festival; Canadian Film Award.) All films produced by the National Film Board of Canada.

8:00-10:00 p.m. Formal Lounge, Noble Center

Domestic Politics of Canada

Mr. Gordon Fairweather, M.P., Progressive Conservative Party

Mr. John Harney, M.P., New Democratic Party

Mr. Barney Danson, M.P., Liberal Party

Dr. Michael Whittington - Assistant Professor, Department of Political Science, Carleton University, Ottawa (Moderator)

Tuesday, April 10

2:00-4:00 p.m. Formal Lounge, Noble Center

Foreign Affairs

Mr. W. M. Johnson - U. S. Minister - Counselor, U. S. Embassy, Ottawa

Mr. Richard Donald - U. S. Department of State, Diplomat-in-Residence, Associated Colleges of the St. Lawrence Valley
Mr. Keith Mac Lellan, Director, United States of America Division, Department of External Affairs, Ottawa

4:00-5:30 p.m. - Griffiths 123, Canadian Films - THE WORLD OF ONE IN FIVE - (27 mins.) A look at the 20% of the Canadian people living in poverty. A film which was made so that "people who are not a part of it can see it, think about it and maybe help change it".

4:00-5:30 p.m.- Griffiths 123, Canadian Films

THE BEST DAMN FIDDLER FROM CALABOGIE TO KALADAR
(49 mins.) An Upper Ottawa Valley man who chooses
the unfettered life even though it means his family
lives poorly. (Awards: Film of the Year, Canadian
Film Awards; Australia.) Both films produced by The
National Film Board of Canada.

8:00-10:00 p.m. - Formal Lounge, Noble Center

Canadian-U. S. Economic Relations

Mr. Bruce Rankin - Consul General, Canadian
Consulate General

Mr. W. M. Johnson - U. S. Minister, Counselor,
U. S. Embassy, Ottawa

Mr. James B. Prendergast, President and Chief
Executive Officer, United Funds Management Ltd.,
Toronto

Mr. David L. Emerson, Staff Member, Economic
Council of Canada

Wednesday, April 11

1:30-3:30 p.m. - Formal Lounge, Noble Center

Canadian Education

Dr. Vernon J. Ready - Dean, Faculty of
Education, Queen's University, Kingston,
Ontario and Chairman, Board of Governors,
Ontario Institute for Studies in Education

Title of Presentation:

"Ontario Education, Whither Bound"

2:00-4:00 p.m. - Whitman Lounge

Geology

Dr. Andre Laurin, Director of Geological
Services, Province of Quebec

Dr. Kamal Sharma, Geologist, Ministry of
Natural Resources, Geological Branch, Province
of Quebec

Title of Presentation:

"Techniques of Geologic Mapping Employed
By the Ministry of Natural Resources in
Quebec Province"

(This event is sponsored by the St. Lawrence
University Geology Department under funds provided
by a COSIP grant for visiting lecturers)

SPECIAL EVENTS, EXHIBITS AND DISPLAYS

Special WSLU-FM Programming, CANADA WEEK, April 8-14

Sunday, April 8
7:30 PM

THE CANADIANS - A dramatized
documentary; a coast-to-coast audio
kaleidoscopic tour of Canada

Monday, April 9
2:00 PM

FUR TRAPPING - ecologists versus
furriers on trapping in Canada

7:30 PM

CRADLE OF CONFEDERATION - historical
overview of Canada's smallest province,
Prince Edward Isle, and its role in
forming the Dominion of Canada

Tuesday, April 10
2:00 PM

STEPHEN LEACOCK: A PORTRAIT FROM
MEMORY - reminiscences by Leacock's
friends and acquaintances as they
speak of Canada's best known humorist

2:30 PM

ONE, TWO THREE LITTLE INDIANS -
Murray Westgate reads a story by the
internationally-known Canadian writer,
Hugh Garner

7:00 PM

GEOGRAPHY AND RESOURCES - Dr. Paul Fox,
Professor of Political Science,
University of Toronto, speaks of Canada's
great natural wealth

7:30 PM

THE SCOT AND HIS INFLUENCE ON CANADA-
the social, economic, and political
repercussions of the Scot from Canada's
earliest days to the present

Wednesday, April 11
7:00 PM

CANADIAN POETRY TODAY - a talk by
Milton Wilson, University of Toronto,
with poems read by a Canadian actor

7:30 PM

THE CALGARY STAMFEDE - a sound portrait
of "The Greatest Outdoor Show in the
World"

Thursday, April 12
2:00 PM

THE PADDLEWHEELERS - a Nostalgic
and historically informative sound
profile of the early riverboats in Canada

4:00-4:50 p.m. - Griffiths 123 Canadian Film
Additional showing of THE BEST DAMN FIDDLER FROM
CALABOGIE TO KALADAR

8:00-10:00 p.m. - Whitman Lounge

Informal conversation with Miss Haggerty

8:00-10:00 p.m. - Formal Lounge, Noble Center

Open Discussion on "Separatism"

Mme Solange Chaput-Rolland
Dr. Jean-Pierre Gaboury, Chairman, Department
of Political Science, University of Ottawa,
University of Ottawa Students, St. Lawrence
University Interterm Students in Ottawa -
(1972-73)

Friday, April 13

1:00-3:00 p.m. - Formal Lounge, Noble Center

Informal Conversations with Mr. Georges Langford,
Singer, Song Writer, and Poet - Montreal, Quebec.
(Mr. Langford's appearance made possible by the
Cultural Affairs Committee of St. Lawrence
University)

3:00-5:00 p.m. - Whitman Lounge

Status of the Canadian Indian

Mr. Ernest Benedict, St. Regis-Mohawk, Founder
of the North American Indian Traveling College

4:00-5:00 p.m.-Griffiths 123

Additional showing of BALLAD OF CROWFOOT,
TEMPLES OF TIME AND ESKIMO ARTIST - KENOJUAK.

8:00-10:00 p.m. - Formal Lounge, Noble Center

Performance by Mr. Georges Langford

(All panelists whenever possible will be asked
to visit classes in addition to their formal
presentations. Please check the University Center
Bulletin Board at the Noble Center for announcements.)

4:00-5:15 p.m. - Griffiths 123, Canadian Films

TEMPLES OF TIME (42 mins.) Magnificent footage of the mountain solitudes and wildlife found in the Canadian Rockies and Garibaldi Park (Awards: Belgium; Canada.)

ESKIMO ARTIST - KENOJUAK (19 mins.) Beautiful Eskimo prints and the process by which the artist creates them. (Awards: 13 awards including Oscar nomination, Hollywood; British Film Academy; New York.) Films produced by the National Film Board.

8:00-10:00 p.m. - Formal Lounge, Noble Center

Canadian Media

Honorable Keith Davey, Member of the Canadian Senate

Mr. W. A. Wilson, Ottawa Editor of
The Montreal Star

Mr. Bruce Phillips, Ottawa Bureau Chief,
Canadian Television (CTV), National News

Thursday, April 12

1:00-3:00 p.m. - Whitman Lounge

Canadian Literature

Miss Joan Haggerty - Canadian Author. Her novels include: Please, Miss, Can I Play God? and Daughters of the Moon.

1:00-3:00 p.m. - Griffiths 123

Canadian Art

Mr. Luke Rombout, Programme Officer,
Visual Art Bank, Canada Council, Topic:
"Contemporary Canadian Artists"

2:00-4:00 p.m. Formal Lounge, Noble Center

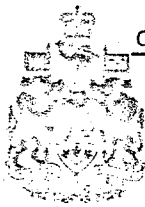
Culture of Quebec

Mme Solange Chaput-Rolland, Director of
Public Affairs, CKAC/73, Television, Montreal

Topics to be discussed include the evolution of French Canada and French Quebec over the last twenty years; its difficulty of finding the path of its survival on the North American continent; the revolt of Quebec youth; the hope for independence of some, the Prime Minister's difficulty as a French member of Parliament etc.

c.c. Mr. D.B. Hicks (FAI)

Canadian Embassy



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

3 April 1973.

56-1-2-USA.

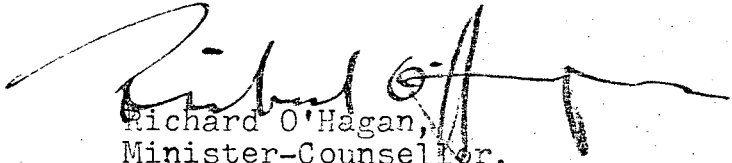
Dear Mr. Chapman,

I am sorry not to have written to you sooner concerning your proposal for a Seattle-Vancouver conference. My colleagues in Ottawa have undertaken some interdepartmental consultation which is, regrettably, sometimes a lengthy process.

We are certainly interested in your idea, and would like to be kept informed of your progress. However, we could not promise any financial assistance until the dimensions and some details of the program are clear. If this clarification were possible on your part, we would then wish to seek the views of the Provincial Government in British Columbia before committing any Federal money. I might add that any funds which might subsequently be forthcoming from the Canadian Government would be offered unconditionally. Financial assistance would not suggest any measure of co-sponsorship.

Let me thank you again for your interest in this important area between our two countries. If you decide to move ahead with your plans, we will look forward to hearing from you.

Yours sincerely,


Richard O'Hagan,
Minister-Counsellor,
(Information).

Mr. Bruce K. Chapman,
Councilman,
Seattle City Council,
Seattle Municipal Building,
Seattle, Washington.

ACTION COPY

cc ~~WAP~~ FAP *in file*
PDM
ECP & see

S E C R E T

FM WSHDC 1074 MAR29/73

TO EXTOTT L PDM

DISTR GWP

REF OURTEL 908 MAR14

---CDA-USA RELATIONS

File 56-1-2-45A
36

I HAVE READ THE REPORT TO THE CABINET WITH SOME CARE, AS HAVE SEVERAL SENIOR OFFICERS OF THE EMB. I THINK THAT IT GIVES AN EXCELLENT OVERVIEW OF THE CURRENT STATE OF CDA-USA RELATIONS AND I WOULD CERTAINLY ACCEPT MOST OF THE RECOMMENDATIONS, SUBJ TO COMMENTS FOLLOWING. THESE COMMENTS ARE INTENDED PARTLY FOR YOUR CONSIDERATION IN PRODUCING A FINAL TEXT PARTLY BY WAY OF INITIATING DISCUSSION OF ISSUES RAISED IN THE PAPER BEFORE I COME TO OTT.

2. MY COMMENTS ARE RELATED CHIEFLY TO THE CONCLUSIONS APPEARING IN PP 15-17. WHILE I DO NOT/NOT QUESTION THE EMPHASIS GIVEN TO THE BROADENING AND INTENSIFYING OF CONTACTS IN PARA (B) ON P16 (I COMMENTED ON THIS IN MYTEL 908 MAR14) AND WOULD WELCOME A DISCUSSION OF EXISTING INSTITUTIONAL ARRANGEMENTS, I THINK THAT WE HAVE TO FACE THE FACT THAT THIS WILL BE A SLOW, DELICATE AND UNCERTAIN PROCESS.

3. WHILE IT IS HARD, GIVEN THE MULTIPLICITY OF WORKING CONTACTS WITH BRANCHES OF THE USA GOVT, TO GENERALIZE ABOUT THE DEGREE OF CONFIDENCE IN CDA OR OF INCLINATION TO MAINTAIN CLOSE CONTACT, I WOULD SAY THAT WE HAVE LOST GROUND IN THE MOST INFLUENTIAL CIRCLES IN THIS RESPECT AND THAT IT WILL NOT/NOT BE EASY TO REGAIN IT. LEADING FIGURES IN THE ADMIN ARE REMOTE, SUSPICIOUS OF US, EVEN VINDICTIVE AND IN A MOOD MORE

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Jan

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PAGE TWO 1074 SECRET

CONDUCTIVE TO WRINGING CONCESSIONS OUT OF CDA AND OTHER COUNTRIES BY HARD BARGAINING AND USE OF RELEVANT PRESSURES THAN TO A SEARCH FOR COMMON SOLUTIONS ON AN AMICABLE BASIS. IN THE PAST, THE AMERICAN WHO TOOK US FOR GRANTED WOULD VERY LIKELY BE READILY AND SINCERELY AMENABLE TO ANY SUGGESTION ABOUT GETTING TOGETHER FOR A DISCUSSION ABOUT SPECIFIC PROBLEMS OR DIFFERING GEN CONCEPTS. THE MORE TYPICAL ATTITUDE NOW I THINK IS THAT THE LEADER IN QUESTION FEELS THAT HE DOES UNDERSTAND CDA, ITS POLICIES AND THEIR IMPLICATIONS FOR VITAL USA INTERESTS AND, WHILE PREPARED TO TALK BUSINESS PRAGMATICALLY, IS NOT/NOT DISPOSED TO SEE VALUE IN A CLOSE CONTINUING PERSONAL CONTACT OR IN ENCOURAGING OTHERS TO DO SO.

4. WHILE THIS WAS SCARCELY THE INTENTION IN THE BASIC PHILOSOPHY OF LIVING QUOTE DISTINCT FROM BUT IN HARMONY UNQUOTE WITH OUR NEIGHBOUR. THE CURRENT POLITICAL ATMOSPHERE, GENERATED MORE BY PREVAILING SENTIMENTS AMONG A NUMBER OF CDNS THAN BY GOVT ACTIONS, IS ONE IN WHICH A NEW STRESS ON QUOTE INDEPENDENCE UNQUOTE CAN EASILY BE UNDERSTOOD TO MEAN A POLICY OF DELIBERATE DETACHMENT, BASED ON INCREASING DISLIKE OF THINGS AMERICAN. IT IS WITH RESPECT TO THE LONG TERM IMPLICATIONS OF CURRENT TRENDS IN CDA THAT USA LEADERS FEEL SUSPICIOUS. OUR ENDEAVOURS TO BROADEN, INTENSIFY AND ESCALATE CONTACTS WILL DEPEND FOR THEIR SUCCESS, THEREFORE, ON THE EXTENT TO WHICH OUR POLICY DECISIONS AND NEGOTIATIONS FOR THE SETTLEMENT OF PARTICULAR ISSUES CREATE A GOOD ATMOSPHERE, DEVELOP MUTUAL RESPECT, BRING CONCEPTUAL APPROACHES CLOSER TOGETHER AND MODIFY ANY APPREHENSION

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PAGE THREE 1074 SECRET

THAT THE TWO COUNTRIES ARE NECESSARILY ON COURSES OF STEADILY DIVERGING INTERESTS.

5. THIS WILL BE A PROCESS OF BUILDING A NEW RELATIONSHIP, HOWEVER, NOT/NOT ONE OF RECREATING AN OLDER ONE. I AM REASONABLY CONFIDENT THAT WITH HARD WORK AND PRUDENCE THIS CAN BE DONE. IN THE PAST, GOOD RELATIONS AND QUOTE FRIENDSHIP UNQUOTE WERE THE FRUITS NOT/NOT SIMPLY OF CONVERGING INTERESTS AND SIMILARITIES BETWEEN TWO PEOPLE BUT JUST AS MUCH OF HARD WORK IN RECONCILING CONFLICTING INTERESTS IN A WAY WHICH CREATED MUTUAL RESPECT BETWEEN NEGOTIATING PARTNERS. UNDER CHANGED ECONOMIC AND POLITICAL CIRCUMSTANCES, THIS PROCESS HAS TO BE RPTD AND SINCE I DO NOT/NOT THINK THAT OUR INTERESTS AND BASIC POLICIES ARE FUNDAMENTALLY INCOMPATIBLE I BELIEVE THAT AFTER TRANSITIONAL PERIOD OF UNCERTAIN LENGTH WE COULD EMERGE WITH A HEALTHY AND GOOD RELATIONSHIP WITH THE AMERICANS. -0-45 149. -, APPARENT TENDENCY TO EASE UP ON REFS TO CDA AS A SOURCE OF PROBLEMS WE GET OCCASIONAL IMPRESSIONS OF MORE IMAGINATIVE AND POSITIVE THINKING ABOUT COOPERATION (EG SOME RECENT COMMENTS BY CONNALLY, REMARKS OF PETERSON REPORTED IN SEPARATE TEL). NEVERTHELESS, WHILE WE WILL HAVE TO BE DILIGENT IN EXTENDING CONTACTS, I CANNOT/NOT IMAGINE ANY CRASH PROGRAM WHICH WILL CHANGE MATTERS QUICKLY. WHAT WE HAVE TO AVOID IS A HARDENING OF POLICY LINES OR OF THE IMAGES WHICH EACH SIDE HAS OF THE OTHER SINCE WE CANNOT/NOT BE SURE THAT THE INWARD LOOKING PHASE AND THE APPREHENSIONS AND RESENTMENTS DESCRIBED IN THE FIRST PART OF YOUR PAPER WILL NECESSARILY CHARACTERIZE THE AMERICANS A

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PAGE FOUR 1074 SECRET

COUPLE OF YEARS FROM NOW.

6. WITH THE APPROACH TO CONTACTS WHICH I HAVE OUTLINED IN REACTING TO PARA (B) I NATURALLY HAVE REAL DOUBTS ABOUT THE WISDOM OF PROMOTING A MTG OF THE MINISTERIAL CTTEE BEFORE THE SUMMER. UNLESS WE CAN MOVE ON PARTICULAR QUOTE IRRITANTS UNQUOTE IN THE MEANTIME IN SUCH A WAY THAT THE CTTEE WOULD HAVE SOME SUCCESSES TO TALK ABOUT AS WELL AS CONTINUING PROBLEMS, THE MTG COULD BE PREMATURE AND INCREASE OUR DIFFICULTIES, AS HAS HAPPENED IN THE PAST. THE PROJECT SHOULD ONLY BE PURSUED IF IT IS CLEAR THAT THERE IS LITTLE DANGER THAT IT WILL ASSUME A MERELY QUOTE COSMETIC UNQUOTE OR QUOTE POLITICAL UNQUOTE (IN THE SUPERFICIAL SENSE) PURPOSES. GIVEN THE AWKWARDNESS OF CARRYING OUT THE PRESIDENTIAL VISIT TO CDA LAST YEAR, THE LAST THING WE WOULD WANT WOULD BE A MTG TO WHICH BOTH SIDES HAD AT SOME POINT COMMITTED THEMSELVES IN PRINCIPLE, WHICH NEITHER COULD THEN BACK AWAY FROM BUT WHICH NEITHER EXPECTED TO PRODUCE ANY REAL BENEFITS. I THINK THE USA LEADERS PRIMARILY CONCERNED ARE INTERESTED IN SUBSTANCE NOT/NOT APPEARANCES. (AT THE SAME TIME WITH THE CURRENT CENTRALIZATION OF POWER IN THE WHITE HOUSE PARTICULAR CABINET MEMBERS ON THE USA SIDE NO/NO LONGER HAVE THE INFLUENCE WHICH THEIR PREDECESSORS HAD.) IF IT IS CORRECT TO SAY THAT SENTIMENT FOR A MTG EXISTS MORE ON THE CDN SIDE, THEN I WOULD THINK THAT UNDER PRESENT CIRCUMSTANCES IT IS BETTER TO WAIT UNTIL MEMBERS OF THE USA GOVT EVINCE A DEFINITE INTEREST IN GETTING TOGETHER WITH THEIR CDN COUNTERPARTS IN THAT PARTICULAR CONTEXT.

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PAGE FIVE 1074 SECRET

7. AT THE END OF PARA(E) P17, I WOULD ADD TO THE LAST SENTENCE QUOTE ON OTHER ISSUES WE SHOULD BE PREPARED TO WORK OUT SENSIBLE COMPROMISES UNQUOTE.

8. I WONDER WHETHER THERE MIGHT NOT/NOT BE A PARA(F) AT THE END ALONG THE FOLLOWING LINES QUOTE IN ACCORDANCE WITH THE OBJECTIVES SET OUT IN THE WHITE PAPER ON CDA-USA RELATIONS, WE SHOULD SEEK (1) TO PROMOTE GREATER UNDERSTANDING OF OUR NEED FOR DIVERSIFICATION (2) TO DEMONSTRATE IN PRACTICAL FASHION OUR DESIRE TO RETAIN FRIENDLY RELATIONS WITH THE USA BY GIVING THE USA OPEN AND POLITICALLY USEFUL ASSISTANCE IN THE INNATL COMMUNITY WHEN THIS IS IN LINE WITH NATL INTEREST UNQUOTE (THAT IS, ON THE ASSUMPTION THAT OUR INDEPENDENT IDENTITY IS ACCEPTED INNATLY, RUN A FEW RISKS BY OPEN ASSN WITH OUR NEIGHBOUR IN COMMUNITY AFFAIRS). ON THIS LAST POINT A GREAT DEAL DEPENDS ON QUOTE HOW UNQUOTE.

THIS IS NOT/NOT THE OCCASION TO DISCUSS PARTICULAR POLICY ISSUES, BUT I WOULD STRESS THAT IF USA SUSPICIONS HAVE TO DO WITH LONG TERM TRENDS, POLITICAL INTANGIBLES, THE UNCERTAINTIES OF A TRANSITIONAL PERIOD IN RELATIONS, THE DIFFICULTIES OF GRAPPLING WITH DIFFERING ECONOMIC CONCEPTS AND EVEN TO A CERTAIN EXTENT, DIFFERING POLITICAL PHILOSOPHIES, THEN RELATIVELY SMALL SIGNS THAT WE EXPECT TO HAVE GENUINELY FRIENDLY AND COOPERATIVE RELATIONS ON A WIDE VARIETY OF SUBJS AND THAT WE ARE NOT/NOT AFRAID TO BE SEEN GIVING A HELPING HAND TO THE USA COULD BE OF SOME IMPORTANCE.

9. I EXPECT THAT YOU HAVE FELT AT TIMES AS I DO THAT THE AMERICAN IN

...6

PAGE SIX 1074 SECRET

POWER IS A POLITICAL ANIMAL WITH HIS OWN DISTINCTLY UNCDN QUALITIES
COMBINING HOME TOWN SIMPLICITY IN SOME CONTEXTS WITH A REPUBLICAN
(NOT/NOT NECESSARILY GOP) SOLEMNITY, FORMALITY, SENSITIVITY AND
INSISTENCE ON RANK AND TITLE WHICH CAN LEAVE THE MORE CASUAL
CONTEMPORARY EUROPEAN OR CDN A BIT OVERAWED. TO THIS POLITICAL
ANIMAL, THE APPROPRIATE GESTURE WITH SOME SUBSTANCE AT THE RIGHT TIME
IS IMPORTANT AND IN MONITORING THE MANAGEMENT OF THE QUOTE AMERICAN
CONNECTION UNQUOTE IN THE NEXT FEW YEARS WE SHALL HAVE TO DEVOTE A
GOOD DEAL OF THOUGHT TO THE IMPORTANCE OF SUCH GESTURES AS WELL AS
TO THE FORMULATION OF POLICIES IN SUPPORT OF OUR BASIC NATL
INTERESTS

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RETURN TO DS

Miss Kelly
Post w.

Jule

File
Diary
Circ
Chron
PDM
MIN
FPR
PARL SEC

Ottawa, KIA 0G2

March 20/77

Dear Sharon,

Thank you for your letter of January 18. I am pleased that you are working to make our country better known while you are in the United States. As you have found, the United States is itself a very big country, and its people have many things within their own borders to attract and interest them. A Canadian information programme which attempted to explain all about Canada to all the people of the United States would cost far more money than we could spend. However, through the Canadian Embassy in Washington and Canadian Consulates throughout the United States, we carry out as big a programme as we can afford.

For example, the National Film Board has recently produced for us a film called "Here Is Canada" which the Embassy and Consulates distribute to American schools and universities and other audiences. They also distribute teachers' kits with a variety of information about Canada to any American teacher who requests one. As a special project this year, we are presenting 100 Canadian books to 200 senior high schools in the United States for the school libraries. The schools were chosen for us by American educational authorities. As part of the programme, we are sponsoring an award competition for a trip to Canada. A total of 15 awards will be made

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Miss Sharon Elder,
565 Westbourne Drive,
Birmingham, Michigan 48010,
U.S.A.

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to those student/teacher teams who have made the most creative use of the book collection. If the programme is successful this year, we hope to continue it in future years.

We also participate in exhibitions, fairs and conferences in the United States, particularly conferences of educational organizations such as the National Council for the Social Studies. We invite American journalists and broadcasters to come to Canada and have them meet members and officials of the Federal and Provincial Governments and of all political parties as well as businessmen, artists, journalists and any other Canadians in whose work they are interested. At this time last year, we financed a series of television programmes about Canada on the United States Public Broadcasting System, the educational television network. The year before that, we made major financial contribution to enable the "Today" Show to devote a full week of its programmes to Canada. We hope to do more such television shows. The Embassy in Washington publishes a regular newsletter about Canada which it sends to approximately 20,000 influential Americans. Officers of the Embassy and the Consulates make speeches to American societies and organizations as often as they can and, on special occasions, we send speakers from Canada.

I hope I have given you some idea of the ways in which we try to increase understanding of Canada in the United States. If your teacher would be interested in receiving one of the kits I mentioned or in having the film "Here Is Canada" to show at your school, I am sure the Canadian Consulate in Detroit will be pleased to send them. The address is:

Canadian Consulate,
1920 First Federal Building,
1001 Woodward Avenue,
Detroit, Michigan, 48226

Yours sincerely,

ORIGINAL SIGNED BY
MITCHELL SHARP

Mitchell Sharp.

FAI 5

January 18th, 1973.

Hon. Mitchell Sharp,
Sec. of State of External Affairs
Ottawa, Ontario.

file
mk.
000804

My dear honourable Mitchell Sharp:

I'm writing this letter to you as a school assignment but also I have a deep and sincere interest in this topic.

I am a Canadian living in the United States. I have lived here for a year and a half and one thing that really shocked me was the ignorance a lot of Americans have on Canada. I feel that something should be done. In eighth grade history in Canada I learned so much about the United States and Americans tell me they didn't learn a thing about Canada. We can't do anything about that but the great and beautiful Canada should be publicized. I'm proud to be

a Canadian and I hate to see the way some Americans abuse it. I'm not saying these people are deliberately mean but because of their ignorance they hurt me.

Here are some examples of the things said to me in all seriousness, "Have you ever heard of Ohio?" "I don't believe you are a foreigner, you don't look any different than I do," "Do you pay income taxes," "After you cross the river at Detroit, that's not Canada right there, that's something else. Canada is further up north." These statements come from people all over the country. These are just a few.

Isn't there anything you could do to inform these people? I feel sorry that they are not learning about their neighbouring countries.

I would like it very much if you could please answer my letter with ~~their~~ views of your own. Thank-you very much.

Yours sincerely,
Sharon Elder,
565 Westbourne Drive,
Birmingham, Michigan,
48010.

645-0175

REGISTRY
JAN 31 1978
O/SSEA

CABINET DU SEAE -- OFFICE OF THE SSEA

De: MIN/J.W.Graham/le
From:

Lettre en date du January 18, 1973 de Miss Sharon Elder
 Letter dated _____ from 565 Heathbourne Drive

Sujet	expressing dismay at ignorance	Birmingham, Michigan 48010
Subject	of Americans about Canada	

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

XXXX 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: _____

Commentaires: OUR REF 000804
Comments: _____

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

Commentaires par D.C.O.: Leopoldo Lopez, attached mail
 D.C.O.'s comments: 1/10/11

001946

EXTERNAL AFFAIRS



FAI/D.R.LAMBIE/5-7866/GG
AFFAIRES EXTÉRIEURES

TO
À

D. B. Hicks

FROM
De

D. R. Lambie

REFERENCE
Référence

SUBJECT
Sujet

U. S. PROGRAM PLANNING - 1973/4

SECURITY
Sécurité

UNCLASSIFIED

DATE

March 20, 1973

NUMBER
Numéro

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

ENCLOSURES
Annexes

DISTRIBUTION

R.H.N.Roberts
M.Kelly
K.Reid
A.Chernushenko

In planning all future production for the U.S. I feel very strongly that we should be leading up to a crescendo in '76. I consider that several factors are involved:

1. New Look Response

It is my intention within the limitations of my section budgets to incorporate as much of the post recommendations as possible into the philosophy of our 1973/74 planning.

2. 1974/75 Program

Whatever portion of the "B" Budget remains after management decisions are taken should be and can be utilized to initiate the proposed program.

3. 1975/76 Bicentennial Program

The lead time for the special program envisaged, even on a minimal scale, will be extremely short by the time the department can make firm decisions. I am confident that critical path planning will be essential. Whatever special project program may be developed at the Bureau level, it is essential that we are kept au fait with the plans. The ongoing program, while potentially aimed at different audiences, certainly must be complementary.

May I suggest, therefore, that a committee be formed, possibly headed by Mr. Roberts, to co-ordinate planning between all those involved in '76 plans, so that our 1973-75 production and programs will lead directly to the Bicentennial program.

...2

-2-

I believe the committee should meet formally with membership from elsewhere in the Bureau, on a periodic basis governed by developments of either program. In view of the minimum 18 months leadtime required for printed-word production (at least for booklets), I would strongly recommend the inclusion of a member of the editorial section in order to fully co-ordinate our multi-media plans.

D. R. Lambie
D. R. Lambie

Mr Lambie
As soon as
return from French course
we shall have planning
meeting on U.S. program for 73/74.
We are all very conscious of the
need for a booklet program
to be initiated. *DK*

FAI/D.R.LAMBIE/5-7866/GG

~~file~~ diary circ chron

D. B. Hicks

UNCLASSIFIED

March 20, 1973

D. R. Lambie

U. S. PROGRAM PLANNING - 1973/4

56-1-2-45A		
36	—	

In planning all future production for the U.S. I feel very strongly that we should be leading up to a crescendo in '76. I consider that several factors are involved:

1. New Look Response

It is my intention within the limitations of my section budgets to incorporate as much of the post recommendations as possible into the philosophy of our 1973/74 planning.

2. 1974/75 Program

Whatever portion of the "B" Budget remains after management decisions are taken should be and can be utilized to initiate the proposed program.

3. 1975/76 Bicentennial Program

The lead time for the special program envisaged, even on a minimal scale, will be extremely short by the time the department can make firm decisions. I am confident that critical path planning will be essential. Whatever special project program may be developed at the Bureau level, it is essential that we are kept au fait with the plans. The ongoing program, while potentially aimed at different audiences, certainly must be complementary.

May I suggest, therefore, that a committee be formed, possibly headed by Mr. Roberts, to co-ordinate planning between all those involved in '76 plans, so that our 1973-75 production and programs will lead directly to the Bicentennial program.

R.H.N.Roberts
M.Kelly
K.Reid
A.Chernushenko

-2-

I believe the committee should meet formally with membership from elsewhere in the Bureau, on a periodic basis governed by developments of either program. In view of the minimum 18 months leadtime required for printed-word production (at least for booklets), I would strongly recommend the inclusion of a member of the editorial section in order to fully co-ordinate our multi-media plans.

Original Signed by
D. R. LAMBIE

D. R. Lambie

C.C. FCO
GWU
FAP
Seattle

FAI/L.M. Kelly/cd

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File
Diary
Circ
Chron

(Postcode) KIA OG2

Ottawa, March 6, 1973

File No. 56-1-2-USA

36

Dear Dick,

I am sorry not to have replied sooner to your letter of November 6, 1972, describing Seattle City Councilman Bruce K. Chapman's idea for a conference on relations between Seattle and Vancouver.

As you know, I sought the views of other Divisions (FCO and GWU) on whether Mr. Chapman's project should be given sympathetic consideration for financial assistance from the Canadian Government. Like me, they think the idea is rather attractive but not yet clearly enough formed for us to make any commitment. If a favourable decision could eventually be taken, it would have to be on the conditions that any federal government funds which could be offered were not to be taken as federal government sponsorship or co-sponsorship of the conference and that the federal government should not be associated in any formal way with any recommendations or proposals that might result from the conference. To put things in their correct order, I should have said before giving the conditions attached to a favourable decision that we would wish to seek the views of the Government of British Columbia before committing the federal government in any way.

.../2

Mr. Richard O'Hagan,
Minister Counsellor (Information),
Canadian Embassy,
Washington, D.C.

- 2 -

I think you can only tell Mr. Chapman that we find his idea interesting and would like to be kept informed on his progress but can't make any promises until the "prospects and likely dimensions" are clearer.

Yours sincerely,

D. B. HICKS

D.B. Hicks
Director
Information Division

CONFIDENTIAL

FM PRMNY 270 MAR1/73

TO EXTOTT UNO IMMED

DISTR PDF FAI APP APO ICER

REF YOURTEL UN0150 FEB16 OURTEL 221 FEB26

---COUNTRY PROGRAM-INFO AND PRESS OFFICER

IN YOUR REFTTEL MENTION IS MADE OF THREE APPROACHES TO INFO AND PRESS WORK AT MISSION (A) FULL TIME POSITION (B) COMBINATION WITH .5 MAN YEAR OF OTHER DUTIES POSSIBLY OF A LEGAL NATURE AND (C) CONTRACTUAL ARRANGEMENT. WE BELIEVE (A) IS MOST DESIRABLE ALTERNATIVE WHILE (B) RESEMBLES PRESENT SITUATION. (C) APPEARS TO BE IMPRACTICABLE IN VIEW OF CLOSE HARMONY BETWEEN INFO AND PRESS WORK AND OTHER MISSION ACTIVITIES AND RESULTANT NEED FOR FULL INTEGRATION OF PRESS OFFICER WITH HIS COLLEAGUES.

2. ALTERNATIVE (A) WOULD HAVE OFFICER WITH FOLLOWING DUTIES.

- (1) ACT AS PRESS ATTACHE DURING PEAK FALL PERIOD .4 MAN YEAR.
 - (2) PROVIDE FOCAL POINT FOR VISITING GROUPS, ARRANGING PROGRAMS AND PREPARING NECESSARY BRIEFINGS AND ADDRESSES .2 MAN YEAR.
 - (3) ACT AS LIAISON OFFICER WITH INNATL AND CDN PRESS ON UN MATTERS .1 MAN YEAR.
 - (4) ASSIST PERMREP WITH HIS INFO RELATED OBLIGATIONS, EG PREPARING ADDRESSES AND BRIEFING MATERIALS .1 MAN YEAR.
 - (5) ACT AS LIAISON OFFICER WITH OFFICE OF PUBLIC INFO AND CENTRE FOR ECONOMIC AND SOCIAL INFO .1 MAN YEAR.
 - (6) MAINTAIN CONTACT WITH UN ORIENTED PRIVATE GROUPS IN CDA .1 MAN YEAR.
- OFFICER REQUIRED FOR POSITION UNDER ALTERNATIVE (A) COULD BE AT FS2 LEVEL ACTING UNDER

...2

file

No action at this time

56-1-2-45A	
36	

Mr. [unclear] base

required from us

PAGE TWO 270 CONF

SUPERVISION OF DEPUTY PERMREP AND SHOULD BE BILINGUAL.

3. ALTERNATIVE (B) WOULD CONTINUE STATUS QUO WITH POLITICAL AND LEGAL COUNSELLOR DOUBLING AS PRESS OFFICER, WITH INFO WORK DISTRIBUTED IN MISSION ACCORDING TO SPECIAL RESPONSIBILITIES AND AVAILABILITY OF OFFICERS AND WITH ADDITIONAL ASSISTANCE IN FORM OF PRESS ATTACHE PROVIDED DURING UNGA PERIOD. WHILE THIS ALTERNATIVE IS WORKABLE WE CONSIDER ALTERNATIVE (A) WOULD MORE ADEQUATELY FULFILL REQUIREMENT FOR PRESS AND INFO ACTIVITIES AT THIS MISSION PARTICULARLY IN VIEW OF PERS CHANGES WHICH WILL OCCUR DURING NEXT SIX MONTHS.

4. IT WILL BE RECALLED THAT AT PREVIOUS PERIODS AT THIS POST (LAST DURING CDN MEMBERSHIP OF SECURITY COUNCIL 1967-68) A FULL TIME PRESS AND INFO OFFICER WAS PROVIDED FOR ON THE ESTABLISHMENT AND THAT ONLY OVER RECENT YEARS HAVE WE WORKED ON THE IMPROVISED BASIS OF SEEKING ADDITIONAL HELP FROM HQ ON THE BASIS OF EMPLOYMENT DURING UNGA PERIOD. IT IS MY FIRM IMPRESSION ON THE BASIS OF PREVIOUS EXPERIENCE HERE AND ON THE BASIS OF THE NEEDS OF OTHER POSTS THAT THE PRESS, INFO AND PUBLIC RELATIONS ASPECTS OF THE WORK AT THIS POST HAVE A PARTICULAR IMPORTANCE. THIS IMPORTANCE DERIVES NOT ONLY FROM THE MANY INFORMATIONAL DEMANDS ON THE MISSION DURING THE UNGA BUT ALSO ON THE REQUIREMENTS OF THE MEDIA (TAKEN IN THEIR WIDEST SENSE) IN NY AND IN CDA THROUGHOUT THE YEAR. INFO WORK SHOULD PREFERABLY BE CONSIDERED AS A CONTINUING DUTY RELATED TO AND INTEGRATED WITH THE REGULAR WORK OF THE MISSION. AT BEST WHAT IS

...3

PAGE THREE 270 CONF

REQUIRED IS NOT/MERELY A PRESS LIAISON OFFICER, BUT AN
OFFICER WHO COULD FULFILL IN THE BROADEST TERMS THE VARIED
DUTIES INVOLVED INCLUDING THE DRAFTING PREPARATION AND CONDUCT OF
INFORMATIONAL BRIEFINGS AND PARTICIPATION IN THE INFO WORK OF THE
UN SYSTEM ON A CONTINUING BASIS. I HOPE THAT
SYMPATHETIC CONSIDERATION WILL BE GIVEN TO THE ESTABLISHMENT OF
SUCH A POST AT THE PERMISS.

5. WE SHALL SUBSEQUENTLY BE REPLYING IN GREATER DETAIL TO THE INFO
QUESTIONNAIRE (SEE OURTEL 221 FEB 26).

RAE

051623Z 600



TRANSMITTAL NOTE AND RECEIPT
NOTE D'ENVOI ET REÇU

GOVERNMENT OF CANADA — GOUVERNEMENT DU CANADA

TO ➡ Under-Secretary of State for External
A ➡ Affairs, OTTAWA, FAI ←

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SECURITY CLASSIFICATION
CLASSIFICATION DE SÉCURITÉ

WITH ENCLOSURE(S) – AVEC ANNEXE(S)

UNCLASSIFIED

WITHOUT ENCLOSURE(S) – SANS ANNEXE(S)

FILE OR SERIAL NO. — N^o DE DOSSIER OU DE SÉRIE

QUANTITY QUANTITÉ	REFERENCE/COPY NO. N° DE RÉFÉRENCE	DESCRIPTION
1	ref: Wshdc let 59 of 2 Feb/73 "New Look" for Deptl Info Activities.	Letter from R. O'Hagan to Don Peacock of Cdn High Commission in London, who had sent us a copy of their New Look Report - we sent a copy of ours to him of Feb 27/73.
<p><i>Mr Hoots</i> <i>Miss Kelly</i> <i>Miss Ryan</i></p> <p><i>Wce</i> <i>mk</i></p> <p>131</p>		<p>TO/A <i>F41</i> FROM/DE: <i>ACRG</i> MAR 5 1973 ATTN <i>Roberts</i></p>
<p>SENT BY - TRANSMIS PAR</p> <p><i>P. Brown</i> 1/3/73</p> <p>Signature Date</p>		<p>RECEIVED BY - REÇU PAR</p> <p>_____ Signature Date</p>

Canadian Embassy,
Washington D.C.
Paula Brown

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AU SIGNATAIRE*

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ORIGINATOR'S ADDRESS – ADRESSE DU SIGNATAIRE

Canadian Embassy



Ambassade du Canada

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

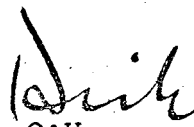
February 27, 1973

Dear Don:

Many thanks for sending the copy of your
"New Look" report. I thought you might like to have
a copy of our epic study of Information activities as
seen from the Embassy here in Washington.

With all good wishes.

Yours sincerely,


R. O'Hagan
Minister-Counsellor

Mr. Donald Peacock,
Press Counsellor,
Canadian High Commission,
Canada House,
1 Grosvenor Square,
London, ENGLAND.

P.S. Good luck with the
publication; it looks very
promising. Saw your boss at 1 BP's
Jurnal. (1)

FAI

~~File~~
Apr - file
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FM WSHDC 525 FEB9/73

TO EXTOTT FAP

ACTION COPY

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REF YOURTEL FAP35 FEB7

---INFO SURVEY AND COUNTRY PROGRAM-VISIT BY OHAGAN

OHAGAN WILL PLAN TO BE IN OTT FEB22 AND 23.

101040Z 30

FAP/L.A.D. STEPHENS/DGT

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM FOR

FROM
A

FROM
De

REFERENCE
Référence
Washington letter No. 59 of February 2

SUBJECT
Sujet
Washington Response to Information Survey

SECURITY
Sécurité

UNCLASSIFIED

DATE

February 9, 1973.

NUMBER
Numéro

FILE	DOSSIER
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56-1-2-USA
31

ENCLOSURES
Annexes

DISTRIBUTION

PDF (Also with attachment)

GWP (attachment to follow)

I attach a copy of Mr. Cadieux' letter and the report it covers which is Washington's forecast of information programs required to support its country objectives. (It turns out that my leg was being pulled when they said they were having this report bound).

2. The Washington response has been a very serious and responsible effort at relating policy and program needs to the resource base. The conclusions reflect a formidable resource requirement but nothing much less would be expected for country planning for the United States. As the Ambassador states, the activities proposed are not immutable and inevitably adjustments will be called for to reconcile the desirable with the possible; but the objectives are well stated and the goals and strategies to achieve them are rationally and expertly arrayed. I hope we shall be able to agree to implement something like the full range of activities offered but I can't believe we could get there in one fiscal year.

3. We have not been sending you the raw material as it comes in but you probably have a special interest in the Washington input.

4. Mr. O'Hagan is coming to Ottawa on the 22nd and 23rd to work with us on analysis of the Washington report and on relating to it the reports from the consular posts.

L.A.D. Stephens

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.			
OTT	EXT	FAP-35	7-2-73	56-1-2-USA 36	UNCLASS

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WASH. D.C.

INFO

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REF

SUB/SUJ

INFORMATION SURVEY & COUNTRY PROGRAM; VISIT BY MR. O'HAGAN

IT WOULD BE VERY USEFUL TO HAVE DAY OR SO HERE WITH O'HAGAN TO GO THROUGH ANALYSIS BEING MADE HERE OF YOUR VERY USEFUL RESPONSE TO NEW LOOK INFORMATION PROGRAM SURVEY AND TO RELATE IT TO INPUTS FROM USA CONSULAR POSTS. SUGGEST FEB 23 AS DATE. IF HE COULD SPARE SECOND DAY FEB 22 THIS WOULD BE WELL USED.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG

L.A.D. STEPHENS/DGT

FAP

5-6092

SIG

L.A.D. STEPHENS

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

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

FROM
De The Canadian Embassy,
WASHINGTON, D.C.

REFERENCE
Référence Circular Document 24/72 (FAI) of October 31/72

SUBJECT
Sujet "New Look" for Departmental Information
Activities

SECURITY
Sécurité UNCLASSIFIED

DATE February 2, 1973.

NUMBER
Numéro 59

FILE	DOSSIER
OTTAWA	
MISSION	56-1-CDA

ENCLOSURES
Annexes

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Puerto Rico
Seattle

With this letter we are forwarding 10 copies of our analysis and projection of Information activities in Washington, as requested in the Circular Document under reference. It has been a rewarding undertaking, one which I hope will lead to a deepening and strengthening of our capacity to carry out information and cultural activities in the United States. It represents a great deal of careful and time-consuming work by Mr. O'Hagan and his staff, for which I am grateful. We regret not being able to meet your deadline, but trust that you will accept the dimensions of the work involved in preparing such a report for this Post as the obvious reason for its delay.

2. From the standpoint of the overall management of the Post, I have the following comments:

3. I think it is important to be clear about what the report actually represents. I do not regard it, for example, as an immutable statement of what our Information activities should be in the years ahead or as a firm request for funding. It should rather be taken as a basis for discussion and inter-action between the Embassy and Headquarters as your "New Look" operation proceeds, and I hope this further consultation will be as close as possible. Given the size and importance of Information work in the United States I should think it would be desirable -- at whatever stage would be most convenient for you -- to arrange a meeting either in Ottawa or down here to discuss both the substance of the report and its implications for the management of the Post.

4. Although at first glance the 1974/75 forecasts of personnel and "other resources" may appear very high they do not represent dramatic departures from present programmes. Rather, they are a statement of how our present activities would normally and naturally expand,

... 2

- 2 -

given, as your Circular Document states, "the prospect of reasonable additional resources for Information work abroad". On the personnel side, you will note that in 1973/74 we have not forecast any increase in staff (although a request for more clerical assistance was included in our estimates). There is a large forecast increase in personnel in 1974/75; as noted within the report itself, however, some of these additional resources in that year could be obtained through outside or short-term employment. The fact that the office space now available to us in the NAB Building allows for very little staff expansion at all is, of course, a major administrative implication of the report and a further reason why it will clearly be necessary to consult further about it if a 1974/75 programme of these dimensions is likely to become a reality.

5. No doubt you will also be struck by the projected increase under "other resources" from \$219,530 in 1973/74 to \$596,350 in 1974/75. However, this is largely accounted for by 2 or 3 large items tentatively projected for 1974/75, such as another visit by the NBC "Today Show" to Canada, the radio project described in 1.6.4, and a sum of \$55,000 included in 2.4.1 for academic support. As all sub-programmes of this kind are, of course, subject to later decision as to whether or not they will actually be implemented, the overall increase in "other resources" is a somewhat flexible figure.

6. Travel and hospitality resource forecasts are light because we experienced some difficulty in drafting firm recommendations. For each project adopted, a review of costs in these areas would be required.

7. In preparing this analysis we have kept very much in mind our national responsibilities although we have not looked into the detailed needs of individual posts or regions. We will, as you have requested, review the submissions from Consulates and submit our comments in the near future.

W. Padua

Ambassador

INTRODUCTION

On the following pages, a description of activities, goals, tasks, projects and audiences of the Office of Information are described, along with staff and money requirements based on present experience and expected growth. In summary, this is our forecast:

	1973-74	1974-75	
Officer Staff	6.4	11.1	Man Years
Clerical & Stenographic	11.1	28.0	Man Years
Travel	\$1500	\$4800	
Hospitality	--	\$3200	
Other Resources	\$219,530	\$596,350	

The human resource figure, we recognize, is high but we are satisfied it is a realistic estimate of what will be needed to implement the information programme as anticipated and forecast. Not all the human resources need be added to staff lists; in some cases, overtime or special assignments can aid in meeting the need; in other cases, the project or task could be contracted out to an individual or conceivably an agency to perform. For example, in 1973-74, we plan to contract out at least 1.5 man years (cumulative) on project activity.

Secretarial requirements were calculated after officer and clerical needs were established. Public information activities generally create a more demanding workload for secretarial staff than is the case in other sections of the mission. The volume of correspondence and miscellaneous typing is constantly greater; the telephone traffic is heavier -- occasional studies have shown that the stenographers have handled as many as 50 telephone calls per day (incoming, outgoing and internal) in addition to their regular duties. Accordingly, although we come close to a 1:1 ratio for secretaries and clerk typists, it is a solid and practical recommendation.

Travel and hospitality dollar forecasts are light, because of the difficulty of costing our recommendations; consequently for each project adopted, a review of costs in these areas would be required.

- 2 -

Similarly, the "other resource" forecasts are estimates which would require detailed review; indeed, in some instances, we have declined to put forward at this stage any estimate for some projects. For ease of reference, a breakdown of "other resource" forecasts follows.

We believe that we have now established a solid foundation for a coherent programme of information activities. The recommendations for 1974-75 provide for sensible and realistic projections of the Canadian character and interests through natural extensions of present programmes which, for the most part, deepen and strengthen ongoing activities.

FORECAST OF RESOURCE REQUIREMENTS

OFFICE OF INFORMATION

EMBASSY, WASHINGTON

	MAN YEARS			Travel	Hosp.	Other Resources
	Officer	Clerical	Steno*			
1973-74	6.4	7.1	4	\$1500	-	\$219,530.00
1974-75	11.1	19	9	\$4800	\$3200	\$596,350.00

*	Stenographers	Steno/Receptionist	Clerk Typists	Total
1973-74	3	1	-	4
1974-75	6	1	2	9

"OTHER RESOURCE" FORECAST

	ACTIVITY	1973-74	1974-75
1.2	Library Information Service	20,000.00	35,000.00
1.3	Locally Produced Publications		
1.3.1	Canada Today	125,000.00	150,000.00
.2	Canadian Press Comment	3,500.00	3,500.00
.3	Canada in the U.S. Press	nil	1,000.00
.4	Press Releases	nil	2,500.00
.5	Pamphlets	1,750.00	1,200.00
.6	Film Catalogue	2,000.00	1,000.00
.7	Information Stationery	nil	500.00
.8	Special Programmes	750.00	1,000.00
.9	Famous Canadians	500.00	200.00
.10	Speakers Manual	1,000.00	500.00
.11	Quarterly Canada	-	no estimate
.12	French-language	-	no estimate
1.4	Ottawa Produced Publications	no estimate	no estimate
1.5	Distribution of Materials		
.1	Canada Today	31,480.00	40,000.00
.2	CP/CBC News	500.00	600.00
.3	Canadian Press Comment	5,000.00	5,500.00
.4	Canada in the U.S. Press	250.00	300.00
.5	Press Releases	600.00	800.00
.6	Special Reports	200.00	250.00
.7	Teacher Kits		
.8	Facts on Canada	500.00	500.00
.9	Statements and Speeches		
.10	International Perspectives CWB	nil	nil
.11	Special Mailings	500.00	500.00
1.6	Audio-Visual Services		
.1	Visuals	500.00	1,500.00
.2	Transcriptions	-	-
.3	Displays and Exhibits	-	-
.4	Radio Project	6,000.00	60,000.00
1.7	General Representation	3,000.00	4,000.00
1.8	Receptions	-	-
1.9	Relations with Media	-	-
1.10	Visits and Exchanges	-	-
1.11	The Arts	6,000.00	12,000.00
1.12	French Language/Multicultural	-	-
1.13	Bicentennial Coordination	500.00	4,000.00
1.14	Canada Centres	-	no estimate

- 2 -

	ACTIVITY	1973-74	1974-75
1.15	Public Relations Counsel	-	no estimate
2.1	Audiences in General		
2.2	Media		
.2.8	Television	-	205,000.00
2.3	Government	-	-
2.4	Academic		
.1	University/College	-	55,000.00
.2	Secondary/Primary	-	-
.3	National Associations	-	-
.4	ACSUS	10,000.00	10,000.00
3	Canadian Representation		
4	Diplomatic Reporting		
	TOTAL:	219,530.00	596,350.00

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ACTIVITY I

To carry out basic responsibilities both actively and responsively for public information dissemination arising from country objectives.

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 - 1.1.4 Resources Chart
 - 1.1.5 Information Flow Chart
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 - 1.3.2 Canadian Press Comment
 - 1.3.3 Canada in the U.S. Press
 - 1.3.4 Press Releases/Official Statements
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 - 1.5.8 Facts on Canada, etc.
 - 1.5.9 Statements and Speeches, etc.
 - 1.5.10 International Perspectives, Canadian Weekly Bulletin
 - 1.5.11 Special Mailings

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 - 1.6.1.1 Films
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- 1.14 Canada Centres
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 - 2.9 .1 Business
 - 2.9 .2 Individuals

ACTIVITY III - CANADIAN REPRESENTATION

To obtain maximum public information benefit to Canada from the local efforts of all departments and agencies, provinces, and private organizations, businesses, and citizens.

- 3.1 Overview
 - 3.1.2 Embassy Organization (Chart)
 - 3.1.3 Federal Representation in USA (Chart)
 - 3.1.4 Provincial Offices in USA (Chart)
- 3.2 Embassy Liaison
 - 3.2.1 In House
 - 3.2.2 Liaison with Posts and Ottawa
 - 3.2.3 Liaison with Provincial Governments & Representatives
 - 3.2.4 Liaison with Non-Governmental Representation
- 3.3 Interaction of Governmental and Non-Governmental Representation
- 3.4 Advisory Panel for Canadian Information in the United States

ACTIVITY IV - DIPLOMATIC REPORTING

To report, analyze and make recommendations on current events and activities of particular interest to public information and cultural programmes, and generally on programmes relating to representation in the United States.

- 4.1 General Statement

APPENDIX

ACTIVITY I

TO CARRY OUT BASIC RESPONSIBILITIES
BOTH ACTIVELY AND RESPONSIVELY FOR PUBLIC INFORMATION
DISSEMINATION ARISING FROM COUNTRY OBJECTIVES.

IVITY I

To carry out basic responsibilities both actively and responsively for public information dissemination arising from country objectives.

GOALS AND TASKS

1.1 Present Organization of Office of Information Staff and Premises

1.1.1 As of December 15, 1972

Minister-Counsellor (Information)

First Secretary

Second Secretary (Information)

Second Secretary (Information)

Head of Library Services

Information Clerk

Information Clerk

Information Clerk

Information Clerk

Ottawa Based Steno

Ottawa Based Steno

Locally Engaged Steno

Locally Engaged Steno

Messenger

Expected February 1, 1973

First Secretary (National Information Officer)

SEE FOLLOWING ORGANIZATION CHART, BRIEF STATEMENTS OF DUTIES, RESOURCE CHART AND FLOOR PLAN

Forecast of Resource Requirements		Man Years			
Activity Number		Officer	Support Staff	Travel	1.
					Hosp.
	1973-74	6	10		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked .

2. Other Resources are those which would be included

1.1.2 Statements of Duties

MINISTER-COUNSELLOR
(Information)

General Supervision of Programmes
and Programme Development
Public Information Counsel to Ambassador
and Mission staff
Public Information Counsel to Ottawa
Media Relations (United States & Canada)

FIRST SECRETARY
(Cultural)

Cultural Programmes and Liaison
Academic Liaison - University & Secondary
- ACSUS
Bicentennial
French-language programmes

FIRST SECRETARY
(National)
Assigned as of
Feb/73.

Liaison with national media:
Newspapers/Magazines/Radio/Television
Appropriate Public Relations Activities
National Speakers Bureau
National Exhibits Programme

SECOND SECRETARY
(Information)

Media Relations (United States, Canada
and Foreign)
Publications: Supervision of Production
and Distribution
Section Administration

SECOND SECRETARY
(Information)

Audio-visual programme supervision
Canadian Press Comment: Edit
Schools Programme
Visits Programme (non-media)
Speakers Bureau
Special Projects, eg - Azalea Festival
- School Book
Presentation

HEAD OF LIBRARY SERVICES

Research Direction
Academic Assistance
Library Administration

Above duties are subject to reallocation
in 1973.

1.1.2

Information Clerk

Reference Library
Canadian Information

Information Clerk

Reference Library
Canadian Information/USA Information
Periodical Circulation

Information Clerk

Reference Library
USA Information
Press Scans

Information Clerk

Audio-visual Program/Canada Today/d'au-
jourd'hui

Information Clerk

Mail and internal distribution
Reproduction
Messenger
Stock Clerk

Secretary to:

Stenographer (CB)

Minister-Counsellor

Stenographer (LE)

First Secretary

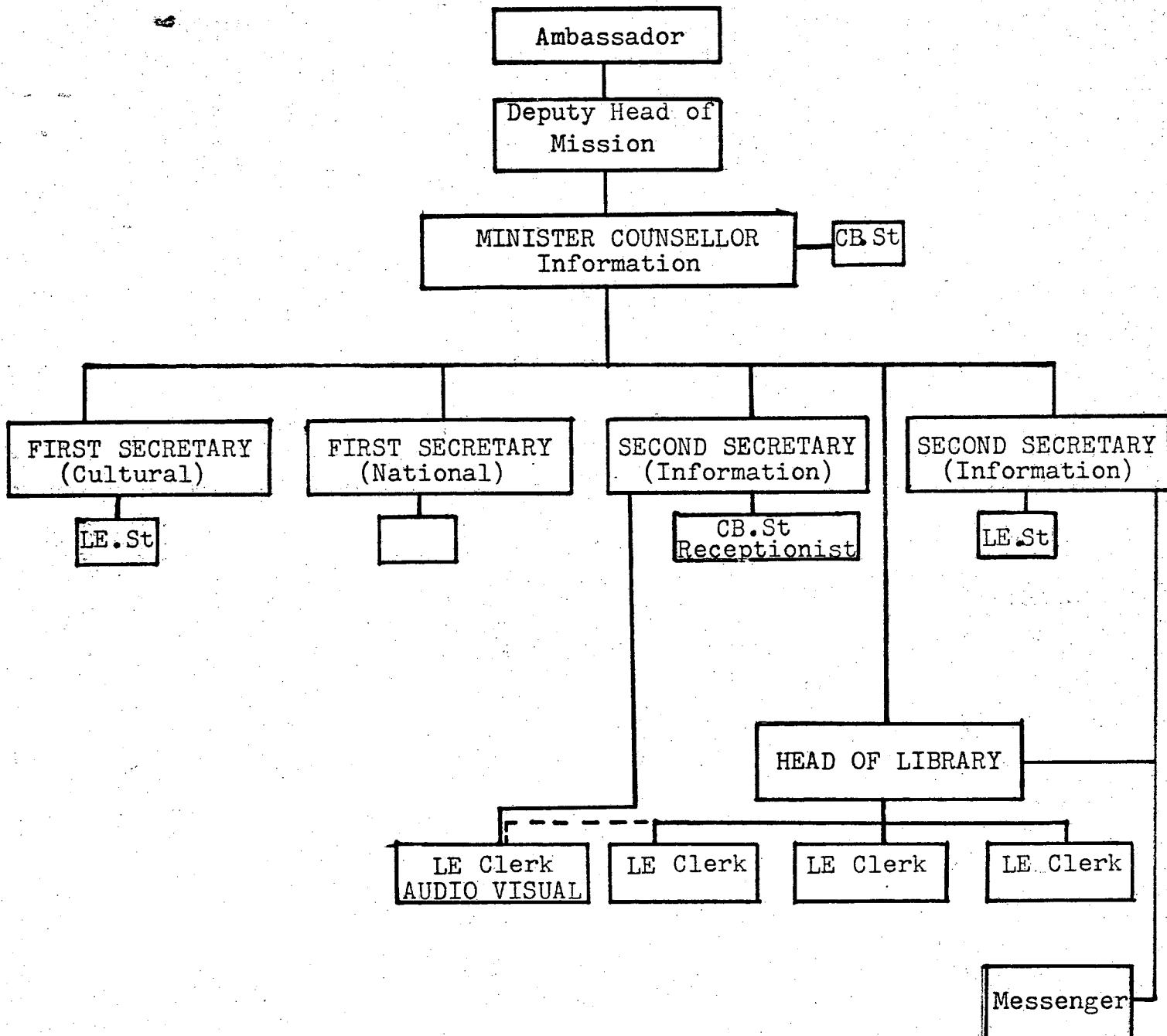
Stenographer (CB)

Second Secretary
(Receptionist)

Stenographer (LE)

Second Secretary

ORGANIZATION CHART
OFFICE OF INFORMATION
EMBASSY, WASHINGTON



LE St =Locally Engaged Stenographer

CB St =Canada Based Stenographer

LE Clerk=Locally Engaged Clerk

OFFICE OF INFORMATION
RESOURCES

Media Relations

Policy Enquiries
Visits - Individuals
- groups
Press Briefings
Conferences

Audio-Visual

Film Library
Still Photos
Slides

Audio Discs
Tapes

TV Packages

Radio Project

Display Material
Exhibitions

Screening Room

Cultural

Liaison with Canadian and
American Cultural
Community

Visits
Receptions

Publications

Canada Today/d'aujourd'hui
Canadian Press Comment
Canada in the U.S. Press
Press Releases
Statements & Speeches

Draft Speeches

Canadian Embassy
Canadian Residence

Film Catalogue

Pamphlets
Programmes
Speakers' Manual

Ottawa Publications

Printing & Production
Xerox
Offset
Collator

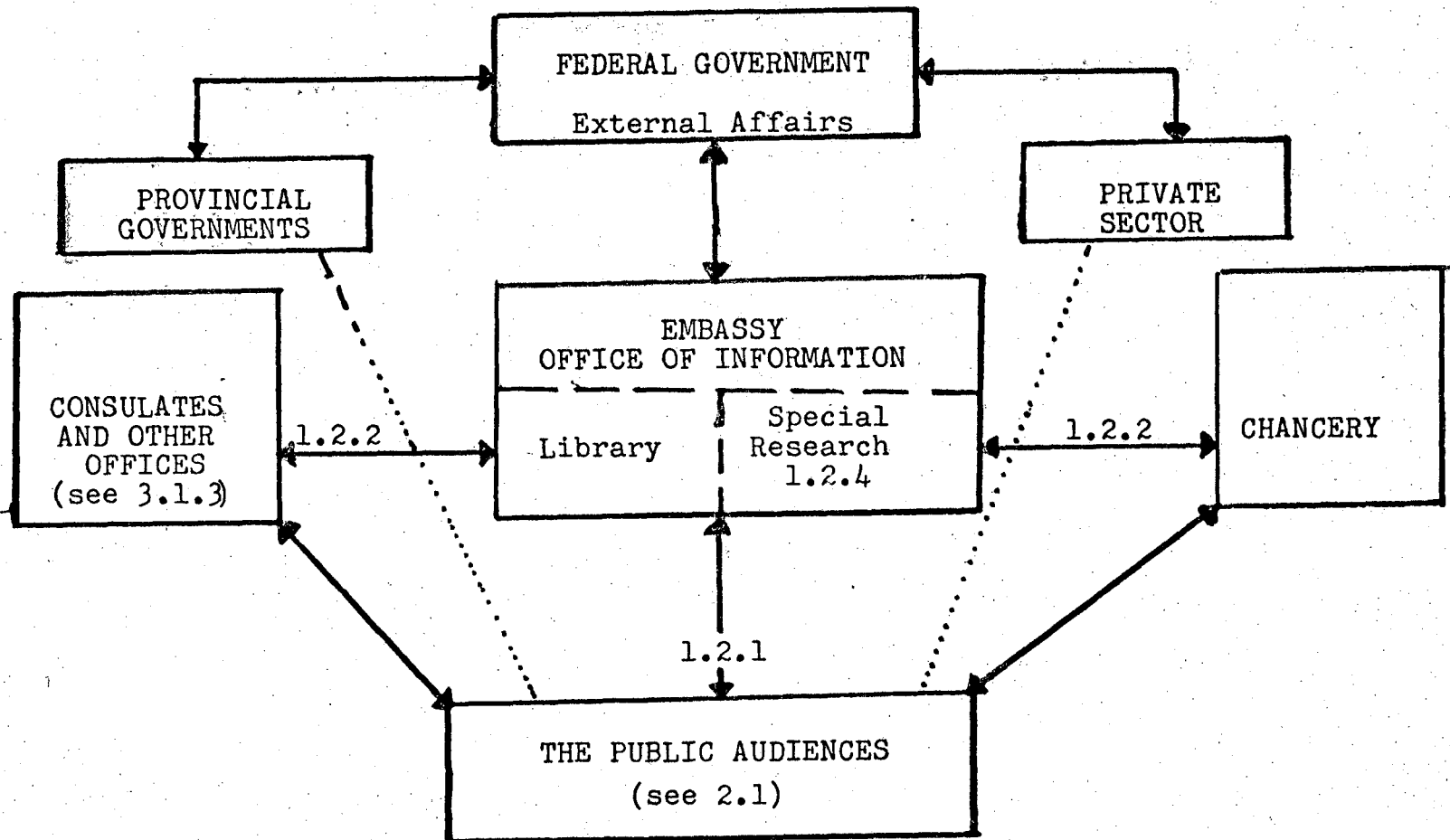
Mailing - Internal
Addressograph
Folder/Stuffer
- External

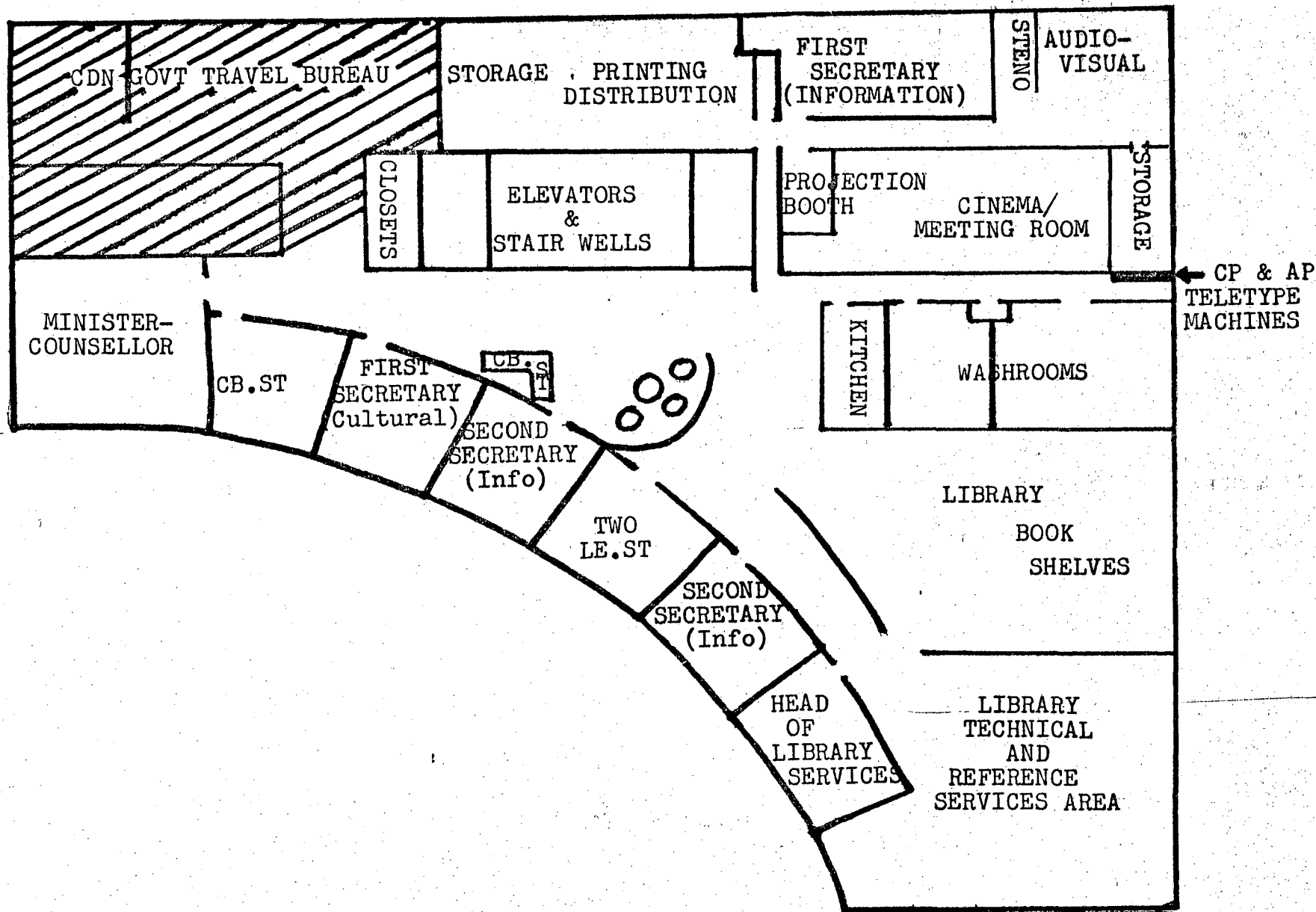
Library Services

General Enquiries
Internal Circulation
Ordering
Cataloguing
Scan, Clip & File
Research
Teletype Machines
- Canadian Press (New
York)
- Associated Press
"City Wire"

Special Projects

Subsidies
Special Research
Gallup Poll
Speakers' Bureau
Book Presentation
Prestige Receptions





IVITY.

GOALS AND TASKS 1.2 Library Information Services

1.2.1 Public Service (see also chart 1.1.5)

There are approximately six major categories of public seeking information from the Embassy Information Office.

- (a) Media (2.2)
- (b) U.S. Government (2.3) -- Executive Branch
-- Legislative Branch
- (c) Academia (2.4) -- Primary/Secondary -- students
-- University -- teachers/professors
-- Research
- (d) Special Interest Organizations and Trade Associations (2.5)
- (e) Commercial/Business organizations (2.5)
- (f) The General Public

The bulk of questions are directed to the Library and are generally answered on a factual basis -- no interpretation of policy is required. The reference clerks handle the enquiries, usually by telephone and the matter is done. Often, support material or documentation is mailed out (or hand-delivered) to the questioner.

School children requesting "some information" on Canada are dealt with by the audio-visual clerk who takes the name and address and sends out a pamphlet. There is a seasonal fluctuation to these requests and generally they all are made by telephone between 3:00 and 5:00 p.m., Monday through Friday.

Forecast of Resource Requirements *

Man Years

Activity Number

Officer

Support
Staff

Travel

Hosp.

1. 2
Other
Resour

* see 1.2.5

1973-74

1974-75

Change

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

1.2.1

Questions requiring interpretation or explanation of Canadian policy are handed over to the appropriate officers of the Mission; the decision as to whom the call should be passed is made by the reference clerk, based on who the caller is, and who is available internally.

Most calls or requests are quickly and efficiently despatched since they call for information readily at hand. Other calls require short spurts of research and may necessitate a "call-back" while still other requests can require a fair amount of time and effort to be spent on research: a decision is usually required on the merits of providing such service -- and the identity of "who" is requesting is important.

We are now carrying out surveys on the numbers and kinds of questions posed to the Library. Queries are being systematically recorded to indicate who is calling, what is subject of enquiry, how it is being answered, what research time and effort is required and what follow-up is or might be useful. Surveys to date have shown the volume of calls and the time taken to deal with them.

The continuing assessment of public enquiries will aid in anticipating growth patterns and utilizing available resources.

In November the Library staff dealt with 257 enquiries. Of this number 192 were from the public audience; 45 were from within the mission; and 20 were from Canada placing orders for USA publications. More than 50 percent of the enquiries were dealt with quickly, but fifty-two of the 257 enquiries required up to 15 minutes research; 45 required 15-60 minutes research and 17 required one or more hours.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.2.2 Internal Service for the Mission, Consulates and other Federal offices in the United States.
(see also charts 1.1.5, 2.1, 3.1.2, and 3.1.3)

The prime clients of the Library are the Office of Information and the political and economic sections of the Chancery. The other sections of the Mission (CDLS(W), CDRS, DPS, NRC, etc.) occasionally call on these services. Under integration all members of the Mission have access to the Library. One tangible example of an increased workload as a result of integration is the ordering and distribution of publications for the entire Mission, and for most Canadian Government departments. There has been no change in staff levels since integration. As integration proceeds, we foresee a substantial workload building up.

The Library is also accessible to all members of the Mission to service general queries on Canada. As we improve our service, we are bound to increase the demand, and as the demand increases, there will be a need to expand staff and mechanical resources and/or to systematize more rationally backup support systems in Canada.

Forecast of Resource Requirements	Man Months		Travel	1. Hosp.	2. Other Resources
	Officer	Support Staff			
Activity Number					

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type 1 or 2

1.2.2

Sections such as CDLS(W), CDRS, DPS have modest library establishments created to meet their own needs. The librarian is gradually becoming familiar with these systems and their personnel, developing lines of cooperation and coordination. The Library has had a close working relationship with two research assistants working on trade and economic matters in the Chancery, but the relationship has not always been mutually complementary; i.e. they sometimes work at cross purposes or duplicate efforts. We can see the benefits to applying effort to better utilize these (and other) staff resources to the overall benefit of the Mission. Although staffing matters concerning this aspect of the Embassy's activities are not directly the concern of this report, we feel some thought and consideration should be given to further developing these research capabilities in coordination with the Library. We are now ensuring clear lines of communications with both researchers to obtain the best cooperation and coordination.

In addition to the library and reference files maintained in the Office of Information, there is a collection of books and documents held in the main Chancery building. This collection is considered to be of greater use and importance to the officers than to the general public since it is made up of books on American or international subjects, or collections of Hansards, Statutes, U.S. Codes and other similar documents of record. This collection is under the supervision of the Librarian, but in practice receives a minimal amount of attention because of lack of staff time, its limited usage, and the physical separation of the Chancery and the Office of Information.

The library is responsible for clearing and editing two teletype newswires: Associated Press City Wire carries stories of international, national and local importance as well as an alerting service for editors; and the Canadian Press "New York" wire carries stories of national importance. This operation consumes on average approximately two hours per day or three to four man months per year for an information assistant. The wire copy is distributed to the appropriate desk officer; on specific major occasions, copies are made for general circulation. The Canadian Press machine is equipped with two ply paper and the carbon copy is edited and distributed to the information officers, then reviewed for inclusion in reference files.

Although this post has had a "cultural" officer since 1968, much of the basic building of reference material remains to be done. Additionally, there are a number of servicing functions which should be started in the cultural/academic/bicentennial areas. However, this support staff was not increased to reflect the assignment of a cultural officer. It has not been found possible to compress or eliminate other ongoing activities in this reference/information service to provide the kind of assistance needed. This situation should be remedied as soon as possible. If this cannot be done in 1973-74, then it should definitely be included in 1974-75. (note 1.11).

Post Reference Service

As the Chancery, as a whole, continues to strengthen its liaison/coordination function with the consulates and other federal offices, we can foresee a more active role evolving for the Office of Information and particularly the library, although little call is made directly on the library at this time by these offices.

This could, with appropriate staffing, develop into a more comprehensive service that would include assistance in preparing speeches, researching documentation, ensuring routine dissemination of information of a policy nature, ordering publications, providing guidance on reference file maintenance and other services.

Given the manpower and/or technical support, it might prove worthwhile in the next few years to develop this office as a base and model for regional information offices. It could be more efficient and economic to encourage posts to call on a central reference center rather than to establish mini-reference offices in each post. Through the use of telex and telephone, enquiries could be handled quickly and competently -- and we would be assured that the policy 'line' is uniform throughout the country. Naturally, the Embassy would continue to rely on the Ottawa resources which are the core to a successful information programme.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.2.3 Provide information/reference, ordering service to Canadian Federal Government

In addition to the dissemination of information on Canada to USA audiences, the Mission and the Office of Information have responsibilities to service Canadian Government enquiries for information on events and activities in the United States. (See also Activity 4)

The reference library provides a service by ordering USA Government (Federal, State, Municipal) and other publications, on request, for the departmental library and for other government departments and agencies, including Parliament.

Following United States media comment on Canadian affairs is a key element in activities; digesting this for Canadian consumption requires time and effort by both officer and clerical staff. One information clerk daily scans USA publications subscribed to by the Chancery before general distribution for mention of Canada. A commercial clipping service has instructions to clip and forward substantive comment on Canada appearing in newspapers and periodicals; these are scanned and mounted for further reference. From time to time, the clipping service is instructed to provide more comprehensive service than normal; e.g. the voyage of the S.S. Manhattan, or the 1972 Federal election. Transcripts of radio or television broadcasts are supplied on order from a reporting firm. (See also 1.3.3, 4.1)

Forecast of Resource Requirements	Man Months			1.	2.
Activity Number	Officer	Support Staff	Travel	Hosp.	Other Resources

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

1.2.3

Summaries are prepared for transmission by telex or numbered letter. "Canada in the U.S. Press" (see 1.3.3) has been produced for general distribution to departments in Ottawa, but its appearance has not been regular because of conflicting priorities. We look forward to reforming its production in 1973-74 to see it appears more often than in the past. We may find the best method of producing this is to contract out the assignment rather than maintain it as an in-house project.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.2.4 Special Research Projects

From time to time, there is a requirement for the Embassy and the Office of Information to undertake special research beyond the normal capabilities of the Library or other staff. At such times, outside assistance is contracted to undertake the project because of special expertise or capability, or in preference to losing productivity or efficiency within the office. This basis for engaging resources is especially well suited to information work.

The survey of speakers' bureaux, carried out in June 1972 (see our letter to FAI of 28 July/72), is an example of such an activity. It could have all been done within the office, only at the expense of other activities and it would probably have taken longer to do. Another example, the conceptual study for the Radio Project (see 1.6.6) required special knowledge and expertise.

In developing new projects and programmes, e.g. greater French-language activity,*we would strongly recommend that resources be available to engage outside help. Equally, to assess or expand present programmes, it can be helpful to be able to draw on professional guidance for assistance. The Gallup Poll of 1971 can also be considered a special research project, though clearly it is of a larger dimension and different character. The initial drafting, and subsequent liaison on the development of the questionnaire involved Embassy and Ottawa personnel. Ottawa letter FAP 259 of December 11, 1972 foresees a followup to the original poll; we suggest that in 1974-75 and in subsequent years, we should be prepared to undertake similar nation-wide surveys.

See also Activity 4, which could benefit from special research resources.

Forecast of Resource Requirements	Man Months		Travel	1. Hosp.	2. Other Resources
	Officer	Support Staff			
Activity Number					

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *.

2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

GOALS AND TASKS 1.2.5 Library Administration

In describing the activities and services of the Library in the preceding sections, we have not dealt adequately with administrative needs. Coping with the daily influx of mail -- newspapers, magazines, periodicals, press releases, Canadian and USA government publications -- ensuring its proper circulation, cataloguing and filing of books, scanning, clipping and filing materials for reference use, ordering publications for Embassy, Ottawa, and missions abroad, not to mention occasional non-Governmental requests, require staff time and increasingly space and mechanical assistance.

It may be recalled that in 1971 a study of this library was made by Mrs. Margaret Beckman; in principle her recommendations are being implemented to the definite improvement of the Library -- but they are also leading to major new reforms.

Revision of reference files, an ongoing task, requires allocated staff time to be effective. As a partial alternative to the continued accumulation of materials in reference files, we would like to have consideration given to the possibility of linking this library to changes now taking place in the Departmental library and the National Library. Coordination of our files with those in Ottawa would be beneficial, and possibly a more economic and efficient use of resources could be realized by providing Embassy access to the computer indexing and searching facility being developed at the National Library. Equally useful would be the acquisition of microform readers and printers to enable this post to benefit from the ongoing process of microform data storage in Canada -- as well as the United States. Storage costs alone could be reduced significantly through the use of such equipment.

Forecast of Resource Requirements

Activity Number	Man Months		Travel	Hosp.	1. Other Resources	2. Other Resources
	Officer	Support Staff				
73-74	1.2	2.3			\$20,000	
74-75	1.5	5.2			\$35,000	

Special Events Hospitality (not included in normal representational budgeting) should be marked *

Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

1.2.5

At present, all the library staff is locally engaged; two clerks are Canadians, graduates of Canadian universities. The head of library services, an American, is a graduate librarian from the University of Western Ontario; the third clerk, also American, is a longtime employee of the Embassy with high school education and, more recently, training in library techniques. New staff appointments -- Canadian or American -- will be expected to meet more professional standards through training or experience.

For the library, it remains important to provide Canadian tours (i.e. Ottawa orientation) for locally-engaged staff filling the front-line responsibilities of answering questions from the general public. Equally important for the head of library services are opportunities to stay abreast of Canadian developments generally and in the information storage/retrieval/use areas specifically. Allowance should be made for this person to make periodic trips to Canada to this end.

With the increased responsibilities falling on the Library from integration, and the increased demand created by a more dynamic information programme in recent years, it is clear that financial administration of the library will require closer management and supervision. (Indeed, the entire Information Office could benefit from the assignment of a CB-based administrative clerk to ensure proper procedures are followed for all financial and administrative matters.)

Taking into account the potential changes which could occur in the next few years, we would strongly recommend a followup study to the Beckman report to review systems operations and to consider the proposed acquisition of more sophisticated equipment.

We are still in the process of determining the actual money costs related to integration; i.e. what subscription and book acquisition costs are to be changed to this budget. We do expect it to be greater in 74-75 than 73-74. Additionally, an increase in the cost of US Government publications has been forecast, an increase which could be as much as 80% over present costs.

Accordingly, we are forecasting a substantial dollar resource increase for library services in 1974-75.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.3 Locally-produced publications

The Embassy has a publishing programme; Canada Today/d'aujourd'hui is the major document, but it is supported by the weekly publication of Canadian Press Comment, and timely statements of official policy. Each publication is dealt with separately in the following sections, but a few general words are required to emphasize basic points. Whatever the publication, someone must take responsibility for the editorial content and eventual publication. The editor must have secretarial and clerical assistance, either on staff or contract. Greater account must be taken of the need to reflect and project Canada's bilingual character in publications, a need which will require translation resources and/or a capacity for drafting in French.

In-house production of documents is done by Xerox for short run or urgently required material, or by offset (table top) printer. A collator, and electric staplers assist in production; an addressograph machine, and automatic folder/insertor complete the work for mailings. Documents such as Canadian Press Comment or art exhibition programmes are printed out of house, as is Canada Today/d'aujourd'hui. Our experience since 1969 has led us to the conclusion that the majority of our printing needs would be more efficiently and economically met on an out-of-house basis and it is our intention to contract out work more frequently in the future.

Forecast of Resource Requirements *		Man Years				
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resources
*Cumulative Total for 1.3	1973-74	1.2	2.1			\$134,500
	1974-75	1.2	4.7			\$161,400

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

IVITY

GOALS AND TASKS 1.3 Locally-produced publications

1.3.1 Canada Today/d'aujourd'hui

At present, Canada Today is produced largely through the efforts of an outside contract staff. In-house, one clerk spends 40 percent of her time on a variety of tasks that range from maintaining the mailing list, to tracking down graphic materials needed for illustration, to that of keeping minutes of editorial meetings.

In the past year we have seen our distribution more than double: we now have a circulation of 23,784 and can anticipate that it will double again before the end of 1973.

Two officers, in total, devote about four man months to editorial consultation, supervision, and financial control. The projected cost for 12 issues in 1973-74 is \$125,000, exclusive of postage. If only from inflation and a modest growth rate, costs for the newsletter will probably increase 10 to 20 per cent in 1974-75. Efficiency would increase if an in-house clerk could be assigned full-time to servicing this project (see also Radio Project 1.5.6). Officer time should not increase unless there is an increase in frequency of publication or other change.

Forecast of Resource Requirements		Man Years			OTHER RESOURCES
Activity Number		Officer	Support Staff	Travel	
	1973-74	.4	.4		\$125,000
	1974-75	.4	1.0		\$150,000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in cost budget, i.e. responsibility type 4 or 5.

1.3.1

We have given consideration to the possibility of publishing some articles in French, but have not felt confident that it would be entirely useful or sensible in respect of our audience. We do feel, given an appropriate opportunity, that French text could be suitably employed and well received. In the meantime, we shall continue to project Canada's bilingual character through descriptive articles such as that published in Vol III No. 3. (see also 1.3.12).

See Washington letters: 934 of June 1/72
653 of May 12/72

FORECAST FOR 1974/75

IVITY

GOALS AND TASKS 1.3 Locally-produced publications

1.3.2 Canadian Press Comment

Published weekly from material supplied in part by CBC-IS, CPC is mailed to approximately 1,200 names across the country. A four-page edition, the average size, costs \$63 for printing, collating, stapling, stuffing and mailing (but not postage). In-house, an officer is required to edit the original copy, supplement it when necessary; a steno must prepare camera ready copy and proof read it with a clerk; a clerk prepares the envelopes for distribution (time charged to distribution).

The service has been well accepted throughout the United States and we believe it should be continued. A survey of the readership last year brought an exceptionally high response of positive comment on this service and we feel that the low dropout rate of addressees is a further indication of its acceptance and value.

In recent months, Radio Canada-International, because of programming changes, has not been able to prepare the material to satisfy our needs. As a result, an officer spends approximately one half day per week supplementing, rewriting, and translating (French to English) the telexed copy. We therefore intend to review our present arrangements with a view to recommending changes, which may involve a contract fee to Radio Canada or some other agent. Alternatively, collation and summarizing of editorials for broader distribution to all posts might be a project to be undertaken by headquarters itself.

Forecast of Resource Requirements		Man Years				
Activity Number		Officer	Support Staff	Travel	1.	Other
					Hosp.	Resou
	1973-74	0.1	.2			\$3500
	1974-75	0.1	.3			\$3500
	Change 74-75	-	+.1			

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other resources or expenses would be included

1.3.2

The clientele is almost totally English-speaking, but there are some editors in New England who would appreciate French-language text. Perhaps the Consulate-General in Boston could develop a service from Ottawa for these papers and editors.

ACTIVITY

GOALS AND TASKS 1.3.3 Canada in the U.S. Press

A summary of U.S. press comment on Canadian affairs, produced for general distribution to External Affairs divisions and other Canadian Government departments as a guide to public opinion on matters affecting Canada-U.S. relations. It is also sent to writers and newspapers quoted in it as a public relations act and to stimulate more reporting on Canada. Material for the summary is collected from the daily and periodical press, with occasional inputs from the broadcast media. In addition to clipping U.S. newspapers received at the Embassy, consulates contribute items from their local areas, and a commercial clipping service has a standing order to clip any comment of substance from a host of major publications. The summary has been produced infrequently on a random basis because of conflicting priorities and a shortage of staff resources to edit and produce it regularly.

Its production requires a clerk and an officer to scan, select and place in order clippings from which excerpts are typed by a stenographer, who is assisted by a clerk to proofread. Whether it is printed in or out of house, costing must be allowed for printing, collating, stuffing and handling.

In addition to producing this summary, the scanning and editing can be applied to other Chancery activity where a review of the press is useful. Telex summaries can be prepared more efficiently (or longer mail reports) with the assignment of additional resources to this task.

It is an activity which could easily be contracted out, requiring only a small portion of an officer's time for supervision and guidance.

Forecast of Resource Requirements

Man Years

Activity Number

	Officer	Support Staff	Travel	1. Hosp.	2. Other Resources
--	---------	---------------	--------	----------	--------------------

1973-74

.1

.1

-

1974-75

.1

.2

\$1000-

Change 1974-75

-

+.1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

FORECAST FOR 1974/75

IVITY

GOALS AND TASKS

1.3 Locally-produced publications

1.3.4 Press Releases/Official Statements

A press release or an official statement requires an officer to edit, a typist to type, a clerk to proofread. Printing, collating, stuffing and handling. We have budgeted for 40 such mailings in 1973-74 and can anticipate about the same number in 1974-75.

Working with telex copy, the transcription of press releases is a time consuming operation that could be overcome with new technology. The Xerox Corporation working with the Bell System has developed a copy transmission system which sends the image of a printed page by electronic impulse. At this point in time, we are not satisfied that the copy is of high enough quality to be used for public distribution, but we can foresee the day when it will be. As can readily be seen, such a device eliminates the telex preparation, transmission, decoding and printing labour and time - and provides an exact facsimile of the original documents.

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.

Other
Resour

1973-74

0.1

.1

1974-75

0.1

.2

\$2500

Change 1974-75

-

+ .1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked
2. Other resources are those which would be included

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.3.5 Locally-produced pamphlets

1.3.5.1 Canadian Embassy in Washington

A standard pamphlet describing Canadian official representation in Washington and the United States. Last printed in 1970, we will probably revise it in the next calendar year. Cost of editing and typing manuscript, design, and printing.

Although published originally only in English, it should be in both official languages. This may necessitate new design to accommodate the increased text.

1.3.5.2 Canadian Representation in the United States

In the next calendar year, we propose to produce a pamphlet entitled "Canadian Representation in the United States" which would differ from the "Canadian Embassy in Washington" by giving more detail on the total representation in the United States and would be suitable for distribution from all USA posts and offices. It would also probably have a definitive statement on consular services and the functions of diplomatic representatives abroad. It would, of course, be bilingual. It will probably require annual revision.

Cost of concept, editing, manuscript preparation, translation, design, and printing.

Forecast of Resource Requirements		Man Years				
Activity Number	1.3.5	Officer	Support Staff	Travel	1. Hosp.	2. Other Resources
	1973-74	0.1	.3			\$1750
	1974-75	0.1	.2			\$1200
	Change 74-75	-	-.1			

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

1.3.5.3 The Canadian Residence in Washington

A standard pamphlet (bilingual) describing the residence of the Ambassador was originally produced in 1972; it will require revision in the near future and on each reprinting. Cost of editing, typing manuscript, design and printing.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.3.6 Film Catalogue

The film catalogue of previous years should, within the next few months be replaced by several catalogues, the prime one of which will cover the eighty or so films on free general distribution. This catalogue may be suitable for all posts to use, thus requiring a large print run. It will be subject to annual revision and possibly mid-year addenda. We plan to have the introductory text bilingual, but only films available with French sound track would be described in both languages.

We would propose producing also in the next year a catalogue of our total holdings which would be distributed on a selective basis, according to the standards which will evolve from the changing film distribution policy. It may also prove worthwhile to reproduce minicatalogues of subject areas such as films on environment, art, sports, or the economy. These would be fairly simple productions with a small print run. Each would be subject to annual revision.

Costs of concepts, editing, manuscript preparation, translation, design, printing, collating, and binding.

Forecast of Resource Requirements		Man Years				
Activity Number		Officer	Support Staff	Travel	1.	Other
					Hosp.	Resou
1973-74		.02	.1			\$2000
1974-75		.02	.1			\$1000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

IVITY

GOALS AND TASKS 1.3 Locally Produced Publications

1.3.7 Information Stationery

Special letterheads for press releases, Canadian Press Comment, Canada in the U.S. Press, compliments slips, press kits.

Cost of designs and printing. (The practice is to assign stationery costs to Post Central Administration stationery budget.)

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

Other
Resou

1973-74

.02

.1

-

1974-75

.02

.1

\$500

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.3 Locally-produced publications

1.3.8 Special Programmes

Programmes, handouts or other printed material for art exhibits, prestige film receptions or special receptions (such as Election '72) are often required.

Cost of research, editing, manuscript preparation, design, and printing.

Forecast of Resource Requirements

Man Years

Activity Number

Officer	Support Staff	Travel	1. Hosp.	2. Other Resources
---------	---------------	--------	----------	--------------------

1973-74

.03

.1

\$750

1974-75

.03

.1

\$1000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

CIVILITY

GOALS AND TASKS

1.3.9 Famous Canadians in the United States

This booklet of Canadians or Canada-related persons famous in the United States was originally published four years ago and will be revised and reprinted in the next year. A considerable amount of biographical material has been accumulated which will require sifting, editing and organizing. A bilingual introduction will be included. In 1974-75, an addenda could be published.

The compilation is frequently used in preparing speeches, articles or other public statements; news correspondents have found it useful for story research and students have also used the book and source file in their academic research. Essentially, the booklet and associated research provide a basic reference tool, for current biographical information and historical background.

Funds are needed for research, editing, manuscript preparation, design and printing. It is a project which definitely could be handled on an outside contract rather than use in-house resources, although a certain amount of officer time will need to be devoted to it.

Forecast of Resource Requirements		Man Years			1.	2.
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resour.
	1973-74	.03	.2			500
	1974-75	.03	.1			200
	Change 74-75	-	-.1			
1. Special Events Hospitality (not included in normal representational budgeting) should be marked						
2. Other Resources are those which would be included						

IVITY

GOALS AND TASKS 1.3.10 Speakers' Manual

The Speakers' Manual is meant for the use of Canadian representatives in the United States as a guide and reference to current policies in major fields. It requires an extensive amount of research, culling and sifting of material to reduce it to simple statements that can be meaningful and useful to an officer making a public presentation.

Preparation of the manual was begun in late 1970 and work proceeded through 1971 and 1972, with two major mailings of material realized in that time. We were fortunate to engage a researcher on reasonable terms to undertake the project for the both mailings but it subsequently has not proved possible to keep it up to date.

The manual has had a very positive reception at the posts and its continuance is considered worthwhile. Due to other commitments and priorities, we have not been able to invest staff time in, nor have we had the funds to engage an outside researcher to undertake the necessary, timely revisions. Obviously, this type of manual, to be useful, needs constant updating. If resources can be found in 1973-74 -- or failing that, in 1974-75 -- we would resume this activity to keep it viable for future years. It is preferable to assign this to an outside contractor who would work under the guidance and supervision of an officer for policy matters. The contractor would be expected to write, edit, prepare for reproduction, and manage the distribution of the manual and revised portions.

Forecast of Resource Requirements		Man Years			1.	2
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resour
	1973-74	.1	.3			\$1000
	1974-75	.1	.2			\$500
	Change 74-75	-	-.1			

1. Special Events Hospitality (not included in normal representational budgeting) should be marked * those which would be included

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.3.11 Quarterly Canada (new project)

We propose that early study be given to the production of a quarterly publication containing a selection of thoughtful articles published in Canadian newspapers, magazines, academic journals, or broadcast on radio and television on Canadian and international subjects of interest to and with relevance for a USA audience, composed of persons identified as having a special interest in Canada. It would be illustrated and bilingual. If such a study produces a favourable recommendation, we think January 1975 might be an appropriate time to launch this publication, making a fitting first salute to the Bicentennial era.

We could see most of the publication's contents being drawn from published material, but there might also be original articles or essays. It is a project which we believe should be given study and consideration; to meet a January 1975 date of publication, one would need to begin no later than November 1974 in order to ensure a timely delivery in January.

Funds will be needed for the conceptual study, which would need to examine the possible market for such a publication as well as the editorial thrust, shape, design, and distribution mechanism. An assessment of material available in Canada would also need to be included. Officer time should be allocated to study supervision and consultation.

If the study recommends favourably and the recommendations are accepted, then funding will be required for staffing, editorial quarters, design, printing and distribution. Much of the work could be done on outside contract.

Forecast of Resource Requirements

Activity Number	Man Years		Travel	Hosp.	Other Resour
	Officer	Support Staff			
1973-74	.1	.1			
1974-75	.1	2.0			
Change 74-75	-	+1.9			
1. Special Events Hospitality (not included in normal representational budgeting) should be marked *					
2. Other Resources are those which would be included in the normal budgeting process					

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.3.12 Semi-Annual French-language Publication (new project)

We propose that early study be given for the production of a French-language publication oriented to the United States to project Canada's bilingual and multi-cultural character. In meeting this primary, though not exclusive, purpose, the publication would disseminate interesting and educational information that would reflect the total Canadian personality. A publication of high quality and character should easily be welcomed by Americans, be they Franco-Americans, emigrant Canadians, teachers and students of French or simply French-language/culture oriented.

Undoubtedly, this proposal will receive consideration in other quarters as part of the overall projection of bilingualism in the United States.

An intensive survey of market potential would be required before launching such a project, not only to ensure that the audience exists but to gain guidance on how to shape the editorial character of the publication.

The study could be carried out in 1973-74 if resources are available; if so, provision could be made for publishing the first issues in 1974-75. If resources are not available in the next fiscal year, the survey could be made in 1974-75.

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support Staff

Travel

1. Hosp.

2. Other Resour

1973-74

.1

.1

1974-75

.1

.2

Change 74-75

-

+.1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

ACTIVITY

GOALS AND TASKS

1.4 Ottawa Produced Publications

We have no comment on the publications themselves, at this time, but have included this section as a reminder of their presence and role. The following list is not necessarily complete but does represent the basic documents for public distribution. Through the Library, documents and publications from other federal departments are obtained on request.

Canada 1972

Facts on Canada

Let's Look at Canada

Canada Past and Present

International Perspectives

Canadian Weekly Bulletin

Statements and Speeches

Reference Papers

Special Government Reports.

Forecast of Resource Requirements		Man Months			
Activity Number		Officer	Support Staff	Travel	1.
					Hosp.
	1973/74	-	-		
	1974/75	-	-		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in the normal representational budgeting type A or B

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

Production or publication of newsletters, press releases, pamphlets, booklets, etc. is for naught if an adequate distribution is not made of them to the intended audiences. Each publication has its own requirements for distribution and in this section we try to set out our modus operandi for each one. Loss of the diplomatic frank (the equivalent of first class service) has meant a substantial increase for distribution costs.

Canada Today/d'aujourd'hui

Canadian Press Comment

Press Releases

Canada in the U.S. Press

Facts on Canada

Canada Past and Present

Canada 1972

Teacher Kits

Student Handouts

Maps of Canada

Statements and Speeches

International Perspectives

Canadian Weekly Bulletin

Reference Papers

Special Government Reports: e.g. Report on Direct Foreign

Investment; International Perspectives, Special Issue, OCT./72

Miscellaneous Government Documents

Special mailings

Forecast of Resource Requirements		Man Years*			
Activity Number		Officer	Support Staff	Travel	1. 2.
					Hosp. Other Resources
*Totals for	1973-74	.1	1.2		\$39,030
1.5.1 - 1.5.11	1974-75	.1	1.7		\$43,450
	Change 1974-75	-	+ .5		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in post budget, i.e. responsibility type A or 3.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.1 Canada Today/d'aujourd'hui

Canada Today/d'aujourd'hui is published approximately 10 times per year and currently is distributed by third class bulk postage to a mailing list of approximately 20,000 names.

We are projecting a growth rate to 50,000 + names by the end of FY-73-74; if financing of the newsletter continues, we can project a continued growth rate of approximately ten per cent per annum with a very limited promotional campaign; with a more intensive campaign, the growth could be more dramatic.

The mailing list is maintained by a contract firm which supplies list runoffs at our request for each mailing. Additions and deletions are ordered through the Information Office coordinated by an information clerk. Periodic reviews of the mailing list are carried out.

Distribution is in the hands of an outside mailer, located close by the printer. He attaches address labels and prepares the newsletter for the U.S. Post Office; a bulk rate permit is imprinted on the newsletter.

List maintenance and distribution costs are included in the regular estimates of Canada Today; postage costs are coded to the post budget.

.../2

Forecast of Resource Requirements

Man Years*

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

2.

Other
Resources

* included in 1.5

1973-74

31,480

1974-75

40,000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in post budget

1.5.1

When Canada Today/d'aujourd'hui was begun, the diplomatic frank was one of the cornerstones to its foundation for it gave free first class service to the publication. With the abolition of the frank, we have been obliged to send the newsletter by third class mail in order to take advantage of bulk rates. This service can increase delivery time to as much as one month. The option to reduce delivery time is to opt for first class mail which would nearly triple postage costs at a minimum (eight pages) and at a maximum drive them six to seven times higher than they now are. (12-16 pages).

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.2 Daily Distribution of CP-CBC News Bulletin

The CP-CBC daily news bulletin is distributed to Canadian correspondents in Washington as a service to keep them informed on Canadian events. Preparation of envelopes and copies of the bulletin, plus postage.

Forecast of Resource Requirements		Man Months*			
Activity Number		Officer	Support Staff	Travel	1. Hosp.
					2. Other Resources
	* see 1.5				500
					600

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.3 Canadian Press Comment

CPC, another, more simple, local production, is mailed each week by first class postage to 1200 addressees, the majority of whom are in the media. Offset printing, collation, stapling, stuffing and mailing, are all done by an outside shop. In-house, a clerk is required to address and meter the envelopes. Average weekly postage cost is \$96.

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support Staff

Travel

1.
Hosp.

2.
Other Resources

5,000

5,500

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.4 Canada in the U.S. Press

As earlier noted, Canada in the U.S. Press is distributed to departmental divisions, federal departments involved with USA relations, other interested Canadian agencies, and to the USA newspapers and writers quoted in the summary. An average mailing is about 150.

For distribution it requires a clerk to address and meter envelopes for the regular distribution list, and steno or clerk to research the USA names and addresses which are not regular recipients.

First class postage costs are approximately \$25 per issue. We can anticipate producing up to 10 issues of this scan in the course of a year.

Forecast of Resource Requirements

Man Months

Activity Number

Activity Number	Man Months		Travel	1.	2.
	Officer	Support Staff		Hosp.	Other Resources
					250
					300

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.5 Press Releases or Official Statements

A press release or official statement is usually mailed to a short list of approximately 150 names, including all the consulates, the Canadian correspondents, the local media (including national bureaux), and other interested parties. Occasionally, we opt to distribute a release or statement to the full Canadian Press Comment list to relieve posts of the necessity of reproducing it and ensuring it reaches these prime media people as quickly as possible.

Normally, the time of a clerk to address, and meter envelopes is all that is required. First class postage costs for the short list would average about \$12.00 and for the CPC list about \$100.

Costs of maintaining the list include new addressograph plates and time to delete and add names.

Forecast of Resource Requirements

Activity Number

Man Year

Officer	Support Staff	Travel	1. Hosp.	2. Other Resources
---------	---------------	--------	----------	--------------------

\$600

\$800

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.6 Special Reports

Distribution of special reports such as the Canada-USA relations statement published in International Perspectives, October 1972, while not requiring any preparation for printing, consumes the time of an officer and a steno in the preparation of a mailing list. Some special reports can be distributed to a list made up from within the Office of Information, but others require coordination and input from other sections of the Mission. This is generally done by the Office of Information. Labels must be prepared, and covering letters or compliment slips drafted and typed or printed. By-hand deliveries must be arranged for some, and postage for the others.

In some cases, coordination of distribution and delivery is worked out not only with the whole of the Mission, but, acting with Ottawa and the posts, for the whole of the United States.

Forecast of Resource Requirements

Activity Number

Man Months

Officer	Support Staff	Travel	1. Hosp.	2. Other Resources
---------	---------------	--------	----------	--------------------

\$200.00

\$250.00

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B

FORECAST FOR 1974/75

VITY

GOALS AND TASKS 1.5 Distribution of Prepared Materials

1.5.7 Teacher Kits and Student Handouts

Teacher kits and student handouts are usually distributed on a responsive basis, to telephone and mail requests. Modest efforts have been made to systematize distribution through school systems in our consular area and discussions are continuing. Distribution entails typing of individual labels, assembling the package, metering and mailing.

We might note that efforts to organize distribution have been frustrated in part by the late delivery of materials from Ottawa. For example, kits promised for September/72 have not yet arrived at the Embassy. We hope that a greater effort will be put into despatch procedures from Ottawa.

1.5.8 Facts on Canada, Canada Past and Present, Canada 1972, and maps of Canada.

These are also distributed primarily on a responsive basis. When an opportunity presents itself bulk lots of these publications are made available. In addition to distributing them to primary, secondary and university teachers and students, these publications are given to journalists, libraries, trade associations, congressmen, business men ... anyone that we deem would have a use for them.

These publications are also given distribution throughout the Mission, including the military side, and also to liaison officers in the field.

Forecast of Resource Requirements

Man Years

Activity Number

1. 2
Officer Support Staff Travel Hosp. Other Resources

1973-74

\$500

1974-75

\$500

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

1.5.8

At the request of Statistics Canada, attempts have been made for the past two years to distribute Canada 1972 to book page editors of American newspapers in the hope of reviews or mentions -- but without success.

1.5.9 Statements and Speeches, Reference Papers and similar pre-printed documentation is usually handled responsively through the Library.

With additional resources we could undertake select mailings of reference papers to interested people.

In-house distribution to appropriate desk officers.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.5 DISTRIBUTION OF PREPARED MATERIALS

1.5.10

International Perspectives and Canadian Weekly Bulletin

These are given the bulk of their distribution in the United States directly from Ottawa. Our role has been to supply names and to help keep the lists up to date. A periodic review of these mailing lists by the Embassy and consulates is a useful exercise that is best coordinated with Ottawa, the Embassy, and the consulates. Mailing lists could be supplied to posts for review and, at the same time, a special survey could be carried out with postage paid cards asking readers to indicate if they wish to continue receiving the publication(s) to correct their addresses if necessary, and possibly to answer one or two simple questions; i.e. to poll a controlled sample of Americans who have a defined interest in Canada.

Forecast of Resource Requirements

Activity Number

Man Months

Officer

Support
Staff

Travel

1.
Hosp.

2.
Other
Resources

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget i.e. representational

FORECAST FOR 1974/75

TIVITY

GOALS AND TASKS

1.5.11 Special Mailings

From time to time special mailings are organized to reach particular audiences with information of use and interest to them. For example, in June, 1972 a mailing of information was organized for 1200 foreign student advisors at universities and colleges. It acquainted them with the assistance available from the Embassy and consulates, and with the Operation Retrieval programme.

Such mailings require time/manpower to assemble the material, prepare it for mailing, and postage.

Forecast of Resource Requirements

Man Months

Activity Number

	Man Months		Travel	1. Hosp.	2. Other Resource
	Officer	Support Staff			
1973-74					\$500
1974-75					\$500

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.6 Audio-Visual Services

1.6.1 Visuals

1.6.1.1 Films

The Office of Information presently holds 350 film titles and this year is experimenting with the free film distribution schools programme by limiting the films available to approximately 80 titles, each of which has a definite, distinct and relevant Canadian message. (Washington letter #519 of March 23/72). It will be important to have extra prints of these titles to service a demand which we have pointed to be more in our benefit than has been the case. Equally, we should budget to allow for renewal of prints which are in great demand and thus more subject to damage.

We would like to develop a more aggressive film promotion campaign, tying in to a certain degree with the commercial operation of the National Film Board, but basically aimed at reaching adult audiences that we wish to influence. To do this, staff time is required to define and organize the audience, arrange the showing and carry it off to advantage. This activity need not be totally the responsibility of the information section, but we would probably provide the basic technical projection service (manpower), guidance on programme organization, and preparation of handout literature. The audience definition and organization could be the responsibility of say the desk officer for environmental affairs wishing to show "The Sea" to an interested group of U.S. Government officers. (Activity 1.8, 2., and 3.)

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.

2.
Other
Resources

1973-74

.1

.4

\$500

1974-75

.1

1.0

\$1,500

Change

-

+6

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

1.6.1.1

We plan also to organize the titles not included in the school distribution into subject groupings and to advertise them to specific audiences in separate flyers or catalogues. (See 1.3.6 re film catalogues).

We have noted an increased demand for French-language films and feel that this should be met more systematically by the Embassy and other film libraries. Boston and New Orleans have a modest collection of French-language films, but we feel certain that the inclusion of five to ten such films in the limited distribution for schools would be invaluable. Teachers of French need teaching materials; by providing films informative of Canada to these audiences we are meeting national policy objectives (the projection of biculturalism) and information policy objectives (the projection of the Canadian personality).

Staff resources are required to maintain the film library, manage requests for films and to undertake special showings. By 1974-75, we might need to renew and update film editing equipment and purchase a new 16mm projector. Film cases need to be renewed annually.

It might be timely in 1974-75 to undertake a user survey of our free film distribution programme. An assessment of the programme could very easily provide us with guidelines as to how and where we proceed in the next years.

1.6.1.2 NEW PRODUCTIONS

The Embassy was pleased to provide the inspiration for Here is Canada, the new film created for USA audiences, in 1972. Although its USA premiere is yet to take place, we are confident that it will have an enthusiastic and favourable reception with all audiences. We are anxious that production be initiated soon for another new film on Canada for United States audiences. As has been noted in other correspondence,

we are strongly in favour of producing films which can explain separate issues of Canadian life and be used in support of other information aims. We recommend funds be allocated for the production of new films.

1.6.1.3 Still Photos

A modest holding of black and white photographs, colour slides, and prepared photostories is held in readiness for requests from the media or other organizations. This, with the excellent backup support in Ottawa, allows us to meet most requests. Rather than attempt to build a major holding of photographs at this post, we would prefer to rely on the Ottawa library.

Staff time is required to keep in order the present collection.

1.6.1.4 Slide Sets

The production of basic slide sets (Circ Document R25/72 FAI) is a welcome development and we are certain that they will be usefully employed. As intended, they will have greatest use to television stations, but we are certain other uses will develop.

We would suggest that similar slide sets could be produced for classroom use, supplementing the film distribution. Slide sets can be produced and amended more cheaply than films, and can be distributed more easily.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

1.6.2 Transcriptions

The Office holds approximately 150 Radio Canada International transcription discs of Canadian music, musicians, composers, documentaries, lectures, dramas, etc. The International Service operates its own distribution network in the United States and so the Embassy with its limited resources gives little attention to publicizing and distributing the recordings. Nonetheless, a modest effort is made to introduce these to schools and universities for classroom use and to acquaint other interested parties with the broadcast output of the CBC, and the capabilities of Canadian composers, writers and artists.

Tapes (reel to reel, cassettes, and cartridges) form little part of these holdings; what there are are recordings of press briefings or conferences by ministers or officials. These are held for about six months before being erased. Staff time is required to maintain a simple catalogue of these holdings and to maintain a familiarity with new issues. Storage space is included in the film library.

We foresee no major expansion of this activity under present circumstances. Should CBC Radio Canada - IS continue to expand its services in the United States, it would probably have little effect on this aspect of our operation, but could have an effect on utilization of staff resources for media or cultural relations.

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support Staff

Travel

1.
Hosp.

Other
Resou

1973-74

-

.1

1974-75

-

.1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked

FORECAST FOR 1974/75

CIVITY

GOALS AND TASKS 1.6.3 Displays and Exhibits

Local

The Embassy holds a basic stock of display materials: cubes, posters, totems, etc. -- along with two octagon units. These allow us to service adequately requests for display material from various sources within our consular area for short term activities.

National

In 1973, we are looking forward to the arrival of two Contemporary Canadian Print Exhibitions for tours in the United States; we can expect to keep these on tour through 1976.

Whatever display material is in the hands of the Embassy and the Consulates, there must be funding for staff resources to respond to requests, to search out sites, for maintenance, shipping, and, when necessary for reception and hospitality activities.

Major exhibition activity in the United States has, for the most part, gone neglected. There have been successful displays and exhibitions, but it is reasonable to question whether the return on investment of time and money is commensurate for this activity.

In the United States, our efforts should be of the highest standards. Large, popular didactic displays geared to common levels of taste and education we suspect have a low cost-benefit return in ultimate good for Canada. We believe that exhibits and

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

Other
Resour

1973-74

.1

.1

1974-75

.3

.3

1. Special Events Hospitality (not included in normal representational budgeting) should be marked 4.

002022

1.6.3

displays can be mounted of subjects which will not only be of interest to special interest groups but will be enlightening and instructive to them of Canadian capabilities and accomplishments. The Soviet successes in recent years with two exhibitions -- one of excellent photography, and the other, the 50th anniversary exhibition of art and handicrafts, both of which had national tours, -- demonstrate the value of careful selection of materials and investment of time and money to its assembly, demonstration and promotion. The British have sponsored an exhibition of printing and design which was given critical acclaim and considerable attention by a professional and influential community.

In stressing the need for sophisticated exhibits, we must also urge that it is essential to arrange for sites before detailed display planning is commenced. Budgeting for major displays should include staff resources to supervise its erection, maintenance and dismantling, and to man it, as well as shipping costs and funds for opening receptions and hospitality when necessary.

In 1974-75, plans should be firmly set for Bicentennial exhibits and adequate funding should be included in their budgets along the lines of the preceding paragraph. Forecast of resource requirements are given only for the Embassy; we have not tried to estimate the requirements of Ottawa and elsewhere.

ACTIVITY

GOALS AND TASKS 1.6.4 Radio Project

We have had under consideration for some time now, the possibility of developing a spin-off from Canada Today/d'aujourd'hui of a taped radio series syndicated free of charge to radio stations throughout the United States. We have surveyed the radio stations already subscribing to Canada Today for their views on such a project, and have had a feasibility study carried out. On both fronts, the project looks very promising, to the point that in FY 73-74 we have sought \$6,000 in order to develop the concept more fully, perhaps with "market" testing of sample scripts. In its first year, and we would hope this could be FY 74-75, we would envision the need for about \$60,000 in order to launch it successfully. (R. O'Hagan's letter to L.A.D. Stephens Oct 2 /72)

As with Canada Today/d'aujourd'hui, we envision much of the work being done on an outside contract basis. In-house we see the need for two officer man months for supervision and policy guidance, and two support staff man months in the working up stage, and in 1974-75 a full support staff year to coordinate and liaise all facets of the operation, ensuring that assignments are being pursued, deadlines met, mailings made, etc.

We might note that this is a very popular format used by USA government departments and agencies. The Department of State and the Department of Agriculture each make regular mailings of interviews and analysis or simple information. NASA for years has distributed radio tapes as has the Department of Defense. We feel it is highly regarded in professional circles as perhaps the most

Forecast of Resource Requirements		Man Months				
Activity Number		Officer	Support Staff	Travel	1.	Other
					Hosp.	Resou
	1973-74	.2	.2			\$6000
	1974-75	.2	1.0			\$60,000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other resources for these items would be included

1.6.4

economic and efficient way of reaching the largest possible audience in this country.

The 12-18 month lead time can be considerably reduced if funding for the project is provided sooner than anticipated. Indeed, given headquarters' approval and support, this project could be commenced almost at once.

TIVITY

GOALS AND TASKS

1.7 General Representation1.7.1 Speeches

All diplomatic officers are expected to participate in the general representation of Canada to the public. Representation takes many forms, from merely being benignly present at an occasion to being the principal actor of the piece. On the latter occasion, one is usually making a speech and for this the information office generally provides assistance in drafting the text. Increasingly in recent years we have found it rewarding to engage the services of a speechwriter to prepare or polish major addresses for the Ambassador or Ministers. Such services, though not inexpensive for the initial use, have a benefit in the multiple usage which is possible by other officers in Washington and throughout the country.

1.7.2 Speakers' Bureau

Modest efforts have been made towards organizing a bureau of Canadian speakers who could address USA audiences on various topics. A survey of commercial speakers' bureaux in the U.S. was sponsored by the Embassy in 1972 (Letter from R. O'Hagan to EXTOTT FAI of July 28, 1972.) We are hopeful that this topic can be explored and developed more fully in the coming months.

Forecast of Resource Requirements		Man Years		1.	Other
Activity Number		Officer	Support Staff		
	1973-74	.1	.1		\$3000
	1974-75	.1	.1		\$4000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in the budget for the activity.

1.7.3 Support Material

Pins, flags, and other handouts are always useful for public occasions. We might suggest that items in addition to pins might be produced for the U.S.A. The Department of Industry, Trade and Commerce has a catalogue of items used for commercial promotions; some of these might usefully be adapted for general use by the Department of External Affairs.

1.7.4 Protests

Mention should be made of the officer and staff time consumed on major public relations tasks such as the Atlantic seal harvest/hunt. Although the magnitude of the seal protests has abated in the last two years, this one subject can consume one entire man-month. Other similar emotionally-motivated protests are waiting in the wings. It would be helpful if the Embassy and Consulates could be assured of receiving quick, co-ordinated and helpful responses to cope with these protests.

FORECAST FOR 1974/75

TIVITY

GOALS AND TASKS 1.8 Prestige Receptions

Receptions are generally given in connection with the showing of films, to mark the visit of a dignitary or personality of interest or in association with an event or an anniversary. Whatever the occasion, it provides an opportunity to meet and entertain influential persons or groups with whom we might not ordinarily have contact, or with whom we wish to develop closer relations.

We have, of course, utilized NFB productions, but CBC-TV films or commercial productions have also been used to advantage: Isabel, produced in Canada by Canadians, was given prestige treatment in 1968; excerpts from the Tenth Decade series were used in 1971; excerpts from the 1969 and 1970 Grey Cup games were shown to sports audiences; Danny and Nicky was used to draw an audience of prominent mental health officials. We are now looking forward to a prestige reception to honour our new film Here is Canada.

In 1.6.1, reference is made to special film showings organized in cooperation with desk officers for their contacts in specific subject areas. These could develop into prestige showings (as was suggested for "The Sea") but we feel they are best held as part of an officer's regular entertainment activities.

Live television and radio are also vehicles for prestige receptions as we demonstrated here last October with a closed circuit of CBC-TV coverage of the Canadian election. A broad group of Americans -- politicians, bureaucrats, media reporters and editors, academics, business representatives and others -- attended to watch the results unfold. (In 1968, a similar reception was organized around the radio broadcast.)

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

Hosp.

1.
Other
Personnel

1. Special Events Hospitality (not included in normal representational budgeting) should be

- 2 -

1.8

On the occasion of the Information Meeting, we have found it advantageous to organize a reception to honour our guests and to entertain many Americans who are helpful to or are "targets" to the Embassy and posts.

On the cultural/arts side, we have found in recent years an increasing demand for hospitality in honour of visiting Canadian artists and performers. These are excellent opportunities to initiate and enhance contacts with representatives of the cultural/artistic community, although there is a financial problem (Washington letter 2162 of December 21/72; see also 1.11).

VITY

GOALS AND TASKS 1.9 Relations with the Media

In Activity 2, we go into more detail on the media as an audience and the activities which we foresee happening, but it is appropriate at this stage to outline briefly the "tools" used in dealing with the media both in Washington and throughout the country.

First and foremost is the personal representation and liaison. Two officers concentrate on relations with the media, although there is a certain amount of spillover to the other officers. With the addition of the National Information Officer, we should be able to carry out a more aggressive, coordinated programme of media liaison, particularly with television networks, wire services and major newspapers and magazines.

It should go without saying that all officers participate in media relations, and we are fortunate that from the Ambassador down, every man and woman has acquitted him/herself well in this area. Private briefings by the Ambassador and Ministers have been much appreciated by the senior correspondents in Washington, as have the explanations of Canadian policies by desk officers to other members of the journalistic corps here.

The Library is a key tool in servicing press enquiries either directly or on referral from an officer.

The publications programme of the Mission -- press releases, Canadian Press Comment, Canada in the U.S. Press, and Canada Today/d'aujourd'hui -- has an important role to play in keeping the media

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support
Staff *

Travel

1.
Hosp.2.
Other
Resour* Support Staff in
Library

1973-74

1.9

0

1974-75

2.5

1.0

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

1.9

informed and alert to Canadian activities. Particularly in the case of Canadian Press Comment, but also each one of them has its genesis in a need to service the media.

The visits programme is a very valuable "tool" in better acquainting journalists with Canadian affairs, and in particular we cite the group visits of senior editors which have had a very salutary effect on coverage of Canada. The very generous support given by headquarters to this effort is much appreciated and we look forward to continued cooperation.

Support staff, apart from secretarial, is essentially accounted for in Library Services (1.2), Publications (1.3) and Audio-Visual (1.4). However, we think it could well prove useful to engage (either locally or Ottawa-based) a competent clerk to work exclusively in the area of media relations.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 110 Visits and Exchanges (Non-Media)

In recent years, the Office of Information has significantly increased its activities in the field of non-media visits and exchanges. Recent examples include: The White House Fellows visit, Congressional Fellows Exchange, and Contact Canada. Two exchanges which originated from a U.S. Embassy initiative, the Urban Environment (1971) and Drug Programs (1972) were also very successful.

The costs of these projects have been covered from Ottawa funds, but considerable manpower is invested by the Embassy and participating consulates. Our activities range from negotiating the exchanges with State Department to program planning to administrative details.

We feel it worthwhile and recommend that the exchanges noted above be continued on an annual basis. Health care and costs, prison reform, and environmental matters are subjects for consideration to replace the Urban Environment and Drug Program exchanges.

We anticipate that this area may develop rapidly to consume more staff time than is the case at present should the United States become a programme country for cultural activities in 1974-75. It is essential that planning take into account the need for adequate staffing.

Forecast of Resource Requirements		Man Years			1.	2.
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resour
	1973-74	.1	-			
	1974-75	.3	.3			

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.11 The Arts

While this post has had a "cultural" officer with other time consuming duties, his activities and programs have come under the immediate supervision and authority of the Minister-Counsellor (Information) and he has been an integral part of the Information Office for both local and national activities. It has not been realistic to try to separate "cultural" from "information" activities as they have the same objectives and are usually inextricably intertwined. As the United States is not a program country for the Canadian Government our cultural activity has tended to be supportive and responsive to individual artists and groups who find their way on their own to this country and Washington. The demands placed on Embassy time and financial resources have steadily increased and will continue to do so in 1974-75 and beyond. Providing a level of service to the Canadian cultural community commensurate with its expectations has become difficult and given present manning levels will not be possible by 1974-75.

Should the United States become a program country by 1974-75, the volume of activity will increase further and call for additional manpower and financial support.

In the area of hospitality expenses generated by even the current level of activity, Embassy resources no longer suffice. The implication of this activity has been the subject of separate correspondence.* At this early stage of Canadian cultural activities in the United States, it is not yet possible to foresee with any degree of accuracy what the upper limits on manpower and financial resources could be, given

Forecast of Resource Requirements		Man Years			1.	2.
Activity Number		Officer	Support ^o Staff	Travel	Hosp.	Other Resour
*Washington letter 2162 of Dec 21, 1972	1973-74	.3	-			\$6,000
	1974-75	1.0	.5			\$12,000*
**Additional to be used in support of consular cultural activities						
^o See 1.2.2						
1. Special Events Hospitality (not included in normal representational budgeting) should be marked *						

1.11

policy decisions, to use Canadian cultural as a major element in working towards overall Canadian objectives in the United States. Inter alia, aiding and abetting Canadian cultural activities in the United States in the areas of the plastic and performing arts could make a notable contribution to projecting an image of Canada as a bilingual and multicultural country.

The amount of work which will be generated for the Embassy and Consulates by 1974-75 by the American Friends of Canada Committee is unknown in detail. Should the Committee's 1973-74 proposed program be an indication, the level of demand for manpower and financial resources could be such that they could not be met except at the cost of other programs.

Another unknown factor is the degree to which the new Canada Council touring office will increase the flow of Canadian performing arts groups to the United States. Here again an increase in activity which is most welcome will have resource implications for the Embassy which may not be able to be met without reducing other activities.

Experience has shown that a cultural fund of about \$6,000 per annum is called for for the support of cultural activities. These are the kind of events that cannot be foreseen in detail far in advance. This may take a number of forms such as contributing to printing costs of a catalogue for a Canadian artist being shown in a local gallery, printing and mailing of invitations etc. Consulates could also benefit from similar resources which could be administered from the Embassy. We have requested funds for this in 1973-74 (our telegram 3873 of October 24, 1972). If this is not started in the forthcoming fiscal year, provision should be made for this in 1974-75.

INFORMATION PROGRAM

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 1.12 French-Language/Multicultural Programmes

"To increase general knowledge about the bilingual and multicultural character of Canada,..."

To date, there has been no substantial effort at projecting the above aims; speeches, seminars, conferences, but no planned programme for striking the American consciousness with these facts of Canadian life has been devised or carried out. Our consulates in Boston and New Orleans have been the most active in this field simply because of French-language audiences in their area setting up a modest demand. They provide responsive services with films, documentation, visiting speakers, etc., but all in a responsive, unplanned manner.

Other posts have had some demand for French-language materials from schools or universities; these have been essentially teaching aids such as films or literature on Canada in French. (See 1.6.1)

It would appear to us that a reasonable projection of these facets of Canadian life could be developed within the framework of the policy guidelines currently under preparation in Ottawa. The manpower and financial implications will depend on the overall size of the USA programme and the forthcoming policy guidelines. (See Washington letter 2058 of December 6, 1972) (See also 1.6.1).

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support Staff

Travel

1.

Hosp.

2.

Other Resource

1973-74

.1

-

1974-75

.1

.2

x

x

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

002035

INFORMATION PROGRAM

FORECAST FOR 1974/75

VITY

GOALS AND TASKS 1.13 Bicentennial Coordination

Since the formation of the American Revolution Bicentennial Commission, the Embassy has had a close relationship with its staff. The initial concern, the location and nature of the proposed (and now cancelled) world exposition in 1976 involved the Embassy as well as headquarters staff. We have received, and continue to receive, enquiries from Canadian agencies and organizations about Bicentennial celebrations. Already the demands of the Bicentennial have meant that reduced attention has been given to the arts and academia. The volume of such enquiries will increase dramatically in 1974-75 and will continue through 1976.

The Embassy will be providing continuing liaison and coordination between the ARBC and other interested United States groups on the one hand and Canadian groups on the other, at the national, state/provincial and city levels.

The Embassy will continue to follow USA bicentennial policy developments to be in a position to contribute as required to Canadian policy decisions in this area and to make recommendations in this regard. By 1974-75, there will be Embassy involvement in Canadian programmes for the Bicentennial. The peak period for Embassy involvement will range from 1975 through 1976.

The ARBC plans to use a computer to store and disseminate information on the Bicentennial. Access will be from rented terminals. If we are to be able to follow developments and plan, this information will be needed by Canadian officials, as a result

Forecast of Resource Requirements		Man Years			1.	2.
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resource
1973-74		0.3	-			\$500
1974-75		1.0	.5	2000	1500	\$4,000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

1.13

provision should be made for rental of a terminal at about \$2,400 per year. This programme should start during 1973 and be in full operation by the beginning of the 1974-75 fiscal year. (See also 1.6.3)

FORECAST FOR 1974/75

VITY

GOALS AND TASKS 1.14 Canada Centres

The success of Cultural Centres in other countries has led us to consider that the establishment of one or more "Canada Centres" in the United States would serve useful purposes.

The Centre would provide a unique showcase for Canada. Perhaps the best definition of its purpose is to be found in the broad objectives related to Public Information abroad identified in the Department's overall planning:

"To promote an accurate understanding of Canada's national purposes;
to elaborate, as required, on the federal nature of the Canadian constitution and the division of powers between the federal and provincial governments and to reflect as appropriate the interests of the provinces; to increase general knowledge about the bilingual and multicultural character of Canada and to foster recognition of Canada's achievements in all fields of endeavour;
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."

Ideally, the Chancery or Consulate(s) concerned would need facilities which allow for a very flexible and diverse centre which could cater to many interests:

Forecast of Resource Requirements

Man Years

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

2.

Other
Resource

1973-74

0.1

-

\$X

1974-75

1.0

1.0

\$Y

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

1.14

The General Public

Academics

Media

Business Community

Special Interest Groups, including, where appropriate, Franco-Americans

The Arts - performing and plastic

Should a programme of Canada Centres be decided on, initial activity would need to be underway in 1974-75 and increased for several years thereafter. An order of priority for the establishment of such centres might well be Boston, Washington, New York, Chicago and Los Angeles or San Francisco.

ACTIVITY

GOALS AND TASKS 1.15 Public Relations Counsel

A recurring theme in discussing the information programme in the United States has been the contribution public relations counsel could make to programme development and implementation. We have not overlooked this input to the USA programme, but after due consideration, came to the conclusion that at this time we do not have the resources to take full advantage of the services which such counsel could provide. When the likely extent of the 1974-75 programme is known, we would look again at the possible benefits of public relations counsel to see if we would be in a position to make effective and efficient use of the advice and opportunities such counsel might open up.

Forecast of Resource Requirements		Man Months		1.	9th
Activity Number		Officer	Support Staff	Travel	Hosp.

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

ACTIVITY II

TO ENSURE THE MOST FAVOURABLE POSSIBLE RESPONSE
FROM PRIORITY AUDIENCES
FOR CANADIAN POLICIES AND ATTITUDES.

FORECAST FOR 1974/75

ACTIVITY 2.0

To ensure the most favourable response from priority audiences for Canadian policies and attitudes.

GOALS AND TASKS 2.1 Audiences in General

The following diagram is an attempt to place in perspective the audiences on which the Embassy and Office of Information has a focus.

Sections 2.2, 2.3, 2.4 describe the priority audiences of the Embassy and subsequent sections detail other important audiences.

2.2 The Media

2.3 The Governments of the United States

2.4 The Academic Community

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.

2.
Other
Resource

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

2.1 Audiences in General

OFFICE OF INFORMATION

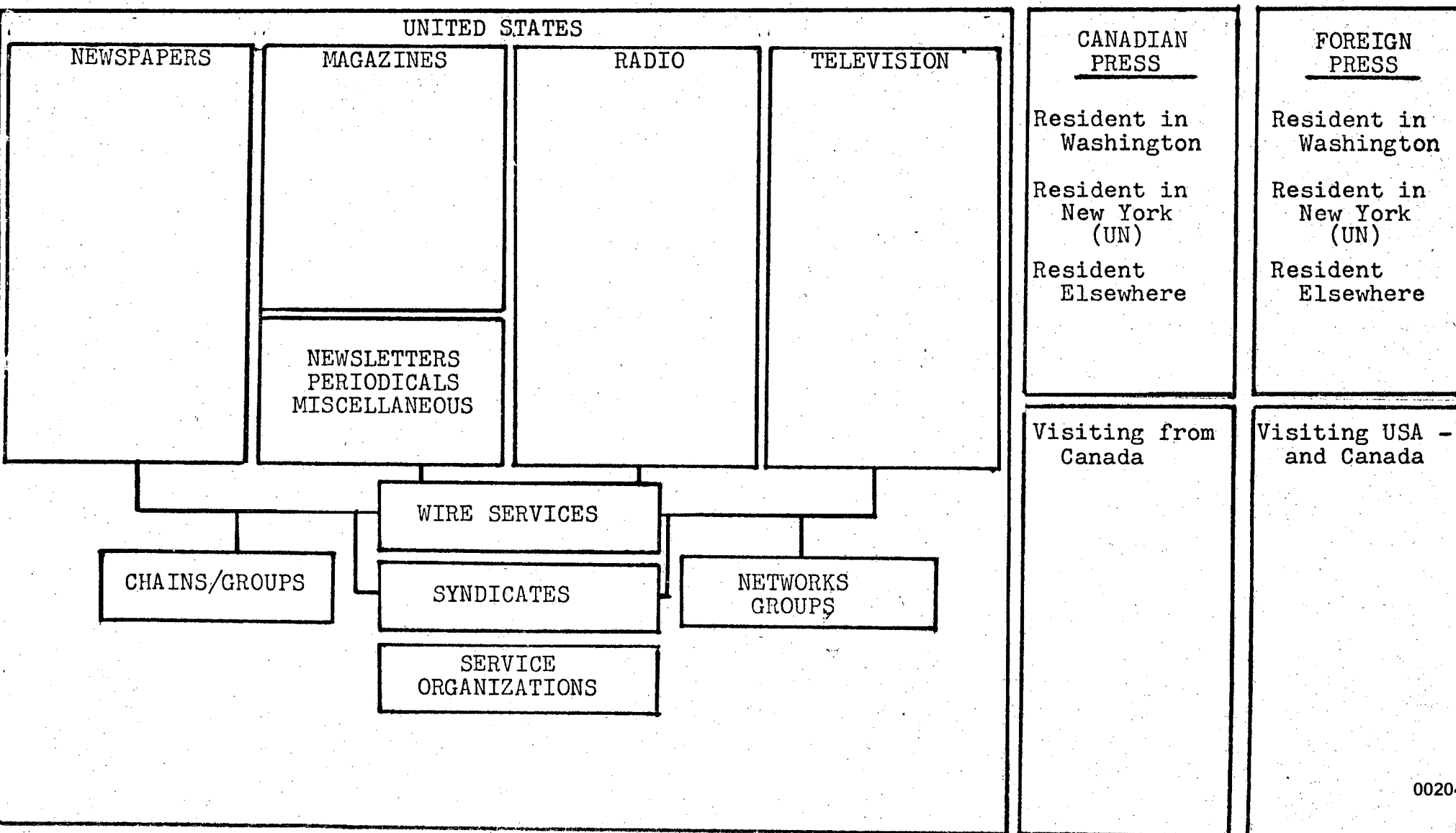
<u>ACADEMIC</u> Primary/Secondary University Cdn Studies ACSUS Students/Teachers/Assoc'ns Federal, State, Local Govts and Associations	<u>MEDIA</u> <table><tr><td><u>USA</u></td><td><u>CDA</u></td><td><u>FOREIGN</u></td></tr><tr><td>National</td><td>Wsh based</td><td>Wsh based</td></tr><tr><td>Regional</td><td>Other "</td><td>Visiting</td></tr><tr><td>Local</td><td>Cda based</td><td></td></tr></table> Newspapers/TV/Radio Periodicals/Other	<u>USA</u>	<u>CDA</u>	<u>FOREIGN</u>	National	Wsh based	Wsh based	Regional	Other "	Visiting	Local	Cda based		<u>GOVERNMENT</u> Executive Legislative Judiciary	Consulates Consulates General Other Federal Rep CGTB, MandI NFB, CBC DND Liaison and Exchange OAS Mission IBRD IMF IADB PAHO
<u>USA</u>	<u>CDA</u>	<u>FOREIGN</u>													
National	Wsh based	Wsh based													
Regional	Other "	Visiting													
Local	Cda based														
Academic and Special Interest Libraries	<u>Wsh DC</u> <u>NYC</u> <u>Other US</u> Business/Commercial Banking/Investment Corporate Representatives Trade Associations Special Interest Groups Trade Unions	State and Local Governments American Revolution Bicentennial Commission	Canadian Corporate Banking and Business Interests in USA												
The Arts Entertainment Galleries/Musea Cultural Associations															
Cultural and Ethnic Groups	Non Governmental Organiza- tions Public Service Organizations	Foreign Missions	Cdns living in USA												

2.1
AUDIT
IN GEN

EMBASSY
OFFICE OF INFORMATION

2.2

MEDIA AUDIENCE



(2.2 Media Audien

FORECAST FOR 1974/75ACTIVITYGOALS AND TASKS 2.2 The Media2.2.1 The USA Media

The Embassy regards its relations with the media as being of prime importance for its task of conveying information of Canada to the people and Government of the United States.

The press, or media, in the United States is a uniquely powerful force ("The Fourth Branch of Government" Douglass Cater called it in his classic study) reflecting not only the stresses and concerns of society, but influencing -- often to an extraordinary degree -- the legislators and administrators of the land. The print media, i.e. the major newspapers, the periodicals, and the journals of opinion require attention enough. Then there is television providing ever greater numbers of people with their basic budget of news and opinion from home and abroad. It is important that our approach to the media is at all times systematic and informed.

The basic approach to the media is always to be helpful, particularly to the major national print and electronic outlets, to make this office known as a reliable and trustworthy spokesman and source of information and guidance on Canadian affairs. To this end, we provide informative answers to requests from the media, draw to its collective attention events of interest, and give assistance to correspondents travelling to Canada.

Forecast of Resource Requirements *Man Months *Activity NumberOfficerSupport
StaffTravel1.
Hosp.2.
Other
Resources

*see 1.9 for resource requirements

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *.

2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

2.2.1

In travelling around the United States, the Ambassador, the Minister-Counsellor (Information), heads of posts and other Embassy and consular officers have paid calls on local newspapers and television stations to background editors on events in Canada. A continuing liaison is maintained on the personal level, supplemented by such publications as Canadian Press Comment and Canada Today/d'aujourd'hui. The appointment of the National Information Officer will provide more depth and coordination to this activity.

With the very helpful assistance of the Information Division visiting journalists programme, we have arranged visits to Canada of individual journalists and of groups of senior editorial executives, or rising journalists such as the Nieman Fellows. Such visits are highly important and should be encouraged even more.

In Washington, personal cultivation through work situations, hospitality or general social intercourse is used extensively to meet and become known to members of the journalistic community. The diversity of the Washington press corps cannot be underestimated. All possible aspects of publishing and broadcasting are represented here in strength. It is not merely a city with two newspapers of national stature (The Washington Post and The Evening Star/News), nor a city with four major network broadcast outlets (ABC, CBS, NBC, PBS), nor a city with many correspondents for out-of-town and out-of-country agencies -- there is a myriad of special correspondents syndicated columnists, government publications, newsletters, periodical publications, freelance

2.2.1

broadcasters.

The Washington press corps is well described in the introduction to Hudson's Directory, a comprehensive listing of all media representatives in the nation's capital:

The Washington press corps is the greatest concentration of news correspondents in the world. ... Washington correspondents have a wealth of specialized knowledge. Not only do they cover the complicated events revolving about the Federal government and those dealing with it, but they are engaged in tapping the vast quantities of information residing within the government. In addition to the representatives of the mass media, there are hundreds of unique, specialized publications dealing with many esoteric fields of great importance to many elements of industry.

A group of elite, knowledgeable men and women, the Washington press corps does not suffer fools gladly. They welcome information in their areas of interest, but they resent irrelevant releases, perhaps even more strenuously than editors elsewhere. ...

Washington is a publishing center in its own right. Several major national magazines are published here as well as 400 specialized periodicals and newsletters. ...

Supporting the press corps are many special services. Several agencies provide teletype communications to the news bureaus including listing of news conferences and hearings. Specialized messenger services constantly make the rounds of the bureaus with releases from business, labor and government. Independent groups of photo-TV-journalists are available to cover news events on behalf of business clients. Many temporary office and personnel groups, printing houses, transportation agencies and hotels are geared particularly to the needs of those having business in Washington - with the government, the press corps or the representatives of foreign governments.

For those who like statistics, there are 568 U.S. newspapers listed; 111 Canadian and foreign newspapers; 136 U.S. radio-TV stations and networks; 491 magazines and periodicals; and 211 newsletters.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

2.2 The Media2.2.2 Canadian Media

The largest corps of Canadian correspondents abroad is found in Washington and the Embassy finds it useful from several points to maintain close and friendly contacts with them. They are given, on a daily basis, the overnight news summary and are included in all mailings; they are kept informed of Canadian visitors to Washington -- official and otherwise -- and generally kept informed on Canadian activities and included in hospitality. Being so close to Canada, they are usually in daily contact with their own offices and consequently are well informed through these other sources and are able to feed into us interesting and timely information. Similarly, in their contacts with USA officials and others, they play back information that is helpful.

Washington is also a popular place for visiting Canadian journalists, who often ask the Embassy for assistance in arranging their interviews (and entertainment). Visiting Ministers often bring with them a press corps which requires attention and assistance from the Embassy, and international meetings attract Canadian correspondents who call on the Embassy.

Forecast of Resource Requirements *

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.2.
Other
Resources

* see 1. 9

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in most budget, i.e. responsibility type 1 or 2

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FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 2.2 The Media2.2.3 Foreign Media

In addition to dealing with the media of the United States and Canada, the Embassy also does considerable liaison with the press of foreign countries. Washington is the major news capital of the world and many foreign bureaux established here have concurrent responsibilities to cover Canada, and for this they rely on the Embassy for information and guidance.

Mention should also be made of the visiting foreign journalists who need assistance in arranging to go to Canada. Again they call on the Embassy for briefings and programme assistance.

Forecast of Resource Requirements ***Man Months****Activity Number****Officer****Support
Staff****Travel****1.
Hosp.****2.
Other
Resources**

* see 1.9

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

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FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

2.2.4 Production and Distribution of Statements, etc

2.2.4.1 "Canadian Press Comment", the survey of Canadian editorial comment prepared by CBC-IS, was begun in order to raise the level of consciousness at the editorial level of Canada's existence. It has done that and now serves as much as a weekly bulletin of comment on current Canadian events and positions likely to be of interest, not only to the editors but to their audiences as well.

2.2.4.2 The preparation of "Canada in the U.S. Press" was originally meant to provide a digest of USA press comment on Canadian affairs to Canadian readers but, we soon learned that by sending a copy to those publications quoted in each digest we were contributing to their general edification -- and providing an impetus to more reporting on Canada.

2.2.4.3 The production of "Canada Today/d'aujourd'hui" was commenced to meet a general need for information on Canada for a variety of audiences but obviously one of our prime targets has been the media sector; indeed this provided the heart of our initial distribution list and continues to be one of the largest sectors in the overall list. We focus on the media not merely to inform the editors or reporters, but to seek reprints of articles thus multiplying the effect of an article and reducing its unit cost.

Forecast of Resource Requirements *

Man Years

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

2.

Other
Resources

* see 1.3
1.4
1.5

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in post budget

2.2.4 Production and Distribution of Statements, etc

2.2.4.4

From time to time, the Embassy does mailings of a major Canadian statement to the entire "Canadian Press Comment" (our national) list but generally the distribution of statements or other press releases is restricted to the Washington area, to the major media outlets and the bureaux of outlets throughout the country (and the world).

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 2.2.5 Print Advertising

We believe the use of paid advertisements to promote and project Canadian information deserves careful study and consideration. Other countries use this approach (for non-tourism subjects) from time to time with single display ads, full page newspaper ads, and even multipage full colour roto-gravure supplements. Obviously, a large audience is exposed to one's controlled message, but the effectiveness of such messages is not easy to gauge.

In 1972, it may be recalled, the New York Times sought Canadian participation in a special supplement; because there were no funds available, little consideration was given to the principle before the offer was rejected. We think that it would be useful to determine in principle the effectiveness of such advertising in order to make a decision on whether funding should be made in 1974-75.

The use of an advertising supplement to daily or Sunday newspapers is a technique which we also believe could be given study. Such supplements can reach the attention of millions of people through normal distribution; differing from radio or television promotions, the audience can retain the printed sheet for closer consideration and future reference. (See letter of October 16/72 from R. O'Hagan to L.A.D. Stephens)

Another option might be to run a series of advertisements in a national publication (as the Province of Ontario has done) such as Time, Newsweek, Parade, or US. News and World Report.

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

Hosp.

1.
Other
Personnel

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

002052

VITY

GOALS AND TASKS

2.2.6 Visiting Journalists Programme

Individuals from the U.S. media will continue to be encouraged by the Embassy and consulates to visit Canada. CGTB, MandI, IT&C and other departments also sponsor journalists' visits and while they frequently have specialized purposes, mutual benefits might be derived from closer consultation in this field, if only for information purposes, i.e. we know what we are all doing. (Activity 3). A degree of coordination might also be possible.

Group visits such as the senior editorial executives, or subject specialists (labour, environment, business, the arts), the Nieman Fellows or Stanford Fellows will be organized. We attach considerable importance to these visits for they are generally made up of people who not only report on their briefings and tours, but can influence the direction of future reporting on Canada with their respective newspapers, magazines or broadcast outlets. The group visits require Embassy and consular collaboration.

Assistance to foreign journalists resident in USA or "piggy-backing" to Canada will be provided by the Embassy, the Consulate General, New York as well as other posts.

2.2.7 Visiting Canadian Journalists

Canadian journalists on special assignments in the United States will receive assistance and guidance where needed or requested.

Forecast of Resource Requirements	*	Man Months			1. Hosp.	2. Other Resources
		Officer	Support Staff	Travel		
Activity Number						

*see 1.9

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in cost budget, i.e. responsibility type A or B.

ACTIVITY

GOALS AND TASKS 2.2.8 Television

General liaison with television networks and local stations providing background and assistance for obtaining stock and current visual materials. Generally encouraging more coverage to Canada in news, public affairs and documentaries.

2.2.8.1 News and Public Affairs Shows2.2.8.1.1 Local

The slide sets and provision of other visuals offer a means of maintaining continuing liaison and of ensuring basic information on Canada is correct for broadcast. Opportunities with local television shows can be developed with visiting officials or performers on both news and interview shows.

Attempts to promote local stations visiting Canada are generally frustrating because of the lack of airtime available for news or public affairs to justify covering events in a foreign country at the expense of local and regional coverage. There may be local programmes which could be cultivated with a view to producing original material. For example, the cost of a local interview show (in Washington it might be Panorama on the Metromedia station) might be persuaded to visit Canada to film or tape several interviews for delayed broadcast.

As with other media projects, we believe it useful for the Embassy to play an advisory role in selecting candidates for such visits; with the addition of a national information officer, we should be able to devote more attention to local television

Forecast of Resource Requirements		Man Years*			
Activity Number		Officer	Support Staff	Travel	1.
					Hosp. Other Resc
* see 1.9	73-74				
	74-75			\$800	\$1700 \$20500

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

2.2.8.1.1

opportunities, although on the whole we feel it better value to promote opportunities with networks or groups of stations.

2.2.8.1.2 Network

Each new television season may bring new titles and commentators but there will still be news and public affairs programmes and they will be looking for material. We would propose to seek out opportunities for Canadian exposure on programmes such as CBS' 60 Minutes, PBS' A Public Affair, EEN's Martin Agronsky Evening Edition, NBC's First Tuesday, Today, Tomorrow!, all networks evening news shows, as well as other regularly scheduled or special broadcasts on which a Canadian interest can be served. The addition of the National Officer to the staff will bring a more concerted effort in this area.

2.2.8.2 NBC Today Show

In 1970, it will be recalled, Today, the National Broadcasting Company's network morning news and public affairs show accepted Canada's invitation to visit Canada for one week. Each day for five days, this major USA programme -- the longest running live network show in history -- originated live from three Canadian cities, with live and filmed reports from other centres. We understand that an invitation in 1974-75 would probably be accepted on conditions similar to the 1970 invitation. The 1970 broadcasts were very likely the single most dramatic and influential initiative taken on behalf of Canadian political/information objectives in the United States in at least the last twenty years.

We strongly recommend that this project be undertaken again. Based on past experience, we forecast a cost of approximately \$175,000 for this venture.

2.2.8.3 Martin Agronsky Evening Edition (PBS)

In 1972, the public television programme, Martin Agronsky Evening Edition, originated for five nights from three Canadian cities. The broadcast was carried "live" on tape over the Eastern Educational Network (EEN) and delayed over the entire Public Broadcasting Service network. We consider this too to have been a bold success; our initiative led the programme to venture into other travels and in the autumn Mr. Agronsky travelled to the United Kingdom for five nights of interviews.

We understand that this programme would consider favourably an invitation to return on conditions similar to those of 1972; 002055 we forecast a cost of approximately \$20,000.

IVITY

GOALS AND TASKS 2.3 Government

Governments in every country must be a key audience for information activities and the United States is no exception. The Federal Government offers a great target, indeed the prime one, but it is not the only one: state and local governments must also be kept in focus by both the consulates and the Embassy.

By presenting or making available information on Canada to members and officers of the executive and legislative branches, the hope is to exert some influence on their attitudes to the benefit of Canada when decisions are being made.

Provision of a reference service, distribution of information materials, making personal contacts, are the prime tools the Information Office has to deal with this audience. Other activities such as organizing or assisting with visits of congressmen or their staffs to Canada, entertaining, prestige receptions follow on the basic work of arousing and feeding interest.

Forecast of Resource Requirements		Man Months			1.	
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resou

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

TIVITY

GOALS AND TASKS 2.3.1 The Federal Government

School children in Canada and the United States know that the United States Government is made up of three counter-balancing parts: the Executive, the Legislative, and the Judicial; but do they know what all lies behind those simple words?

The Executive is the President, the Vice-President, the Cabinet (and their departments), Executive Agencies, Presidential Commissions and Councils, and Special Representatives. The staff of the Executive Office of the President has recently been estimated at more than 4,200 people.

The Legislative: The Senate (100 members) and the House of Representatives (435 members) -- plus personal staffs, committees and their staffs, Congressional staff (Government Accounting Office, Library of Congress, etc.), and home district staffs and organizations.

The Judiciary is, of course, the Supreme Court, Federal Appeals Courts, and Federal District Courts.

Then there are regulatory agencies such as the Federal Power Commission, Federal Communications Commission and the Interstate Commerce Commission, and quasi-official agencies such as the National Academy of Sciences and bilateral organizations such as the International Joint Commission.

And, although recognized as part of the Executive Branch, particular attention should be paid to the valiant members of the Civil Service of the United States, those who,

Forecast of Resource Requirements		Man Months			
Activity Number		Officer	Support Staff	Travel	1.
					Hosp.

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

2.3.1

day after day and administration after administration, keep the wheels, cogs, levers, and brakes of "Government" operating.

Although not part of Government, an integral part of the governmental system are the special interest groups and service organizations.

These are the broad dimensions of the Government of the United States.

The means of reaching the government audience rest primarily with the overall country objectives and the role of the Information Office will be determined from that.

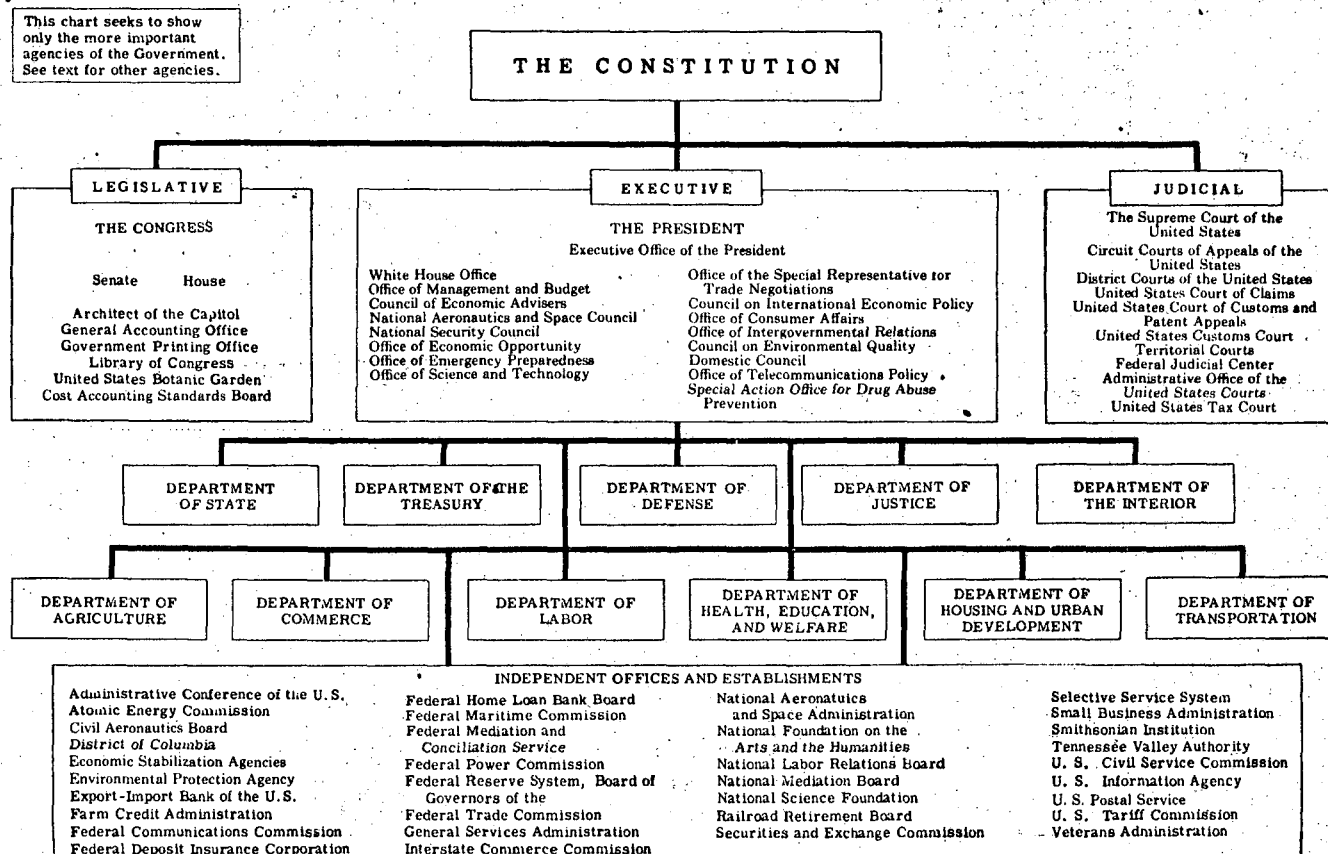
Congressional Liaison

The establishment of a congressional liaison office should lead to better direction and rationalization of staff resources for the Embassy's overall relationship and representation to the Government. The Office of Information will work in close support of the congressional liaison office, and other mission officers in their contacts with Congress by providing resources such as documentation, audio-visual units, research assistance, visit planning, meeting organization, etc. Equally, the congressional officer, as his role develops, should provide useful input to the formulation of information activities; i.e. by noting trends and interests, he can suggest articles for Canada Today/d'aujourd'hui, recommend publication of a pamphlet or other document, and note opportunities for special film showings, displays or demonstrations.

The Office of Information and the congressional liaison officer together can also be of practical assistance to consulates in their contacts with state and local governments, and congressmen in their home districts.

455-785 0-72-3

THE GOVERNMENT OF THE UNITED STATES

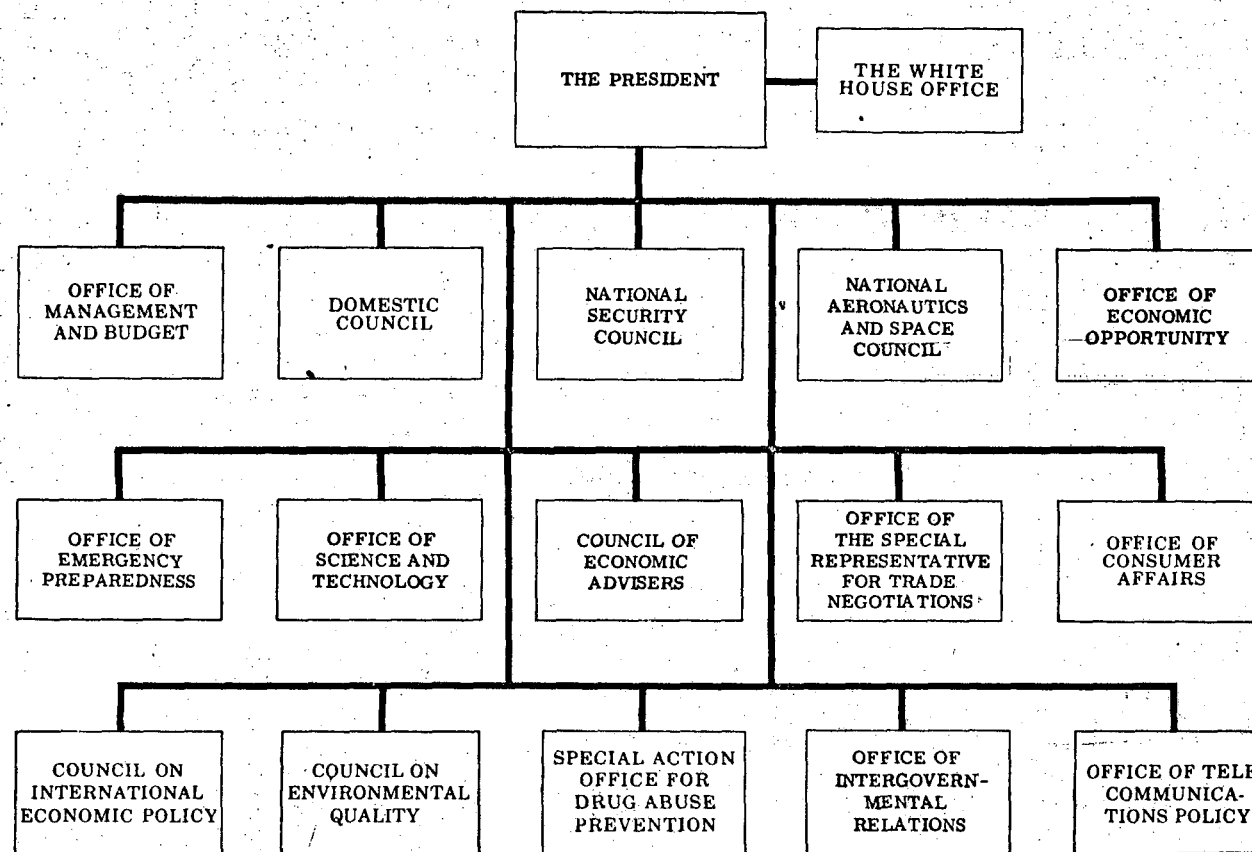


THE GOVERNMENT OF THE UNITED STATES

25

2.3.1

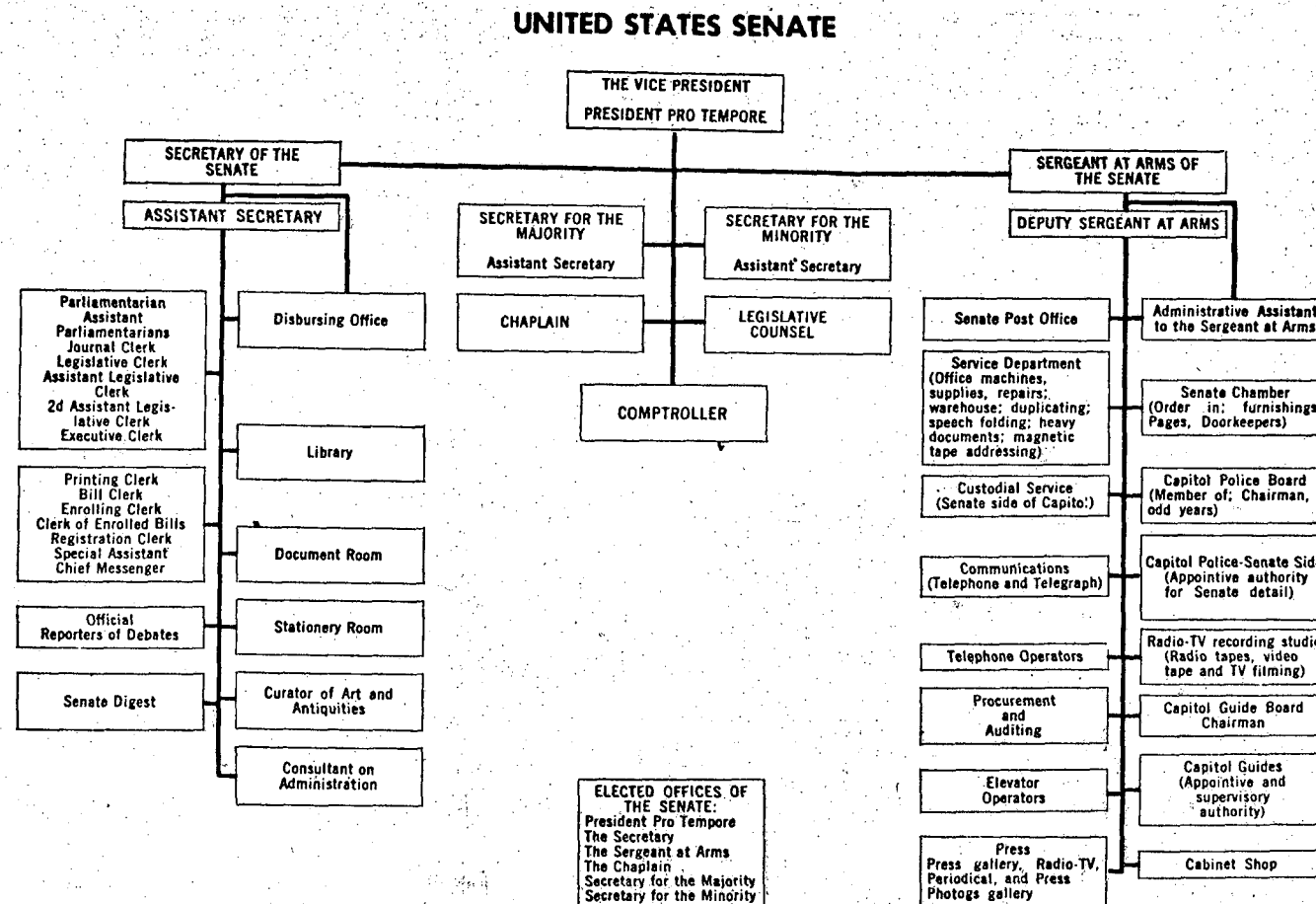
EXECUTIVE OFFICE OF THE PRESIDENT



68

U.S. GOVERNMENT ORGANIZATION MANUAL

2.3.1.1



FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 2.3.1 The Government of the United States of America

2.3.1.1 The President of the United States

EXECUTIVE The Vice-President

Cabinet Officers

Executive Agencies, such as: OMB
NASA
AEC
STR etc.

2.3.1.2

Congress

LEGISLATIVE

- (1) Senators
Personal Staffs
Committee Staffs
- (2) Representatives
Personal Staffs
Committee Staffs

2.3.1.3

The Supreme Court
Federal Appeals Courts

JUDICIAL

2.3.1.4

Regulatory Agencies
FCC
ICC
FPC etc.

2.3.1.5

CIVIL SERVICE

State
Treasury
Commerce
Agriculture ...etc.

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.

Other
Reso

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Special Events (not included in normal representational budgeting) should be marked *

ACTIVITY

GOALS AND TASKS 2.3.2 State Governments

- 2.3.2.1 Governors
- 2.3.2.2 Legislature
- 2.3.2.3 Judiciary
- 2.3.2.4 Regulatory Agencies
- 2.3.2.5 Civil Service

Forecast of Resource Requirements		Man Months		1.	Other
Activity Number		Officer	Support Staff		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in cost budgeting for representational type 1 or 2

FORECAST FOR 1974/75

IVITY

GOALS AND TASKS

2.3.3 Local Governments

- 2.3.3.1 Mayor/Chief Official
- 2.3.3.2 Council
- 2.3.3.3 Civil Service

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

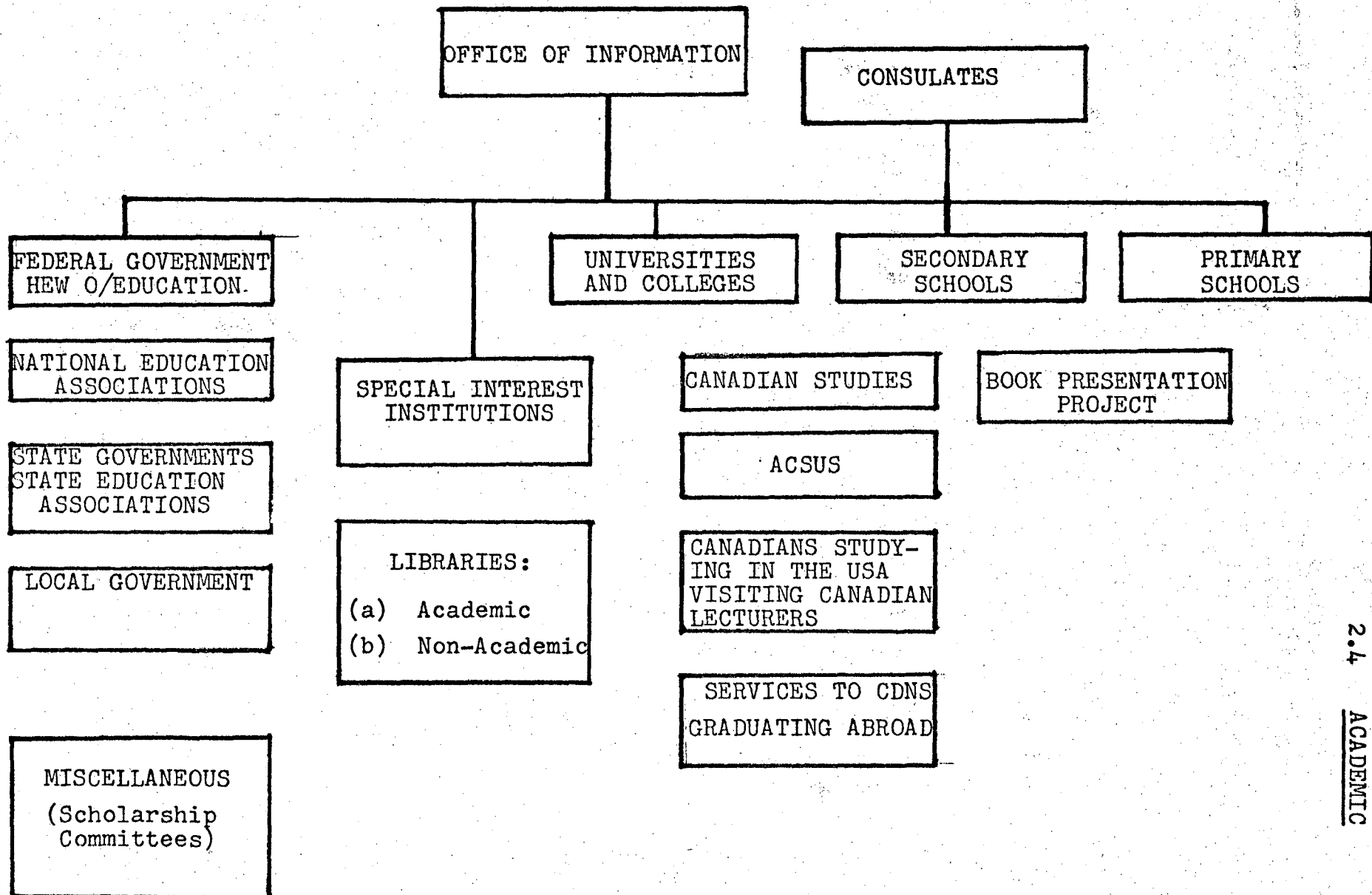
Travel

1.
Hosp.2.
Other
Resources

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in post budgetary representational budgeting

002064



FORECAST FOR 1974/75

IVITY

GOALS AND TASKS 2.4.1 University/College Level

An Embassy and consulate objective is to assist United States universities and colleges that have or are interested in having programmes of Canadian studies, although we have not had the resources to assemble much of the basic data in this field.

There remains much to be done at the university and college level. For 1974-75, given the required manpower and financial resources, we would like to see the start of a programme of semester long visits by Canadian professors to United States universities together with a generous book donation programme for the libraries of universities who receive such visitors. Depending on individual circumstances, it could be tied into an academic exchange programme. This would be backed up by certain basic research at the Embassy and the establishment of a data system relating to the promotion of Canadian studies in the United States.

Should the provision of a number of chairs at United States universities be a Canadian programme to mark the United States Bicentennial, then this activity should be underway by 1974-75. If such chairs were fully endowed, this would run \$600,000 or more per chair. (e.g. for cost reference purposes the Bissell Chair at University of Toronto or the William Lyon Mackenzie King Program of Canadian Studies at Harvard).

The recently announced programme for 1973-74, sponsored by the Canada Council, of book donations abroad is welcome although it has resource implications for the Embassy which would need to be met by a contract. (Washington letter 2151 of 19 Dec/72). These resource implications will continue in 1974-75 if the programme is maintained or if it is not completed in 1973-74.

Forecast of Resource Requirements		Man Years			1.	2.
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resources
* .3 contract for book pgme	73-74	.2	.4*	1500		
.1 academic support						
** .5 academic support	74-75	0.7	.7**	2000		\$55,000
.2 book pgme						

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

2.4.2 Secondary and Primary Schools

The Embassy and consulates respond to requests for information from secondary and primary schools and on occasion take the initiative with programmes like the book presentation to 200 high schools.

The latter should continue in 1974-75. If there is to be a followup to this and existing responsive programmes the Embassy (and Consulates) will require additional resources.

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

2.

Other
Resources

73-74

.1

-

book
presenta

74-75

.1

.1

tion
programm

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

002067

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 2.4.3 National Associations/State and Local Governments

The Embassy maintains liaison and works with national education authorities and, like the consulates, with state and local government authorities to promote an interest in Canadian studies. This activity should be given resources by 1974-75 commensurating with the increased resources devoted by Canada to influencing the U.S. academic community.

Forecast of Resource Requirements		Man Months			1.	2
Activity Number		Officer	Support Staff	Travel	Hosp.	Other Resour
	73-74	-	-			
	74-75	.1	.1			

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

2.4.4

Association of Canadian Studies (ACSUS)

Of particular interest is the Association for Canadian Studies in the United States (ACSUS), which was formed in 1971. Canada has supported and encouraged ACSUS in a number of ways including, inter alia, a \$10,000 annual grant. This grant should be continued and special efforts made to provide ACSUS members with material on Canada suited to the needs of their respective disciplines and interests.

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

1.

Hosp.

2.

Other
Resource

73-74

.1

-

\$10,000

74-75

.1

.1

\$10,000

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

ACTIVITY

GOALS AND TASKS 2.5 Business/Commercial/Banking/Investment

The Embassy has a limited amount of direct contact with business or commercial interests, but it is an audience to which we ascribe much importance in the national scheme and, in various ways, information is placed before these groups.

The publication and distribution of Canada Today/d'aujourd'hui has been developed with this audience very much in mind; several thousand recipients are in this category and we find that consulates are regularly adding more of their commercial contacts to the lists. Similarly, distribution of Canadian Press Comment, or Canada Handbook, or special reports such as International Perspectives (October 1972), is done by the Embassy and consulates to key members of this community to help explain and emphasize the interests of Canada.

Essentially, we foresee no special programme activity in this area for which planning can be laid on. Within the guidelines and objectives established by country programmes, the Office of Information can undertake specific promotional activity to help in the accomplishment of goals. Development of contacts and distribution of materials will be continued, and, in consultation with other sections of the mission, USA posts, and Ottawa, projects can be organized and implemented utilizing resources of the Office of Information.

There is also a liaison and information role with the national representatives of business -- be they company representatives or trade association representatives -- based in Washington and elsewhere. This function, is in the main carried on by the desk

Forecast of Resource Requirements *

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.2.
Other
Resour

* see Activity 1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included in post budget, i.e. responsibility type A or B.

2.5

officers, but the Office of Information has a supportive role and this is dealt with in Activity 3.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

2.6 Non-Governmental Organizations

This subject heading covers a broad ground: from World Affairs Councils to PTA Associations, the League of Women Voters to Kiwanis International to the Afro-American Bicentennial Commission.

What each organization represents, is a group of concerned citizenry, generally taking activist positions within a community for set purposes. Each has its own requirements, its own standards, but the Embassy and missions in the United States are able to aid and assist through such activities as participation in meetings or conferences, speeches, film presentations, supplying of documentation etc.

Forecast of Resource Requirements*

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.2.
Other
Resource

* See Activity 1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS

2.7 Cultural Organizations and Groups

Under this heading, we are dealing with prominent groups of citizens usually associated with the direction of galleries, musea, and the arts; e.g. associations such as the Friends of the Kennedy Center, or Friends of the Lincoln Center, or Smithsonian Associates. Ethnic-based associations intent on maintaining customs would also be included in this section.

The Embassy (and consulates) should be cultivating such groups nationally and locally particularly given the increased activity in the cultural area in the United States by Canadian groups. At present staffing levels, however, and given other priorities for resources, we would expect that little can be done through 1974-75 apart from maintaining occasional contact with such groups in the performance of other duties.

Forecast of Resource Requirements*

Man Months

Activity Number

Officer

Support
Staff

Travel

Hosp.

Other
Resour

* see Activity 1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

002073

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 2.8 Foreign Missions and International Organizations

Washington and New York are the central points of contact with foreign missions and international organizations, but foreign consulates and branch offices of organizations can be found in many cities in the United States and a liaison -- through the consular corps -- is maintained by Consulates and Consulates General.

Focussing exclusively on Washington for the purpose of this survey, we would suggest there are two breakdowns in foreign missions: (a) those which are dually accredited to Canada and the United States based in Washington (b) those who are separately represented in Canada. It is recognized that the Embassy can be of greater service to the former than the latter, but there has been no formal organization of information assistance.

The Embassy, through its consular, political, and economic sections, maintains contacts with foreign missions and international organizations for the most substantive matters. The Office of Information gives support to these sections and, in addition maintains its own contacts with colleagues in press, information, and cultural activities, sharing information on matters which mutually concern them and helping to clarify respective public positions on issues. The Library is often called on to answer factual questions or to supply documents of record for these clients.

Many foreign missions in Washington are on our mailing

Forecast of Resource Requirements *	Man Months		Travel	1. Hosp.	2. Other Resources
	Officer	Support Staff			
*See Activity 1					

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

2.8

lists for Canada Today/d'aujourd'hui, and Canadian Press Comment, and documentation such as Canada 1972, Facts on Canada is sent on request. Ottawa publications such as International Perspectives and Canadian Weekly Bulletin, we assume are sent to those missions accredited to Canada, and we have added others from time to time when it would seem helpful to do so.

Although we do not see this as a priority given the necessary resources and policy guidance from Ottawa, we might be better able to systematize our relations with foreign missions, particularly those accredited to Canada. This should involve more than the geographic division and Information Division, and the Embassy -- i.e., protocol and consular divisions have responsibilities and needs that dovetail with this group of clients.

In addition to the foreign missions, there are the Organization of American States, the International Monetary Fund, the International Bank for Reconstruction and Development, the Inter-American Development Bank, the Pan American Health Organization, the World Health Organization, the Food and Agricultural Organizations, other United Nations Agencies, the European Common Market and others either based or represented in Washington with whom the Embassy (or separate Canadian representatives) maintain contacts.

ACTIVITY

GOALS AND TASKS 2.9 Canadian Audiences

Although we will deal with Canadians at greater length in Activity 3, a word should be included here to take note of those Canadians who have emigrated to the United States or who are not in the United States on any official business, public or private (for example tourists and students). To the extent that we can reach them, they are a special audience which can be receptive to Canadian information, utilize it in talking and dealing with their own friends, relations and business contacts.

2.9 .1 Canadian Business Interests in the United States
(see also 3.1.5)

There are two kinds of interests:

- (i) Canadian subsidiaries in the United States
- (ii) United States subsidiaries in Canada.

Either way, the subsidiary and the parent resident in the United States has a nominal predisposition and a need to be informed on Canada. A modest start on identifying such people has been made with the Canada Today/d'aujourd'hui mailing list, and we believe the Department of Industry, Trade and Commerce has made attempts to compile such lists.

2.9 .2 Canadians (individuals) living in the United States

According to the U.S. Immigration Service 603,540 Canadians emigrated to the United States between 1950 and 1972.

Through Canadian Clubs, Commonwealth Clubs, British-American

Forecast of Resource Requirements *

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.2.
Other
Resour

* See Activity 1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *
2. Other Resources are those which would be included

2.9 .2

and Franco-American friendship societies, university alumni associations, Canadians now domiciled as aliens or citizens can be found.

Students at schools, colleges or universities might also be sought out through mailings or by asking registrars maintaining lists of foreign students to advise the Embassy; their names could be added to mailing lists, and posts could make special efforts to maintain liaison with them. This, of course, is in addition to normal consular liaison.

Our experience has been that the majority are still interested in Canada, although they are not likely to be drawn into organized activities (as will be discussed in Activity 3). Nonetheless, it is an audience that might well be more clearly identified and included in information dissemination programmes in the United States.

ACTIVITY III

TO OBTAIN MAXIMUM PUBLIC INFORMATION BENEFIT TO CANADA
FROM THE LOCAL EFFORTS OF ALL DEPARTMENTS AND AGENCIES
AND WHERE PRACTICABLE
THE PROVINCES, PRIVATE ORGANIZATIONS, BUSINESSES AND PRIVATE CITIZENS.

FORECAST FOR 1974/75

IVITY

GOALS AND TASKS 3.1 Canadian Representation - Overview

We recognize the value of coordinating information (and other) efforts of all Canadian representation in the United States and have given consideration to this in Washington letter 40 of January 10/72. To deal only with Federal representation provides considerable challenge but we are confident that a more comprehensive and thus more effective programme could be mounted and maintained. To draw on provincial, commercial and other representation is more challenging and also more rewarding.

At this stage, we have some hesitation in projecting coordination of information activities beyond the level of the Embassy and the consulates. Coordinating formally with the provinces and the private sector requires clear policy guidance based on thoughtful consideration of the problems, and the benefits to be realized.

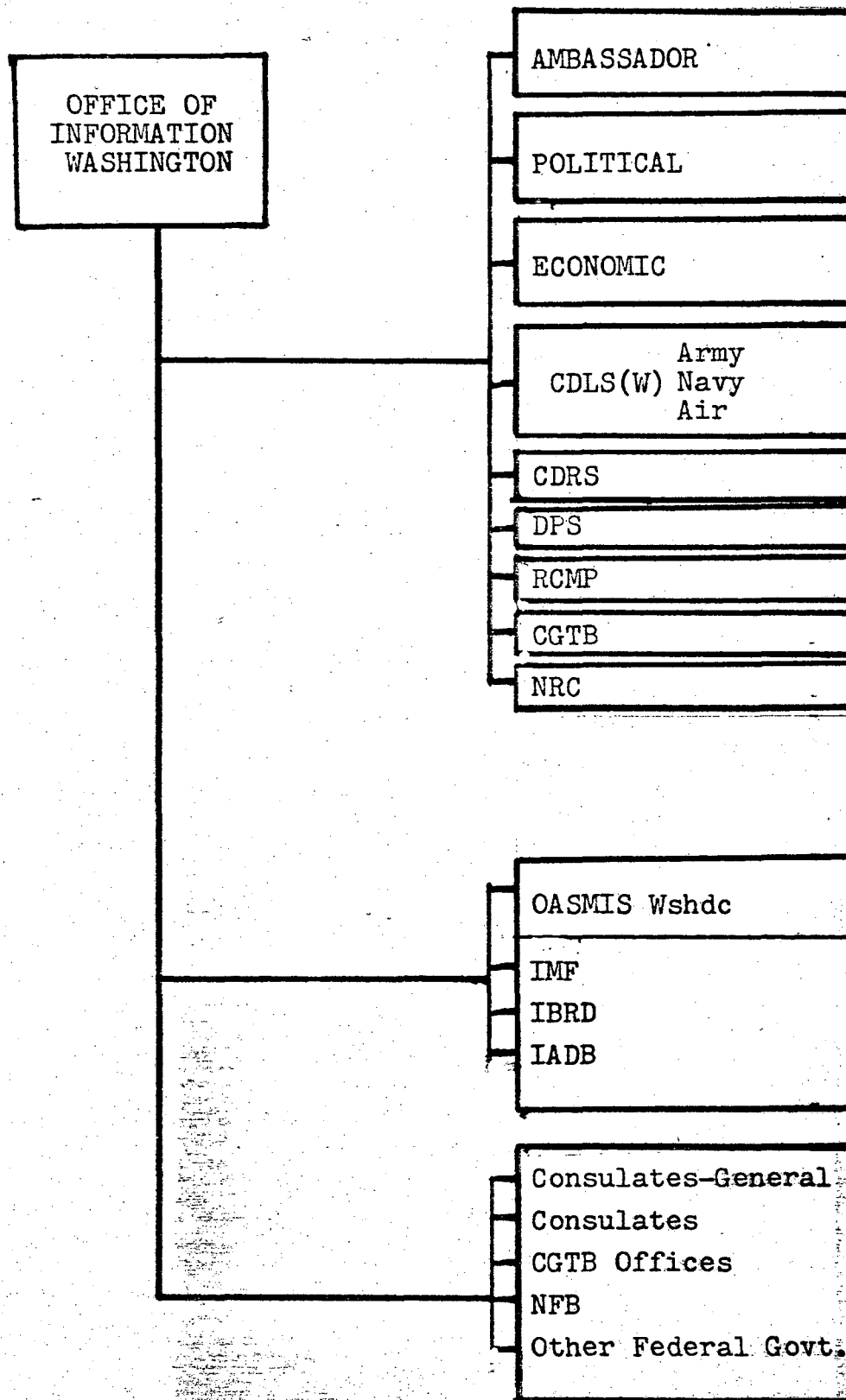
In the following sections, we do not discuss the question of liaison/coordination from the point of view of the posts; nor do we propose activity or programme for interaction of government and nongovernment sectors. We believe study should be given to these areas once this report and the reports from sister posts in the United States are submitted and analyzed.

The following charts and statements offer some idea of the scope and range on which coordinated efforts might be planned.

Forecast of Resource Requirements	Man Months		Travel	1. Hosp.	2 Other Resour
	Officer	Support Staff			
Activity Number					

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included



FEDERAL GOVERNMENT REPRESENTATION
IN THE UNITED STATES

EXTERNAL AFFAIRS

INDUSTRY TRADE & COMMERCE
AND
OTHER FEDERAL DEPARTMENTS

EMBASSY
OFFICE OF INFORMATION

ATLANTA External I.T.&C MandI CGTB	BOSTON External I.T.&C MandI CGTB	BUFFALO I.T.&C MandI CGTB	CHICAGO External I.T.&C MandI NFB CGTB	CLEVELAND I.T.&C CGTB	DALLAS I.T.&C MandI CGTB	DETROIT I.T.&C MandI CGTB
--	---	--	---	-------------------------------------	---------------------------------------	--

LOS ANGELES External I.T.&C MandI CGTB	MINNEAPOLIS I.T.&C MandI CGTB	NEW ORLEANS External I.T.&C MandI CGTB	NEW YORK External I.T.&C MandI National Revenue NFB (Regional) CGTB	PHILADELPHIA External I.T.&C CGTB	SAN FRANCISCO External I.T.&C National Revenue MandI NFB (Regional) CGTB	SAN JUAN I.T.&C CGTB	SEATTLE External I.T.&C MandI CGTB
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CGTB OFFICES

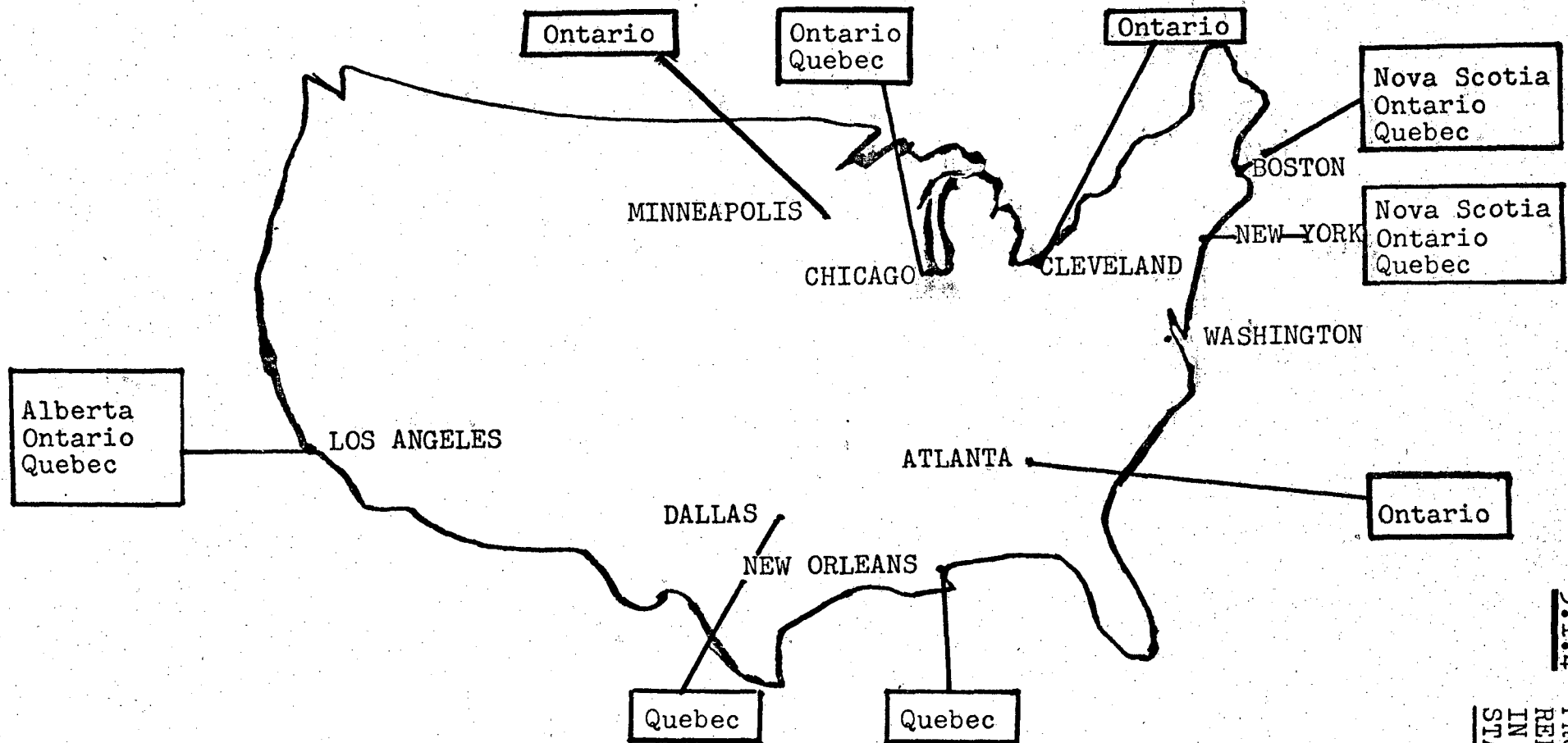
IMMIGRATION
OFFICES

DND LIAISON
OFFICERS

NFB/CBC/
AIR CANADA

OAS IADB
IBRD PERMISNY
IMF

PROVINCIAL REPRESENTATION IN THE UNITED STATES



3.1.4

PROVINCIAL
REPRESENTATION
IN THE UNITED
STATES
002082

ACTIVITY

GOALS AND TASKS

3.2 Embassy Liaison3.2.1 In House (See Chart 3.1.2)

As has been noted in earlier sections, the Office of Information's prime clients within the Washington mission have been the political and economic sections of the Chancery, and there has been a close working relationship with the CGTB. As the Office has been strengthened, it has attempted to become useful to:

Canadian Defense Liaison Staff
Canadian Defense Research Staff
Defense Production (Service or Staff)
R.C.M.P. Liaison
National Research Council.

Equally, with the appointment of Canadian representatives to the International Monetary Fund, International Bank for Reconstruction and Development, Inter-American Development Bank and the Organization of American States, there has been a willingness on our part to co-operate with them, and on their part to draw on our resources. Support for visiting ministers, officials and delegations has been provided in the provision of documentation, research assistance, and press briefings.

As integration proceeds, there is clearly scope for greater cooperation and coordination of activity in support of Canadian promotion and projection.

Desk officers have a responsibility to identify individual and group audiences to whom information materials can be directed.

Forecast of Resource Requirements *

Man Years

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.Other
Resou

*See Activity 1

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

3.2.1

The Office of Information has made Canada Today/d'aujourd'hui available for mailing to any and all contacts of officers, to provide continuing information on Canada to those persons involved with Canadian interests.

The Office can further support contacts by helping to assemble film programmes for receptions or special showings, providing display materials, documentation, pins, matches, other esoterica, assisting in research, or simply advising officers on activities. Chart 1.1.4 catalogues the resources of the office which are available to the entire mission.

This sort of service is meant as basic general information which gives the recipient a feel and some understanding for the country. When specific goals or tasks are in hand -- such as explaining a Government policy or bidding on a sales contract or bidding on an international development project -- a separate goal-oriented programme should be developed.

CIVILITY

GOALS AND TASKS 3.2.2 Liaison with Posts, Other Federal Representatives
and Ottawa (Chart 3.1.3)

In practical terms, the Embassy's information relationship is very similar to the operating relationship of the Office of Information to the Chancery staff in Washington. It is a supportive role, providing guidance and advice on programme development and implementation. Again, refer to Chart 1.1.4 for resources available.

Liaison is maintained with Posts and Ottawa by telephone, telex, correspondence and personal visits. Questions or problems range from the completion of this report to arrangements for Ambassadorial visits, to political guidance, to details over projects such as the school book presentation programme.

In Section 1.2.2 we raised the possibility of strengthening the research, reference and library facility in Washington so that it can be of more immediate and effective use to Posts. This, as an alternative to setting up more reference and research facilities at all posts, until such time as regional offices of information can be established.

The national Information meetings (1967/69/71) have provided valuable opportunities to meet face to face to discuss common problems and we would recommend that meetings of this nature continue to be held, along with meetings on specific subjects as required. Staff time and money must be budgeted: one officer and one support man months and approximately \$1,500 for the conference organization; travel and accommodation costs extra.

Servicing of Canadian Government Travel Bureau Offices,
Department of National Defence Liaison Offices, Immigration

Forecast of Resource Requirements *		Man Months		1.	2.
Activity Number		Officer	Support Staff		Other Resour
	73-74	.2	.2		
* see also Activity 1.2.2	74-75	.5	.2		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

3.2.2

Offices, National Film Board Offices, and other federal offices in the United States with general information on Canada and Canadian policy will continue and be strengthened. Most, if not all, are on the mailing lists for Canadian Press Comment and Canada Today/d'aujourd'hui. Not all automatically receive major policy statements (apart from those affecting their own departments) or other information, but we hope to meet these gaps in the coming year.

In recent years, the Embassy has provided the DND Liaison and Exchange Officers with documentation which enables them to deal with the questions of U.S. (and foreign) colleagues about Canada. This includes Canadian Press Comment, Canada Today/d'aujourd'hui, Canada 1972, Facts on Canada, policy statements such as International Perspectives special issue on Canada-USA relations. Distribution of material is made by CDLS(W) to approximately 250 officers located in about 30 different states. There are 43 Liaison Officers, 122 Exchange Officers; the remainder are based at SACLANT, or assigned to logistics liaison or are on special duty.

The CBC, Air Canada, and other government agencies which are Crown Corporations or similarly organized, have representatives in the United States, with whom the Embassy maintains contact.

There is scope for more work in this area to structure more tightly a distribution net to cover all federal offices in the United States, and might more readily and effectively be undertaken by Ottawa in consultation with the departments concerned and with the Embassy and posts.

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 3.2.3 Liaison with Provincial Governments and Representatives

As noted, we believe formal liaison and coordination with provinces is subject to clear policy guidance. At the same time, we note that the Embassy and consulates do maintain friendly contacts with their provincial counterparts in the United States on an informal basis.

The Embassy from time to time, as do some consulates, receive requests directly from provincial governments for assistance or information.

There is a clear need to keep lines of communication open for often subjects which domestically are provincial responsibilities are regarded abroad as Canadian and the federal representatives are called upon to answer questions or explain policies about such subjects. The Quebec Wolf Hunt is an example where good relations with the Quebec Agent General in New York enabled the Consulate General and the Embassy to provide informed answers and at the same time make clear the provincial responsibility.

Forecast of Resource Requirements		Man Years			
Activity Number		Officer	Support Staff	Travel	1. Hosp.
					2. Other Resour
	1973-74	-	-		
	1974-75	.1	.1		
	Change	+.1	+.1		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

ACTIVITY

GOALS AND TASKS

3.2.4 Liaison with Non-Governmental Interests (Canadian in USA)

The Embassy maintains links with Canadian non-governmental interests in various ways reflecting not only our official interest in them, but their interest in us. For purposes of information activities, we have played for the most a responsive role, providing a service of helping them to keep in touch with Canadian life. Canada Today/d'aujourd'hui is sent to about 350 non-governmental Canadians who are in the USA either temporarily or permanently. Canadian Press Comment is sent to a few Canadians who find it useful professionally. (We try to increase this distribution only on a fairly selective basis.)

As with provincial governments, informal contacts are maintained with some Canadian businesses and banks in the United States and a spirit of cooperation allows mutually beneficial activities. Contacts and relations with Canadian Clubs, Commonwealth Associations, the English Speaking Union and others sometimes lead to cooperative projects or activities. Relations with Canadians studying or teaching in the United States are essentially responsive. There are no organized links with alumni of Canadian universities although personal contacts sometimes lead to Embassy participation.

We are proposing no formal programme for developing this group in connection with information activities. (See also 2.10).

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support
Staff

Travel

1.
Hosp.Other
Resou.

1973-74

1974-75

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

FORECAST FOR 1974/75

ACTIVITY

GOALS AND TASKS 3.3 Interaction of Government and Non-Government

Given the other activities which need attention, we would recommend that formal programmes of coordination be held in abeyance and that the Embassy and posts continue to rely on the cooperation of all interests represented in the United States. Obviously specific projects may arise requiring cooperation and coordination, but we have neither the manpower nor the time resource available to organize a comprehensive programme.

Forecast of Resource Requirements

Man Months

Activity Number

Officer

Support Staff

Travel

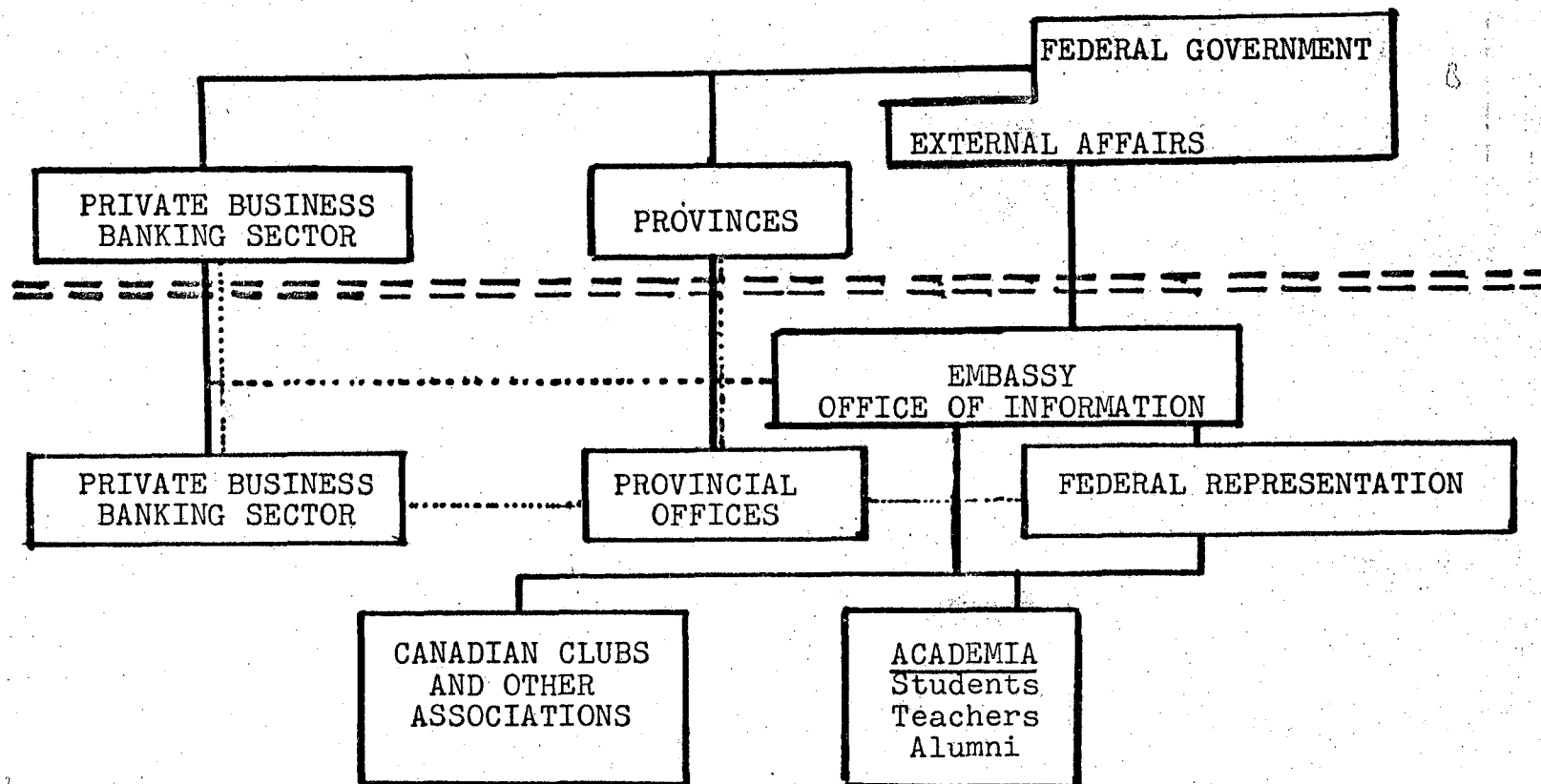
1. Hosp.

2. Other Resources

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

002089



3.3

CANADIAN REPRESENTATION IN
THE UNITED STATES
Interaction of Governments
and Non-Government

002090

FORECAST FOR 1974/75

A VITY

GOALS AND TASKS 3.4 Advisory Panel for Canadian Information in the United States.

Experience with the National Information Meetings, the Canadian Conferences on Information (Montebello), and indeed, the SSEA's own conference in 1972 on the question of Canadian Information in the United States, leads us to suggest the establishment of an Advisory Panel for Canadian Information in the United States by 1974-75.

Such a body could meet periodically to review present programmes and their success, comment on future activities and propose new directions and courses of action for information projection. Its purpose would be to recommend to all agencies general courses which might be followed; it would not have authority to make specific recommendations to the federal government or to other participants.

It could be composed of representatives from the Federal and provincial governments, academia, business, banking, and public information specialists.

Costs of assembling the group (travel and accommodation) and conference organization and administration including staff, could be apportioned among participants, or borne by the government involved. If the Federal Government were to be the organiser and convenor, the costs might best be borne entirely by headquarters.

Forecast of Resource Requirements		Man Months			
Activity Number		Officer	Support Staff	Travel	1.
					Hosp. Other Resour.
	73-74	-	-		
	74-75	.1	.1		

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

ACTIVITY IV

TO REPORT, ANALYZE AND MAKE RECOMMENDATIONS ON CURRENT EVENTS
AND ACTIVITIES OF PARTICULAR INTEREST
TO PUBLIC INFORMATION AND CULTURAL PROGRAMMES,
AND GENERALLY ON PROGRAMMES RELATING TO
REPRESENTATION IN THE UNITED STATES

IVITY 4

To report, analyze and make recommendations on current events and activities of particular interest to public information and cultural programmes, and generally on programmes relating to representation in the United States.

GOALS AND TASKS 4.1 DIPLOMATIC REPORTING

In addition to the prime function of information dissemination in the United States, diplomatic officers are expected and required to keep informed and report on activities, trends and events in the host country. Not only is officer time required to analyze and prepare such reports but clerical and special research time or funds are needed.

This report is a prime example of this activity. Other examples are:

- French-language programmes (numbered letter 2058, Dec 6/72)
- Bicentennial Summary (numbered letter 1913, Nov 7/72)

The Gallup Poll of November 1971 required staff time to develop the questionnaire and to analyze results, plus funds to carry out the survey. The conceptual study of the Radio Project required staff time to carry out the survey and funds for the feasibility report. The survey of commercial speakers' bureaux, to provide a base for decision making, required funds for the special research appointment.

(See also 1.2.4)

Forecast of Resource Requirements		Man Months			
Activity Number		Officer	Support Staff	Travel	1.
					Hosp. Other Reso

1. Special Events Hospitality (not included in normal representational budgeting) should be marked *

2. Other Resources are those which would be included

APPENDIX

COUNTRY PROGRAM 1972-73

To support Canada's political, commercial and immigration interests by dissemination of knowledge of Canadian accomplishments, aims and points of view, by enhancing Canadian prestige and by influencing public and private opinion in the United States through the following (and other) means:

- Cultivating contracts with the media to ensure that they are well informed on Canada and carry news and comment favourable to Canadian interests.
- Cultivating contacts with opinion leaders and policy makers in every walk of life to promote attitudes and policies similarly favourable.
- Encouraging the study of Canada at every academic level, particularly the university level, to lay the foundations for such attitudes and policies.
- Disseminating knowledge of Canadian cultural attainments particularly in the visual and performing arts and especially among impresarios, festival organizers, galleries, etc.; encouraging and facilitating manifestations of Canadian arts thereby enhancing the prestige and respect for Canada.
- Reporting significant developments and trends in U.S. information, academic and cultural areas of interest for policy formulation in Canada.

GWP/K. Goldschlag/EDB

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO
À

FAP

SECURITY
Sécurité

PERSONNEL INFORMATION
RESTRICTED

FROM
De

GWP

DATE

February 5, 1973

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

Information Activities at Consulate
General in New York

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 36	

ENCLOSURES
Annexes

DISTRIBUTION

APP

APO

GWU

Mr. Rankin raised this with me as part of a general review of the activities of his post on February 2.

2. By and large, Mr. Rankin feels he is being well served by the Department and that the resources that have been put at his disposal are commensurate with his programme responsibilities. The only really weak link is in his capacity to perform the press/liaison/information function.

3. This is currently being done by Mr. A.D. Bryce. There is no question of Mr. Bryce's positive attitude to his job. But there is evidently a question of his ability, with all the good will in the world, to do justice to it. This is not, therefore, wholly - or perhaps even mainly - a question of personality but of the imbalance between the demands of the job and the resource capacity to meet those demands.

4. We are all agreed that, in terms of support of a wide spectrum of Canadian interests, the United States should be the main focus of our information effort. We also agree presumably that, within the United States, New York occupies a special position, as a financial and commercial centre and as the headquarters of the most important nexus of media outlets. If this much is agreed, there is a good deal to be said for taking serious account of Mr. Rankin's view and the proposal he put to me (and may already have put to others).

5. This is, in brief, that with the departure of McGovern in June 1973, Bryce should be moved over to his job as head of the consular section for, say, another year. I understand that Bryce would be agreeable to such a switch. The problem then would be to fill Bryce's job with a really experienced and dynamic information officer who could be relied upon to maintain contact with the media on a continuous and vigorous basis. This may have to involve reclassifying the position. It is at present classified at the AS7 level. Ideally, Mr. Rankin thinks it should be filled by an FS3 but he would, I think, accept classification at the FS2 level

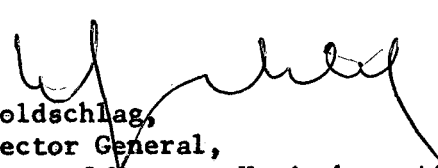
...2

002095

- 2 -

as being within the limits of what we can reasonably muster at this stage. If a qualified officer at this level cannot be fielded, perhaps the possibility of engaging someone on contract (e.g. Mr. John Harbron) might be explored. Mr. Rankin would be quite willing, if it helped, to have the incumbent carry the title of Deputy Consul General (Public Affairs).

6. Perhaps this is something that could and should be considered in the forthcoming review of the New York post programme. It might be helpful, however, if we could clear our reaction to Mr. Rankin's proposal within the Department before ventilating it in an inter-departmental meeting.



K. Goldschlag,
Director General,
Bureau of Western Hemisphere Affairs.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file
mk.*

TO
À FAI

FROM
De FCO

REFERENCE
Référence Your memorandum of November 27

SUBJECT
Sujet Conference on Relations between
Seattle, U.S.A. and Vancouver, Canada

SECURITY
Sécurité

UNCLASSIFIED

DATE January 30, 1973

NUMBER
Numéro


FILE	DOSSIER
OTTAWA	56-1-2-45A
MISSION	34

ENCLOSURES
Annexes

DISTRIBUTION

GWU

We can see no objection, from a Federal/Provincial point of view, to federal funds being used to assist this project. We would suggest, however, that should a favourable decision eventually be taken, it be made clear to the organizers that the federal government should not be billed as a sponsor or co-sponsor of the conference and should not be associated in any formal way with any recommendations or proposals that may result from it. We would also suggest that it might be a useful gesture to seek the views of the Government of British Columbia before the federal government becomes committed in any way. We would be happy to do this, if you wish.


L. H. Amyot, Director
Federal-Provincial
Coordination Division

MEMORANDUM

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file
mk*

TO
A FAI

SECURITY
Sécurité UNCLASSIFIED

FROM
De GWU

DATE January 23, 1973

REFERENCE
Référence → FAI memorandum of November 27, 1972

NUMBER
Numéro

SUBJECT
Sujet Hibbard-Kelly telephone conversation, January 12
Conference on Relations Between Seattle, U.S.A. and
Vancouver, Canada.

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	36

ENCLOSURES
Annexes

DISTRIBUTION

GWP

There is a great deal of misunderstanding on both sides of the border on the West Coast about current difficulties and problems. It is, in our view, almost an ideal situation for a laboratory experiment in the utilization of public relations and other methods for diminishing public concerns.

2. Like you we are attracted by the idea of exchanges between groups of Canadians and Americans working in the same field. It might help to dispell some existing misunderstandings. However, we are uncertain if it is the best or the only method. Until the "prospects and likely dimensions" of a conference such as that under reference became clearer we would wish to withhold our judgment on whether or not it should be given sympathetic consideration for financial assistance by the Canadian Government. In the meantime we suggest you call a meeting to examine what should or could be done from a public relations viewpoint to improve attitudes in this region.

Handwritten signature
U.S.A. Division.

FILE ACTC DIARY CIRC CHRON

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER		SECURITY
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-San Fran USA.		SÉCURITÉ
	OTTAWA	EXT AFF	FAI-64	JAN 4/73	36	—	UNCLASS
							PRECEDENCE
TO/A SAN FRANCISCO							
INFO							JAN 5 1973
DISTR.							

REF

YRTEL 2 JAN 2

SUB/SUJ

NEW LOOK FOR DEPT INFO ACTIVITIES

LET 329 DEC 19 RECEIVED JAN 2.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SG

L.M. KELLY/nw

FAI

5-6590

SG

D.B. HICKS

Mr. Roberts *Mr. Keely*

② *Keely*

ACTION COPY

Fil
11

56-1-2-45A-
36 4 -

UNCLASSIFIED

FM SFRAN 2 JAN 2/73

TO EXT OTT FAP

REF YOUR TEL FAP 271 DEC 28

---NEW LOOK FOR DEPT INFO ACTIVITIES

OUR FORECAST FORWARDED TO YOU UNDER COVER OUR LET 329 DEC19.

CONFIRM RECEIPT.

CANADA
DEPUTY MINISTER OF
REGIONAL ECONOMIC
EXPANSION

LE SOUS-MINISTRE DE
L'EXPANSION ÉCONOMIQUE
RÉGIONALE

Ottawa, Ontario.
K1A 0M4

November 20, 1972.

56-1-2-USA		
36		

Mr. A. E. Ritchie,
Under-Secretary of State for
External Affairs,
East Block,
Wellington Street,
Ottawa, Ontario.
K1A 0G2

NOT SEEN BY USSEA

GWY

FOR ACTION

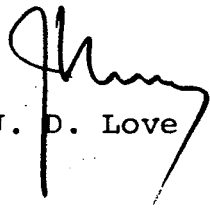
cc FAI

Dear Mr. Ritchie:

I wish to acknowledge with thanks your letter of October 27, 1972, with which you enclosed copies, in English and in French, of the article which Mr. Sharp recently published on Canada/U.S.A. relations.

We are pleased that this Department has been able to assist you in this endeavour.

Yours sincerely,


J. D. Love

21.11.6/55)



TRANSMITTAL NOTE AND RECEIPT NOTE D'ENVOI ET REÇU

GOVERNMENT OF CANADA - GOUVERNEMENT DU CANADA

TO
À

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

507

SANS
WITHOUT ENCLOSURE(S) - SANS ANNEXE(S)

file
mark

FILE OR SERIAL NO. - N° DE DOSSIER OU DE SÉRIE

QUANTITY QUANTITÉ	REFERENCE/COPY NO. N° DE RÉFÉRENCE	DESCRIPTION
3	<div data-bbox="373 406 730 652" data-label="Text"> <p>TO/A <i>FAI</i> FROM/D: <i>FORG</i> NOV 23 1972 ATT'N <i>Mlle Kelly</i></p> </div>	<p>Letter to Minister Counsellor (Information) from Assistant to the Vice President, Brown University complimenting Canadian government documents.</p>
	<div data-bbox="337 745 737 899" data-label="Text"> <p>56-1-2-USA 17 - -</p> </div>	<p>Author of letter, Mr. Michael L. McGrael, was formerly Assistant to the Dean, School of Advanced International Studies, Johns Hopkins University, WashDC.</p>
<p>SENT BY - TRANSMIS PAR R.O'Hagan, Canadian Embassy, WashDC Signature _____ Date 15.11.72</p>		<p>RECEIVED BY - REÇU PAR N/A Signature _____ Date _____</p>

Washington says no action
required on our part.
6/12/72 AC

☐ PLEASE SIGN AND
RETURN TO ORIGINATOR
PRIÈRE DE SIGNER ET DE RETOURNER
AU SIGNATAIRE

☐ RECEIPT NOT REQUIRED
REÇU NON REQUIS

ORIGINATOR'S ADDRESS - ADRESSE DU SIGNATAIRE



BROWN UNIVERSITY Providence, Rhode Island • 02912

9 November 1972

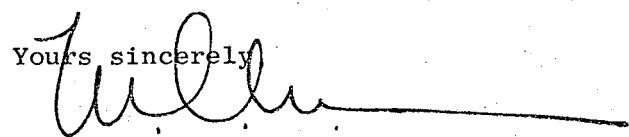
Dear Dick:

The report of the Commission on Educational Planning of Alberta, "A Future of Choices, A Choice of Futures," has just arrived. Thank you very much for sending it to me. When I compare it to some of the things which come out of the Government Printing Office, I must say that the Queen's Printers have it all over us. Canadian government documents have such style to them.

This study will be especially helpful here because in a small state like Rhode Island major institutions, such as Brown, play a major role in comprehensive planning. We shall put this to good use.

Again, many thanks.

Yours sincerely,


Assistant to the Vice
President

McGraw

Mr. Richard O'Hagan
Minister-Counsellor (Information)
Embassy of Canada
1771 N Street, N.W.
Washington, D.C. 20036

FAI



BROWN UNIVERSITY Providence, Rhode Island • 02912

9 November 1972

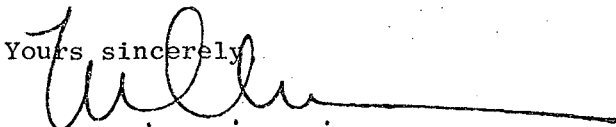
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Again, many thanks.

Yours sincerely,


Assistant to the Vice
President

Mike McGrath

Mr. Richard O'Hagan
Minister-Counsellor (Information)
Embassy of Canada
1771 N Street, N.W.
Washington, D.C. 20036



BROWN UNIVERSITY Providence, Rhode Island • 02912

9 November 1972

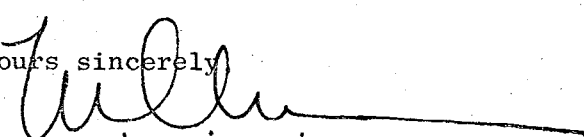
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This study will be especially helpful here because in a small state like Rhode Island major institutions, such as Brown, play a major role in comprehensive planning. We shall put this to good use.

Again, many thanks.

Yours sincerely,


Assistant to the Vice
President

Mike McGraw

Mr. Richard O'Hagan
Minister-Counsellor (Information)
Embassy of Canada
1771 N Street, N.W.
Washington, D.C. 20036

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
A The Canadian Embassy, WASHINGTON D.C.

SECURITY UNCLASSIFIED
Sécurité

FROM
De The Under-Secretary of State
for External Affairs, OTTAWA

DATE November 14, 1972

REFERENCE
Référence Your letter 1877 of October 25, 1972

NUMBER
Numéro GWU-368

SUBJECT
Sujet Request for Information from Congressional
Research Service

FILE	DOSSIER
OTTAWA	56-1-2-USA-1
MISSION	36

ENCLOSURES
Annexes

DISTRIBUTION

FAI ✓

Mr. Roberts

to see

file

mk

We have discussed with FAI the question of direct contacts between your Embassy and appropriate Parliamentary officials concerning routine information matters. FAI is already reorganizing their division to handle more efficiently such requests and to capitalize on the expertise available from their largely non-rotational staff. We agree with their suggestion that any attempt to rationalize the channeling of information queries should make use of FAI's experienced personnel.

2. We suggest, therefore, that in future you direct routine information enquiries to FAI, attention of Western Hemisphere Desk, Miss L.M. Kelly.

(Signed) K. W. MACLELLAN

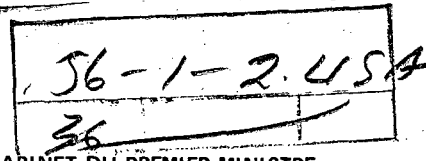
Under-Secretary of State
for External Affairs

[Handwritten signature: M. Maclellan]



OFFICE OF THE PRIME MINISTER

CABINET DU PREMIER MINISTRE



file 0
mbo

PRESS RELEASE

COMMUNIQUE

Date:

November 8, 1972

For Release:

Immediate

Pour Publication:

The following message was sent today to
President Nixon:

"Please accept this expression of my sincere
congratulations on your overwhelming election victory. The
size of your majority is impressive by every standard but
particularly from the point of view of one who has had some
recent experience in measuring narrow margins.

I look forward to a continuing congenial and
cooperative relationship between our offices and our countries.

With warm personal regards.

(Signed) Pierre Elliott Trudeau."

- - - - -

Le Premier ministre a adressé aujourd'hui le
message suivant au Président Nixon:

"Permettez-moi de vous offrir mes sincères félicitations
à l'occasion de votre éclatante victoire électorale. L'ampleur
de votre majorité est à tous égards impressionnante, mais elle
l'est particulièrement pour quelqu'un qui vient de faire
l'expérience d'une marge étroite.

Je suis sûr que nos gouvernements et nos pays
continueront d'entretenir de bonnes et fructueuses relations.

Avec mes bien cordiales salutations.

(Signé) Pierre Elliott Trudeau."

My files
This begins to look more realistic. I think Ken Williamson must have accepted this. Let's discuss.

S E C R E T

FM WSHDC 4027 NOV6/72

TO EXTOTT GWU

DISTR PDF FCP FAP

file

56-1-2-USA	
36	<i>mtk</i>

---FRENCH LANGUAGE PROGRAMS-MTG NY NOV20

WE HAVE HAD PRELIMINARY DISCUSSIONS HERE. WE PROVIDE IN THIS TEL SOME IDEAS WHICH SHOULD HELP FOCUS THINKING OF THOSE IN OTT PREPARING FOR MTG. WE HOPE THEY WILL PROVIDE BASIS FOR YOUR DISCUSSIONS AND GUIDE FOR MTG AS TO OUTCOME TO BE DESIRED.

2. TRADITIONAL USA POLICY TOWARDS IMMIGRANTS AND THEIR DESCENDANTS IS ASSIMILATION. THE MTG POT HAS ONLY ONE LANGUAGE AND ONE CULTURE. CDN POLICY SHOULD ACCEPT THIS BASIC FACT AND NOT/NOT TRY TO SLOW OR REVERSE THE TREND TOWARDS ASSIMILATION. WHILE IT IS TRUE THAT INCREASED FEDERAL FUNDS ARE BEING MADE AVAILABLE TO BILINGUAL (MAINLY SPANISH) EDUCATION THIS IS WITH VIEW TO INTEGRATION AT REDUCED LONG TERM COST TO SOCIETY (SEE OURTEL 1589 APR25 AND PARAS 9-11 OF OURLET 553 APR26/71).

3. IT IS OUR IMPRESSION THAT FRANCO-AMERICAN COMMUNITIES ARE GENERALLY WELL DISPOSED TOWARDS CDA. IN DEALING WITH THESE GROUPS WE SHOULD SO ADAPT OUR INFO AND CULTURAL POLICIES THAT THEY SUPPORT OUR TRADE, TRAVEL AND OTHER OBJECTIVES IN USA. OUR ATTITUDE SHOULD BE HARD NOSED, RESPONSIVE AND IN MOST CASES INTEGRATED WITH AND PART OF OUR GEN OPERATIONS.

...2

PAGE TWO 4027 SECRET

4. VIS-A-VIS CODOFIL, NEWENGLAND FRANCO-AMERICAN GROUPS, QUE, FRANCE AND FRANCOPHONE INITIATIVES FOR CDN DOMESTIC REASONS WE SHOULD NOT/NOT BE NEGATIVE OR APPEAR TO BE NEGATIVE. HOWEVER, WE SHOULD NOT/NOT TAKE INITIATIVE NOR/NOR FOLLOW AN AGRESSIVE DYNAMIC POLICY. WE SHOULD KEEP IN CLOSE TOUCH WITH THE STATE DEPT.

5. CULTURAL CENTRES SHOULD THEY COME TO PASS SHOULD BE PART OF OUR GEN POLICIES. THEIR OPERATIONS, BOTH WAYS, SHOULD BE GEARED TO OUR MAIN OBJECTIVES IN THIS COUNTRY. THESE CENTRES WOULD BE TO SERVE CDN PURPOSES GENERALLY AND IN PARTICULAR CDN INTERESTS IN THE USA. THEY WOULD NOT/NOT BE SPECIAL FACILITY FOR FRANCOPHONE CDNS OR FRANCO-AMERICANS. AS A BY-PRODUCT THEY MIGHT HELP IN OFFERING AN ALTERNATIVE TO EUROPEAN CENTRES (LDN, PARIS) FOR CDN STUDENTS, INCLUDING FRANCOPHONE STUDENTS AND THEY COULD BE HELPFUL IN TERMS OF CDN UNITY.

6. ON A MORE PRACTICAL LEVEL YOU MAY WISH TO LOOK AT QUESTIONS SUCH AS FOLLOWING: (A) HAVE CONSULTATES IN BSTN, LNGLS, NY, NRLNS, DOCU, MONEY AND PERS ADEQUATE TO PARAS 3 AND 4 - FOR EXAMPLE HAVE THEY SUITABLE EXHIBIT MATERIAL, TRAVEL LITERATURE, SCHOLARSHIPS TO OFFER (ON A RECIPROCAL BASIS) AND CAN THEY TAKE PART IN SEMINARS AND GIVE SPEECHES? (B) HOW DO WE RELATE CULTURAL CENTRES TO OUR GEN OPERATIONS? DO WE BEGIN WITH CULTURAL SECTIONS AND EXPAND LATER? (C) JUST WHAT ARE THE OPPORTUNITIES APART FROM TRAVEL PROMOTION, BOOK SALES, LECTURER, PERFORMANCES AND THE LIKE? (D) DO WE NEED SPECIAL ...3

PAGE THREE 4027 SECRET

OR ADDITIONAL MATERIAL AND/OR DO WE NEED TO ADAPT EXISTING MATERIALS?(E) SHOULD WE HAVE CENTRAL POINTS IN WSHDC AND OTT TO FOLLOW DEVELOPMENTS RELATING TO THE FRANCO-AMERICAN COMMUNITY, TO ENSURE COORDINATION AND TO SEE THAT OPERATIONS DO NOT/NOT GO BEYOND WHATEVER POLICY FRAMEWORK IS ESTABLISHED.

7. SHOULD WE BE SUITABLY INSPIRED AND TIME PERMITS, WE MAY FOLLOW UP ON THE FOREGOING WITH COMMENTS, PARTICULARLY ON PARAS 2-5 AS WE REALIZE WH MAY HAVE RAISED MORE QUESTIONS THAN WE HAVE ANSWERED.

8. WE WILL ALSO TRY TO SEE WHAT OF INTEREST CAN BE EXTRACTED FROM 1970 USA CENSUS REPORTS PUBLISHED TO DATE. DATA COLLECTED IS NOT/NOT NECESSARILY SIMILAR TO THAT FOR CDN CENSUS. WE MAY BE LIMITED TO FIGURES ON THOSE HAVING FRENCH AS MOTHER TONGUE WHICH WOULD, OF COURSE, EXCLUDE MANY FRANCO-AMERICANS.

061912Z 650

cc: Mr. Stephens

file Mr

Canadian Embassy



Ambassade du Canada

1746 Massachusetts Avenue N.W.,
Washington, D. C. 20036

6 November 1972

56-1-2-USA		
17	-	-

*Reply sent
to Mr. O'Hagan
6/3/73
mk.*

*Memo to
GWD & FCO
27/11/72.*

*c.c. of memo
sent to Washington*

Dear Doug,

We have been approached by Seattle City Councilman Bruce K. Chapman with an idea for a conference on relations between his city and Vancouver. The concept is outlined in the enclosed memorandum. Mr. Chapman was referred to me by Mr. Anderson, our Consul General in Seattle, which whom he intends to be in further contact.

The Councilman did not come to Washington expressly to acquaint the Embassy with his notion; he had other business. He simply took the opportunity while here of calling on us. Mr. Chapman also approached the State Department through the office of Canadian Affairs where his object was to ascertain if such an undertaking might be eligible for a measure of support funding. He was apparently given little encouragement, but was told the matter would be explored. He was less forthright about money in his conversation with me, but clearly he believes a grant from the Canadian Government would be no less appropriate than one from the U.S. Government.

I think I am representing accurately the views of our Consul General in Seattle when I say

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Mr. D. B. Hicks,
Director,
Information Division,
Department of External Affairs,
Ottawa, Canada.

that he is inherently sympathetic to what Mr. Chapman has in mind, but is inclined to feel that until its prospects and likely dimensions become rather more clear, its programme aspirations ought perhaps be more modestly scaled. Only after these facts are established should the question of federal funds be considered.

I said as much to Mr. Chapman myself, and his reply was that this was merely the coming to grips on a regional basis with what was essentially a bi-national problem. He felt strongly about the information gaps that he said exist on both sides of the border, particularly in the U.S., and it was in response to this condition that he was seeking to take an initiative. For this reason he felt fully justified in making known his intentions (and in seeking the support, in principle at least, of the federal authorities of both countries). If funds could not immediately be made available by the U.S. Government, he hoped still to find the means to move forward; one possibility he mentioned was the contingency fund of the Seattle City Council, although he was not sanguine about any of these monies being released for such a purpose.

It might be helpful to say a word about Mr. Chapman himself. Mr. Anderson probably will have more valuable insights to provide, but I found him an interesting man--intelligent, thoughtful, quietly determined. While he is now, as I understand it, virtually a full time civic politician (he was elected in a city-wide vote as opposed to a given district), his background has been in journalism, and in recent years a rather personal kind of journalism in which I suspect he has held quite strong views. He is in his early 40's, but is markedly more youthful in appearance. He was an editorial writer for the New York Herald Tribune, where his friend and superior, the chief editorial writer, was Raymond Price, now senior speech writer for President Nixon. (On its last day of publication, the Herald Tribune carried a women's liberation-flavoured editorial which Chapman wrote.)

In Seattle, Mr. Chapman has been a columnist for the Seattle Times, and the publisher-editor of a newsletter as well as a public affairs consultant. The Consul General would be better situated to characterize his work as a commentator. He has written two books: "The Party That Lost It's Head" in 1966, and "The Wrong Man in Uniform" in 1967.

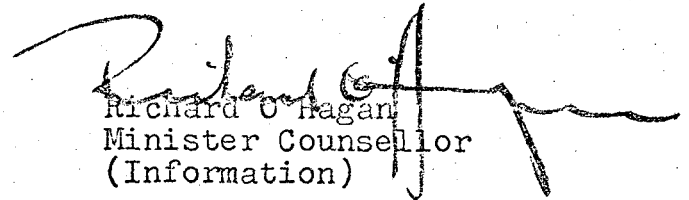
Depending in part on the response he finally receives from the State Department, Mr. Chapman

3.

indicated that he may take up his idea with Senator Magnuson and/or Jackson, and with a friend whom he expected to be elected from a Seattle area Congressional district.

I would be glad of whatever advice you may be able to give me as to the likelihood of this project being given sympathetic consideration for Canadian Government financial assistance.

Sincerely,


Richard O. Hagan
Minister Counsellor
(Information)

cc: Mr. R. Anderson,
Consul General for Canada,
Seattle.

Mr. L.A.D. Stephens,
Director General (FAP),
Ottawa.



THE CITY COUNCIL OF THE CITY OF SEATTLE
1106 SEATTLE MUNICIPAL BUILDING
SEATTLE, WASHINGTON 98104

Seattle City Councilman Bruce K. Chapman
October 1972

PROPOSED: A CONFERENCE ON RELATIONS BETWEEN
SEATTLE, USA AND VANCOUVER, CANADA

The people and governments of Seattle, Washington and Vancouver, B.C. -- and in a larger sense, all Northwest Americans and Canadians -- have many problems and interests in common, but it often seems that these are given only limited attention. Two opposite reasons are responsible: 1) British Columbia and Washington State are so close geographically and culturally that we tend to take one another for granted. We don't consider our neighbors as truly foreign since we are very much alike. 2) On the other hand, our government systems are separate and different, our economies are differently oriented, and our ethnic mixes are somewhat different.

Meaningful encounters to discuss our mutual problems are rare. We don't read very much about each other in the newspapers, there are few government or cultural exchanges, and when a group from the other country -- say, the Canadians who came to Seattle to protest the raising of Ross Dam -- actually shows up for other than tourist reasons we are surprised.

Compounding this psychological distance is the situation of U.S.-Canadian relations generally, which operates almost solely on an Eastern axis. The emphasis of U.S.-Canadian foreign policy, or so it seems in the West, is directed toward mutual concerns along the St. Lawrence and, of course, what is thought and said in Ottawa and Washington.

And still compounding the distance further is the general drift of U.S.-Canadian relations at all levels, which is one of relative aloofness at times. The President mistakenly identifies Japan as our number one trading partner, when, 002114

-2-

in fact, first place belongs to Canada. A survey of U.S. and Canadian high school students shows that the Yankees are embarrassingly ignorant of major personalities and places in Canada (Cf., Canada and the United States, the Second Hundred Years by Stanley R. Tupper and Dr. Douglas L. Bailey, Hawthorn Books, N.Y., 1967, appendix.)

Yet Seattle and Vancouver, of all cities, share a similar outlook (that of the Pacific Northwest, equally isolated from Washington, D.C. and Ottawa), similar resources, similar personalities (a fondness for the outdoors and the natural), and, of course, nearly identical climates.

Our mutual interests do need attention, and they need to be attended by people from the two cities (or at least between Washington State and B.C.), rather than simply through the two national governments 3,000 miles away, and they need to be attended by these people meeting together.

Subjects of common interest include:

Ross Dam, which Seattle City Light intends to build 125 feet higher and which will flood 5,000 acres of Canadian soil.

Electricity and mutual support to prevent blackouts and brownouts.

Tourism, and the ways we can jointly promote the entire Pacific Northwest region, including Oregon, Washington, B.C., the Yukon Territory (where Seattle has a "Sister City" relationship with Dawson City and a common gold rush background) and Alaska.

Water, and the Northwest's common interest in keeping it in the Northwest.

The Alaska oil pipeline, where it goes, and the associated problem of oil spills.

Trade, labor relations and the common interests of the Northwest's two largest ports.

Education, and the need for people of the two areas to know more about one another.

Cultural development, and the interest in exchanges.

Immigration in both directions.

Government operations. Although Seattle officials frequently meet (through the National League of Cities) with officials of other U.S. cities, we have never exchanged views, compared problems or looked at programs and facilities in our closest large city neighbor, Vancouver.

Because of these common interests, I would like to see the cities of Seattle and Vancouver (or perhaps the state of Washington and province of British Columbia) sponsor a joint conference on their shared concerns. This would be one of the few times a number of U.S. citizens and Canadians have enjoyed such a discussion on an informal level, and certainly the first time it has happened in the West.

At such a Seattle, U.S.A.-Vancouver, Canada Conference public officials from both cities, leading citizens in business, labor, the arts, politics, education and community organizations would meet for a three-day weekend to discuss the subjects I've mentioned above. Part of the purpose simply would be greater understanding; part would be the exploration of expanded cooperation in the future. Local and national experts on U.S. and Canadian relations and on the specific problems (e.g., power supply) would participate. Emphasis would be divided between formal speeches, workshops comprised of small groups, informal discussions and view trips.

The conference would be held in Seattle, most probably at the Battelle Memorial Institute (whose Human Affairs Center might become a co-sponsor), though a follow-up conference might be held the next year in Vancouver.

I would like to seek a U.S. State Department grant to help finance the Seattle-Vancouver Conference. The cities of Seattle and Vancouver might supply in-kind assistance, at least. Groups such as the Kiwanis, Rotary and Lions, who locally have close ties to their counterparts in Canada, would be asked to assist with arrangements.

The Seattle, U.S.A.-Vancouver, Canada Conference would be an historic occasion for our two cities and two nations. It would further local understanding and, quite possibly, lead to smoother relations on major policy questions that affect both the two cities and the two nations.

#

ACTION COPY

min Telegram (FAI) for action pls. file

UNCLASSIFIED

FM BONN 1574 OCT26/72

TO EXTOTT GWP

REF YOURTEL GWP85

56-1-2-41 SA		
36	4	87

---MINS ARTICLE ON CDA-USA RELATIONS

AS WE HAVE ALREADY MAILED OUT GERMAN TRANSLATION OF SUMMARY OF ARTICE
CONTAINED PST69 OCT16 TO APROX 30 LEADING NEWSPAPERS IN FGR WITH
INDICATION THAT REPORT ITSELF WILL FOLLOW, WE SHALL REQUIRE SAME
NUMBER OF COPIES OF SPECIAL EDITION OF QUOTE INTERNATIONAL
PERSPECTIVES UNQUOTE CONTAINING REPORT. GRATEFUL IF THESE CAN BE

SENT ASAP BY AIR.

261159Z 60

sent 24/10/72

30 copies English sent by air



Canadian Government Travel Bureau
Office de tourisme du gouvernement canadien

OTTAWA/CANADA K1A 0H6

October 24, 1972.

Miss A.T. Hardy,
Visits Program,
Department of External Affairs,
637 Congill Building,
275 Slater Street,
Ottawa, Ontario K1A 0G2.

522

56-1-2-USA		
17	-	26

Dear Miss Hardy: *Alison*

With reference to our telephone conversation the other day, I am enclosing the letter from Sister Francine Merkosky, who desperately wants to sing Canada's praises at her college's "International Day" show.

You mentioned that you have a new person on staff whom you would ask to look after this request and, I think anything we can do for her would be most rewarding.

She mentions she could not obtain a Canadian film at their local Public Library. Would it be possible to get her a print of External Affairs new "CANADA IMAGE" film.

Yours sincerely,

Frank A. Healy
Frank A. Healy,
Head, Promotion Services.

FAI

Owensboro, Ky. 42301

Oct. 3, 1972

Canadian Government
Travel Bureau
Ottawa, Ontario, Canada

Dear Sir:

At the International Student Club here at Brescia College, we decided to put on an International Day - showing our national culture and customs via dress, native musical instruments, dance, song, some conversation, maybe even a sampling of national food-dishes. We thought we would put on as much of this live as ^{is} possible. We felt that we should also have a short

documentary film - that would give a
panoramic view of our country.

Now while the students from Africa,
India, Korea, Japan, Thailand, Israel,
were quite certain about what in their
land is quite different and would inter-
est the rest of us, I wondered, "what
would I show?" Canada is not that
different in culture and custom from the
U. S. A. I have been gone from Canada
more than 25 yrs. Maybe by now
Canadians have developed some things
distinctively Canadian. When I was
home, no one sang the praises of Canada.
It was "the sons of England," the sons
of Scotland" - of Ireland" - of France" - of

Germany," of whatever country the speaker
come from. None of them seems to realize
that they were making their living off
Canada - nor was there anyone in official
position that ^{was interested} in Canada and young Canadians.
I find that our neighbors (U.S.A.) know very
little about us - What would you sug-
gest I do or show for this International
day? We plan to have it Nov. 10 or
17th. Could you loan me something
to show on that day?

I would appreciate some maps
and literature to give out.

I did check at our public library
for Canadian films. They have none now.

Sincerely yours,

Sister Frances

002121

Me. 026m J.

PRESENT WERE:

Mr. J. Timmerman (Chairman)
Mr. A. Naylor
Mr. O. Williamson
Mr. J. McLaren
Mr. D. Alexander
Mr. R. Lucy
Mr. P. Major (Secretary)

file
mk

56-1-2-USA	
36	

I. Adoption of Minutes

The minutes of the 35th meeting were adopted as read.

II. Business Arising from Previous Minutes

a) Heads of Post Meeting (Ref III(b) of M-35)

Committee members discussed in detail the agenda papers relating to the upcoming Heads of Post meeting and agreed that all objectives set forth at the meeting should be directly related to resources available at posts.

b) Country Program (Ref III(a) of M-35)

The Chairman requested that all division heads submit a draft copy of their country program before November 15 so that they may be reviewed at the next CPM meeting.

c) Office Space (Ref II(a) of M-35)

Mr. Lucy reported that:

- (i) renovations presently underway on the office space which has reverted to our control upon the expiration of our sub-lease with the CNA are expected to be completed within 30 days.
- (ii) the renovations are expected to cost \$9,048, half of which will be paid by the landlord who has also agreed not to charge rent until the premises are ready.
- (iii) carpeting will cost approximately \$2,000 and ceiling tiles similar to those found elsewhere in the Consulate will cost \$800 to \$1,100. Furniture is expected to cost approximately \$5,000.
- (iv) the department has agreed in principle to the renovations scheme, including its financial aspects.

The Chairman observed that although the landlord had attempted to tie the renovations to a renewal of the original lease, this approach had been rejected.

d) Personnel Safety (Ref III(e) of M-35)

- (i) Mr. Lucy reported that upon the two suspicious looking envelopes recently received at the Consulate being examined by the U.S. Post Office officials, the letters turned out to be harmless. The avail-

ability of the expert and confidential service provided by the U.S. Post Office, however, is well worth noting.

- (ii) Mr. Naylor observed that public washrooms, particularly the women's adjacent to the elevators, present some threat to personnel safety and suggested that since the Consulate will be occupying the entire floor, locks could be put on the washroom doors and keys given to the staff. The Committee agreed and Mr. Lucy stated that he would look into the feasibility of this suggestion.
- (iii) Mr. Alexander noted that his secretary who was molested on her way home after having worked overtime (Ref III(e)(i) of M-35) now refuses to work any overtime. Mr. Timmerman stated that there has been no change in departmental policy relating to the payment of taxis for staff members who had been required to work late. Given a suitable opportunity he would raise this matter at the forthcoming Heads of Post meeting. Meanwhile the cost of using taxis in such circumstances would be met as before.

III. New Business

a) The Lakefront Festival

The Chairman noted that greater Canadian participation in Chicago's annual Lakefront Festival has long been sought by the Mayor's office. New impetus had been given to this prospect by the recent visit of a Nova Scotian provincial delegation during which the possibility of having the Bluenose visit Chicago for this event was discussed. Another likely looking possibility centered on participation by the Royal Canadian Yacht Club of Toronto (in concert with the Chicago Yacht Club) in the festival. The Chairman would be following up the latter possibility on his forthcoming visit to Canada.

b) 1974 Holiday Schedule

The Chairman outlined the holiday schedule adopted by our Embassy in Washington for 1974 and the Committee unanimously agreed that we should adopt a similar schedule.

IV. Announcements

a) Mr. Timmerman announced that:

- (i) the Canadian school book presentation program was completed on October 22nd with a presentation to Elmwood Highschool in Elmwood, Indiana.
- (ii) his forthcoming schedule included a speaking engagement at an E.S.U. Dinner meeting in Kansas City on October 25th, attendance at a Masonic Ball in Schiller Park, Illinois on Sunday, October 28th, and participation in the Consular Corps of Chicago's visit to Springfield and Lincoln Land at the invitation of the Governor on November 2nd and 3rd as well as

attendance at the Heads of Post meeting in Ottawa from October 29 to November 1st inclusive.

- (iii) E.A. is sponsoring a visit to Ottawa of U.S. Editorial Executives and Broadcasting Representatives on November 26 and 27th. Suitable candidates from this area are presently being sought.
- b) Mr. McLaren announced that:
 - (i) immediately following his October 30th in-house meeting (Ref III(b)(ii) of M-35) he will remain in Ottawa from two to three weeks to participate in a Departmental Task Force.
 - (ii) his division will be active at the Industrial Building Exposition (INBEX) which will be held in McCormick Place on November 27 to 29th.
- c) Mr. Alexander announced that:
 - (i) he will be in Kenora on November 9th to address the annual dinner meeting of the Kenora Resort Owners Association.
 - (ii) Mr. Dan Wallace, Director of the CGTB will be in Chicago on December 5 and 6.
- d) Mr. Naylor announced that:
 - (i) he was interviewed on Channel 2 T.V. News to discuss the impact of Canadian immigration registration under the relaxed immigration program.
 - (ii) Mr. Gothieb, M & I Deputy Minister will be in Chicago on November 9 to attend a seminar sponsored by the Chicago Kent College of Law to discuss the international legal implications of computer data storage covering citizens of foreign states.

V. Next Meeting

To be announced.

FILE ACTC DIARY CIRC CHRON

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-45A	
	OTTAWA	EXT AFF	FAI-2835	OCT23/72	36	UNCLAS
						PRECEDENCE
TO/A	ATLANTA					
INFO						
DISTR.	FAI(FLYNN) DONE IN DIV					

REF

YRTEL 31 OCT 20

SUB/SUJ

STUDY CDA/USA RELATIONS

TWO SHIPMENTS 10 AND 15 COPIES EACH ALREADY
EN ROUTE. ADDITIONAL 35 COPIES BEING SENT.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SG

L.M. Kelly
L.M.KELLY/GG

FAI

5-6590

SG

D.B.HICKS

TO/A	FAI
FROM/DE	ACRG
NOV 1 1972	
ATTN: <i>Hin Kelly</i>	

56-1-2-USA		
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EXTERNAL AFFAIRS — AFFAIRES EXTÉRIEURES

TRANSMITTAL AND RECEIPT NOTE — NOTE D'ENVOI ET DE RÉCEPTION

TO
A INFORMATION DIVISION (FAI)
OTT. ONT.

SECURITY — SÉCURITÉ	
WITH ATTACHMENT(S)/AVEC ANNEXE(S)	
WITHOUT ATTACHMENT(S)/SANS ANNEXE(S)	

NO.

Miss Kelly

QUANTITY QUANTITÉ	REFERENCE — RÉFÉRENCE	DESCRIPTION — DESCRIPTION
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FCO

*to see
file
M.K.*

Ref: Our Letter #449 of October 17, 1972

Subject: Presentation on the Quebec Educational System to the
American Association of Teachers of French - Connecticut
Chapter.

NOV - 3 1972

FCO -

1	<i>✓</i>
2	<i>✓</i>
3	<i>✓</i>
4	<i>✓</i>
5	<i>✓</i>
6	<i>✓</i>
7	<i>✓</i>
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9	<i>✓</i>
10	<i>✓</i>
11	<i>✓</i>
12	<i>✓</i>
13	<i>✓</i>
14	<i>✓</i>
15	<i>✓</i>

RECEIVED	
NOV 8 1972	
In Co-ordination Division Department of External Affairs	

U.S.A. D.V.	
BW	PC
1	<i>✓</i>
2	<i>✓</i>
3	<i>✓</i>
4	<i>✓</i>
5	<i>✓</i>

K. Heller
Consulate General

October 23, 1972

RECEIPT ACKNOWLEDGED / ACCUSER RÉCEPTION

~~XXXXXXXXXXXXXXXXXXXX~~
Canadian Consulate General
680 Fifth Avenue
New York, N. Y. 10019

DATE

SIGNATURE

FOR SIGNATURE AND RETURN TO ORIGINATOR — SIGNER ET RETOURNER AU BUREAU D'ORIGINE

EXT 34/BIL

FAI

American Association of Teachers of French
Connecticut Chapter

le 16 octobre 1972

Miss Kitty Heller
Vice-Consul
Canadian Consulate General
680 Fifth Avenue
New York, N.Y. 10019

Officers:
President

Jean-Louis Dumont
90 Deepwood Drive
Madison 06443

Vice-President

Marthe Yavener
56 Randy Lane
Wethersfield 06109

Secretary

John G. Kolakowski
106 Brookview Avenue
Fairfield 06604

Treasurer

Robert H. Didsbury
165 Somerset Avenue
Fairfield 06430

*National Contest Chairman
for Connecticut*

Roger Ratchford
1 Oak Street
Westport 06880

Chère Mlle Kitty,

Au nom de l'association je tiens à vous remercier ainsi que
Mlle Hélène Gendrom pour votre présentation sur les changements
en matière d'enseignement dans votre pays, et en particulier dans
la province du Québec.

Le film a été très bien reçu, et votre connaissance du sujet
ainsi que l'aisance et le naturel avec lesquels vous l'avez
présenté ont attirés des commentaires élogieux de la part des
membres de notre organisation.

J'aurai plus tard l'occasion de solliciter les services du
Consulat de notre beau pays limitrophe et voisin du nord, le
Canada.

En réitérant mes remerciements, je vous prie de croire, chère
Kitty, à l'expression de mes sentiments les plus distingués.

Jean-Louis Dumont

Président

TO: FAI
FROM: ACRG
NOV 6 1972
ATTN: Miss Flynn

Miss Kelly
to see

UNCLASSIFIED

Canadian International Development Agency,
Ottawa Attn: INF

The Canadian Embassy, Washington, D.C.

October 23, 1972

J24

12

Your telegram CIDA INF 157 of October 19, 1972

Development Assistance: Monthly Compendium

56-1-2-USA		
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FAI
ECD

Whereas we consider the monthly compendium of news articles, editorials, etc., described by CIDA in its telegram under reference to be a welcomed development, we doubt that at this juncture, contributions from this post would be particularly edifying. As you know, the American foreign aid program has run into serious difficulties in the past few years. Although the overall appropriations have remained pretty well constant, disbursements relative to GNP have declined. Congressional deliberation tends to be laborious with such extensive disagreement that continuing resolutions tend to be the rule rather than the exception. Journalistic interpretations frequently, although probably inadvertently, are misleading or simply erroneous. To sum up the situation, we quote a statement made by Senator Inouye, Chairman of the Senate Appropriations Subcommittee on Foreign Operations, in presenting the most recent continuing resolution: "As chairman of this committee, I have decided that I will apply but one test to the foreign aid bill, and it is a very simple test. It should be such that we could answer any question asked by any man on the street about foreign aid. At this time it would be impossible to give an honest answer to many of the subject matters covered by the bill. It should not be that way. I assure Senators that every effort will be made by the subcommittee to present a bill next year by which all of us can explain our actions to our constituents."

2. This being said, we recognize that the U.S. foreign aid program is of broad and significant interest to virtually all donors and recipients. Therefore, we would propose to forward to you, on a selective basis, whatever articles, in our judgement, best reflect the current U.S. situation.

3. This approach would have inherent difficulties. To illustrate, we attach a copy of an article that appeared on the editorial page of the Washington Post of October 16. This editorial, notwithstanding its obvious bias, does clarify some of the reasons for the stalemate of the joint House-Senate conference on military aid authorizations.

.... /2

FAI

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However, it does nothing to elucidate the reader on the difference between the authorizations and appropriations or to explain that "with no agreement on its policy amendments", a continuing resolution (a fairly frequent phenomenon when Congress considers foreign aid matters) rather than an "emergency financing procedure" was required. Without a clarifying paragraph or two, the article could quite easily be taken out of context. On the other hand, it could equally be suggested that such an article touches on questions of greater concern than the average USAID press release in that it deals with the extremely uncertain future of the American aid program.

4. In light of the above, we would appreciate further description of the sort of article you would consider appropriate for publication. In addition, we would be grateful for copies of past monthlies to aid us in the selection of materials.

The Embassy.

October 16, 1972

CONGRESSIONAL RECORD — SENATE

S 18393

tious Foreign Affairs Committee of the House.

In conference, the Senate reluctantly compromised, offering to drop the Azores provision altogether and to treat future base agreements not as treaties fit only for Senate ratification but as agreements subject to House as well as Senate majority approval. Appalled at even this limited prospect of exercising independent judgment, House conferees drew back yet another step; in their counter-offer they asked in effect merely that the President obey the existing law requiring him to inform Congress of Executive agreements with foreign states. Senate conferees, evidently not thinking it necessary to pay a price for a presidential pledge to obey the law, turned the counter-offer down. And there, with no agreement on its policy amendments, the aid bill sits.

Mr. Case and the Senate majority supporting him haven't won. But to defeat the Case amendments, the President has been willing to lose or at least to put at severe risk several hundred million dollars worth of foreign military aid. Military aid is a program which Mr. Nixon has repeatedly declared crucial to the "Nixon Doctrine"—the idea that American allies should rely for their defense on their own manpower but American supplies. Unless the deadlock over policy is broken, there will likely be invoked an emergency financing procedure that would make available "only" about \$1.5 billion for military aid; Mr. Nixon had asked \$2.3 billion. This reduction would be regarded by many of the President's Senate adversaries as something of a compensation for their loss on the policy amendment.

It remains the case that congressional attempts to gain a larger institutional role in foreign policy has fared poorly. The House seems unable to focus on the matter, the Senate to impose its will. The most conceivable changes which the election could make in the composition of Congress might as easily strengthen the Nixon position on this issue as weaken it. If and as the sting of Vietnam goes out of public life, stimulus for a righting of the congressional-executive balance may further fade. The Senate's war powers bill, designed to clarify the guidelines for Executive consultation with Congress on the taking of military action abroad, is practically the last rampart; a characteristically weaker version has gone through the House. It would be a national misfortune if the opportunity were lost to make the necessary institutional changes to reduce the possibilities of presidential actions leading to involvements of the sort that carried us, by a series of seemingly innocuous steps, into the war in Vietnam.

*Wash. Post
Oct 16*

THE SENATE TAKES THE AID BILL HOSTAGE

The Senate has taken the military aid bill hostage to an initiative meant to reclaim from the President a congressional prerogative that should never have been allowed to erode in the first place. Mr. Nixon had asked \$2.3 billion in military aid. Both houses authorized lesser sums; the Senate added two Clifford Case amendments, the first requiring the President to submit the rightfully controversial Azores base agreement as a treaty, the second compelling him to submit all future base agreements as treaties. The amendments reflect the modest consensus the Senate has achieved in its years-long efforts to regain some of its war-related constitutional rights from a succession of power-happy Chief Executives.

So determined is President Nixon to clutch every wisp of Executive foreign-policy authority, however, that he enlisted docile Democrats and loyal Republicans in the House to fight the Senate off. The proprietary interest of the House Foreign Affairs Committee in its own aid bill—aid is the only substantive item it handles all year long—may also have firmed up its position. We note that mutual esteem does not exactly flourish between the highly publicized, independent-minded Senate Foreign Relations Committee and the often-overlooked, politically cau-

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CDA/USA RELATIONS STATEMENT

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REFURTELS PST69 OCT16, PST71 OCT17

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56-1-2-4 SA.		
31	—	—



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

TO
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Mr. Hicks

Chait

to see

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- 1 "A Report on the Canadian Elections" prepared by Radio TV
Reports, Inc., from the NBC Nightly News of October 9, 1972.

NOV - 1 1972

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TO: A *FAI*
FROM/DE: ACRG

OCT 20 1972

ATT'N *Miss Kelly*

J21

56-1-2-USA
17

CC: 20-CA-19

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M.A. Kozak
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for ROH
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Date

The Canadian Embassy
WASHINGTON, D.C.
(R. O'Hagan)

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RADIO TV REPORTS, INC.

4435 WISCONSIN AVE. N.W., WASHINGTON, D. C. 20016, 244-3540

FOR EMBASSY OF CANADA

PROGRAM NBC Nightly News

STATION WRC TV
NBC Network

DATE October 9, 1972

6:30 PM

CITY Washington, DC

A REPORT ON THE CANADIAN ELECTIONS

JOHN CHANCELLOR: This is also campaign time in Canada. The national parliamentary elections there will be held on the 30th of October and the two men running for Prime Minister are the same ones as in 1968: the incumbent, Pierre Elliott Trudeau of the Liberal Party, and Robert Stanfield of the Progressive Conservative Party.

Steve Delaney has a report on the Canadian contest.

STEVE DELANEY: If the Canadian election produces a new Prime Minister, he will be Robert Stanfield, the Progressive Conservative leader of the opposition.

Stanfield heads the biggest of Canada's three minority parties. He's a conservative from Nova Scotia and he's been blaming the Trudeau government for inflation, for high unemployment, and for overall mediocre management of the country.

Stanfield has campaigned against Prime Minister Trudeau before and lost. Trudeau's Liberals won a 15-seat majority in Parliament four years ago but Stanfield believes that was a freak election and that this one will be different.

ROBERT STANFIELD: It was really a personality contest and it takes a little longer for my personality to get through to the people than for Mr. Trudeau's personality to get through but now, you see, it's four years, four and a half years later. Mr. Trudeau has a record, so it's no longer a personality contest. It's an issue election.

So, in short, I'm getting a much better reception. People are prepared to listen. People are very concerned. And on the other hand, Mr. Trudeau is being greeted as a -- and received as an ordinary man, and apparently without too much enthusiasm.

DELANEY: Generating enthusiasm in the Tory stronghold of St. John's, Newfoundland is almost the same as charging up a crowd anywhere else.

There's a strong regional bias all over Canada. The people in the eastern Maritime Provinces believe they're being slighted by the Federal Government. They trust that Stanfield, who's from that area can do something

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to get them back into step with the rest of Canada.

MAN (Singing): "We'll be right in seventh heaven. We're gonna rock around the clock tonight."

DELANEY: Robert Stanfield's party is stronger than it was four years ago. Bett organized. The campaign seems to be doing better. The party members believe they have a real shot at winning the Prime Ministership of Canada.

If there is a weakness in all of this, in this campaign effort, it is that Stanfield himself is not an exciting public personality. The man he's opposing is.

Four years ago, Pierre Elliott Trudeau became Prime Minister of Canada after an election campaign marked by a wave of what Canadians called Trudeaumania. A fascination with the man and his personality. But that was four years ago. Now he has a record that he's compiled. He's running to defend it and the campaign is different.

Trudeau has now been around too long to win on charm and promise alone, as he did last time, but something still happens when he walks into a crowd, and there's more than a trace of Robert Kennedy in his manner.

Trudeau is on the defensive in his swing across Canada. In the west, the New Democrats are gaining strength and in the east the Social Credit Party has appeal in Quebec. These smaller parties and Stanfield's Tories accuse Trudeau of sidestepping issues; of talking in generalities while he's plugging away for more Liberal members of Parliament.

PRIME MINISTER TRUDEAU: I think after four years you've heard the kind of policy we're interested in for Canada. You've heard the main thrust of all our policies are to try to provide equality of opportunity for as many people in as many areas in Canada as possible.

Think what it would be if you sent us as many candidates as this from this single area and if the rest of the province is the same.

(Enthusiastic, sustained applause)

DELANEY: In a Parliamentary election, the leader's personality or lack of it is not supposed to be an issue. But in Canada this year, as in 1968, Trudeau is the issue. The question is whether the Prime Minister's personal charm and his vision of Canada's future will offset a certain disenchantment with his rather spotty legislative record and the determined attacks of his rivals. Canada's voters will decide that on October 30th.

Steve Delaney, NBC News, Calgary, Canada.

Kelly

Miss Flynn
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R E S T R I C T E D

FM EXTOTT GWP85 OCT17/72

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---CDA-USA RELATIONS

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UPON MAIN ISSUES RAISED BY ARTICLE.

3. WE LEAVE TO DISCRETION OF ADDRESSEES ACCREDITED TO GOVTS WHAT
USE THEY MAY WISH TO MAKE OF MATERIAL BEING SENT IN BRINGING
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Miss Flynn

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GRATEFUL IF YOU WOULD RELEASE O'HAGAN TO SPEND ONE DAY
THURS SEPT 28 IN OTT. WITH BEGINNING OF NEW SEASON FOLLOWING
SUMMER HOLIDAY PERIOD IMPORTANT WE DISCUSS PLANS AND PREPARATIONS
FOR INFO PROGRAM FOR USA. —

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L.M. Kelly L.M. KELLY/nw	FAI	5-6590	L.A.D. STEPHENS
SIG			SIG

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~~Miss Kelly~~

~~Miss Flynn~~

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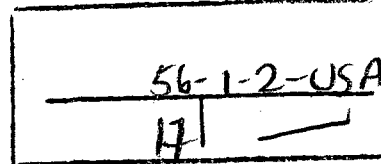
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GWP/K. Goldschlag/EDB

September 7, 1972

CONFIDENTIAL

Dear Marcel,



I am sorry to be so late in replying to your letter of August 4 which I found waiting for me on my return from leave. As it happens the question of "francophonie" in the United States has lately been very much in our thoughts. Your proposal for an exploratory meeting on this subject is, therefore, one which seems to make good sense.

The opening of a Consulate General in Atlanta and the decision by the Department of Industry, Trade and Commerce, as a consequence, to transfer the whole of their commercial component from New Orleans to Atlanta has naturally raised the whole question of the structure of the residual functions of the Consulate General in New Orleans. Your contacts with members of Congress from that region underlined the doubts some of us have had about the rationale behind maintaining this post for the sole purpose of projecting our "francophonie" interests.

On balance, we concluded that any move to close New Orleans would be open to serious public misunderstanding, especially in Quebec, and could not be contemplated at this time. In the course of our consideration of this issue, however, we were led inevitably to look at the broader question of how we can best service our interest in the "francophonie" theme as it applies to the United States as a whole.

Mr. Marcel Cadieux,
Canadian Ambassador,
Washington, D.C.

....2

I told Mr Goldschlag that I agreed with this draft.

- 2 -

I should mention that two papers are at the moment being prepared in the Bureau of Public Affairs which attempt to deal globally with our information and cultural activities in an expanding programme framework which is projected over a number of years.

Both ~~the~~ papers in question take account of the views which you have intermittently put to us about priorities in the ~~Un~~ited States as you see them. As the recommendations made in these papers, if accepted by Ministers, will have a direct bearing on our activities in the United States, a preliminary meeting of the kind you suggest would provide a good opportunity for us to elaborate the francophone dimensions of this large and important question. At the same time I assume that anything in the nature of new programmes - as distinct from the more rational and coordinated use of the personnel and funds currently at the disposal - would have to await Cabinet approval of the longer range programmes which are now taking shape and of the funds that will hopefully go with them.

Given the nature of the question it might be useful to broaden the circle of discussion a little beyond what you had in mind. At a minimum I would think that our Consuls General in Boston and New Orleans (Mr. J.C. Cantin, who is about to be appointed) might be associated with the discussion. I would consult with Claude Roquet and Lyn Stephens about suitable representation from the Ottawa end which will presumably involve our three respective bureaux.

If you were to give us some possible dates in October I would attempt to clear them with my colleagues here and we would also try to prepare a paper or two which might serve as a basis for our discussion.

Yours sincerely,
K. Goldschlag

002142

CONFIDENTIAL

Canadian Embassy



Ambassade du Canada

1746 Massachusetts Avenue NW,
Washington, D. C. 20036

August 4, 1972.

Dear Klaus,

Although we are certainly spending more time at the moment reflecting on Ontario interests in the United States than Quebec ones, I thought I should tell you that I took the occasion of the visit to Washington last week of Léopold Amyot and Alan Sullivan (on Ontario matters) to discuss with them and with some Embassy officers the problems of maintaining the appropriate balance between federal and Quebec information and cultural activities in French-language areas in the United States. I do not need to describe the problem to you since, in your bureau and in other sections of the Department, recent incidents and chronic problems in the New England region will be well known. I am wondering, however, whether the time has come for us to take a concerted look at the nature of the problem and at the measures which we could take to ensure that the desirable general Canadian presence and message are strongly supported with appropriate resources.

At this point, of course, I am entering into a broader field of cultural centers, information programs and information policy throughout the United States. I do not, however, want the peculiar political dimensions of activities in the French-language areas to become too greatly immersed in a whole set of other considerations whether these are budgetary, organizational or global policy ones of information strategy.

I have thought of making a formal suggestion that a meeting be arranged in Washington, bringing our Consuls General from the areas in question, officials from Ottawa and Embassy officials together to consider what "program" should be instituted to ensure

. . . / 2

Mr. Klaus Goldschlag,
Director General,
Bureau of Western Hemisphere Affairs (GWP),
Department of External Affairs,
206 Langevin Block,
O T T A W A

CONFIDENTIAL

-2-

that we can act effectively along the lines mentioned above. Since plans have not yet been made for any general consular or information conference, I am reluctant to wait for that occasion to consider this particular problem. I am not sure either that that would be an appropriate occasion. Most of what we would discuss at a general conference we would have no great reason to conceal from the press. A meeting of a much more limited scope concerning French-language activities would be another matter altogether. Since some of the Canadian Press people here were very enterprising indeed last week in putting together what they learned in Ottawa with what they were able to learn here about the presence of Messrs. Amyot and Sullivan, I realize how careful we would have to be on any other federal-provincial question of sensitivity.

In spite of this danger, I am inclined to think that a meeting with a fairly limited number of participants in Washington would be the best way of taking a look at this policy area. I thought, however, before sounding out any others, I would see what you thought of the idea because it may be possible to link this to a visit which you or Keith MacLellan might consider making to Washington at some point. I would suggest the visit of the Under-Secretary in October except that this is bound to attract a good deal of press attention and there will be enough to do to cope with press enquiries about the main elements in Canada/USA relations. I hope to have your comments during this month in order that we could envisage a date for such discussions if they seemed to be advisable.

With best wishes,

Yours sincerely,

mauel

M. Cadieux.



TRANSMITTAL NOTE AND RECEIPT NOTE D'ENVOI ET REÇU

GOVERNMENT OF CANADA — GOUVERNEMENT DU CANADA

TO
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The Under-Secretary of State for
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Re: Our letter of August 17 (No. 1454),
National Convention of National Council for Geographic
Education, Milwaukee, Wisconsin

56-1-2-USA

3 Letter (dated July 1972) and pamphlets from Dennis Stevens,
Convention Manager.

56-1-2-USA

SENT BY — TRANSMIS PAR Signature _____ Date Aug. 25/72	RECEIVED BY — REÇU PAR Barnstrom Signature _____ Date _____
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The Canadian Embassy
WASHINGTON, D.C.

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ORIGINATOR'S ADDRESS — ADRESSE DU SIGNATAIRE

Ms. Armstrong: I have a copy of John Ball's letter to you. The enclosed information should give you an idea of our exhibit situation this year. We would be delighted to have you exhibit this year. If you have any questions, please call me collect and I'm sure we can work out an arrangement.



National Council for Geographic Education

William W. Elam

THE JOURNAL OF GEOGRAPHY

WILLIAM W. ELAM, EXECUTIVE SECRETARY

NEW ADD. & PHONE 383-5633
NATIONAL COUNCIL FOR
GEOGRAPHIC EDUCATION
115 NORTH MARION STREET
OAK PARK ILL 60301

July, 1972

To our Suppliers and Convention Delegates:

The National Council for Geographic Education is hosting its 58th Annual Meeting in Milwaukee, Wisconsin, October 26-28, 1972. The exciting and new Marc Plaza Hotel (formerly the Sheraton-Schroeder) will be our Headquarters Hotel.

Many events are being planned to include our exhibitors on a level never previously attained, with the great hope that your expenditure will be well worthwhile.

University educators, public and private school teachers at all educational levels, and students from all over the country will be in attendance. Because of our midwestern site, we expect as many as 2,000. According to recent surveys, our delegates purchase, or influence the purchase of, approximately \$4,000,000 worth of educational materials annually. The major areas of purchase include geography and social studies textbooks and supplementary materials; maps and globes; slides, transparencies, and other audio-visual aids; environmental education materials; charter planes; trips around the world, and all the other hardware and software which educators buy. We feel it is important for you to realize that individual teachers are being given far greater freedom of choice and power of selection in determining what materials they will use than ever before. **THEIR OPINIONS ARE IMPORTANT IN THE PURCHASING PROCESS AND IT IS IMPORTANT THAT THEY SEE YOUR PRODUCTS!**

In addition, it should be noted that travel has become an important part of the geographic community in that geographers and their students will buy \$2,000,000 worth of it per year.

We will spend approximately \$72,000 in Milwaukee alone for entertainment, food, lodging, clothing, film, field trips, and incidentals. Add this figure to what will be purchased or ordered on the exhibit floor and through our advertising and the figure is extremely significant (compare the cost of a sales call to the exposure gained on the exhibit floor--it does pay to exhibit!).

In your best interest, and that of NCGE's service to teachers, we cordially invite you to exhibit and/or advertise at our Convention.

Should you have any questions, please feel free to contact William Elam or Dennis Stevens. If you wish to develop your share of our buying market now, send in the enclosed application with the proper amount to the NCGE Central Office. We will be awaiting your reply and anxious to help make your exhibit one of the best ever.

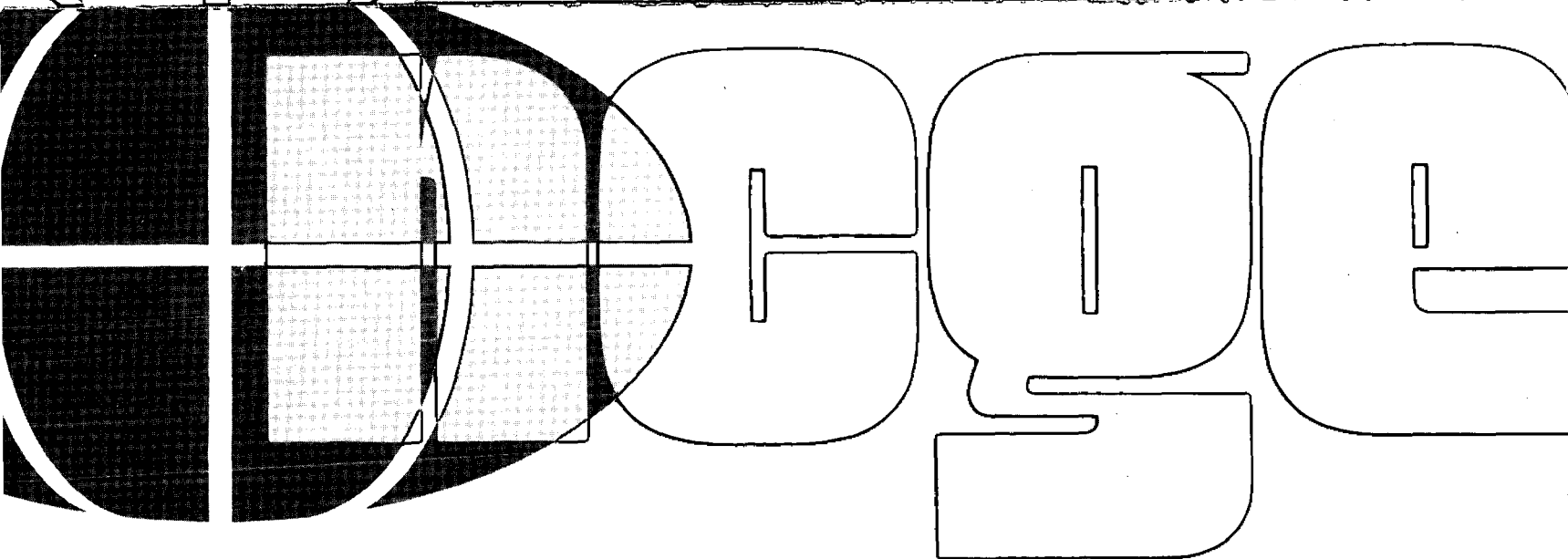
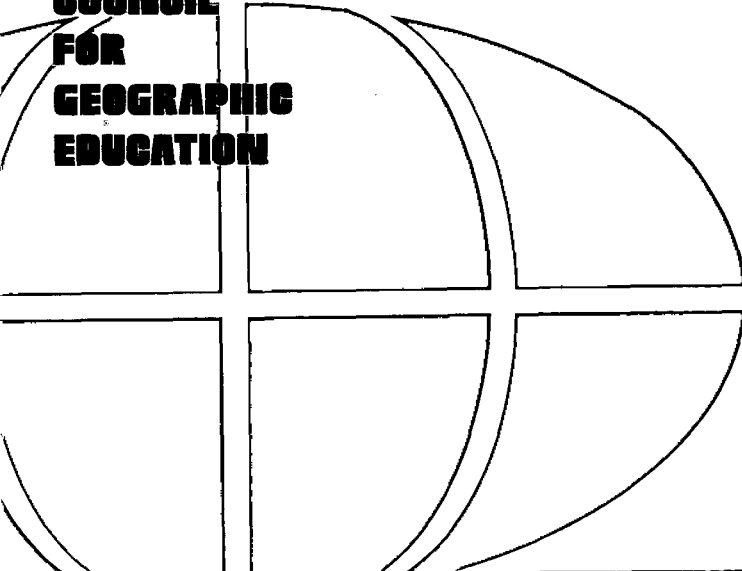
Next year we will meet in Washington, D.C. (focusing entirely on environmental education), and those who exhibited and/or advertised this year will receive first priority on exhibit space and involvement in a special "Exhibitor's Day." Let us hear from you.

Cordially,

William W. Elam
William W. Elam
Executive Secretary

Dennis Stevens
Dennis Stevens
Convention Manager

**NATIONAL
COUNCIL
FOR
GEOGRAPHIC
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58th YEAR, ANNUAL CONVENTION...OCTOBER 26-28, 1972
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INTERNATIONAL COUNCIL FOR GEOGRAPHIC EDUCATION

The Social Sciences and Geography in the 1970's: Trends, Developments and Opportunities for Teachers of Elementary, Secondary and College Geography and Social Studies

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Teaching Practices in Environmental Education

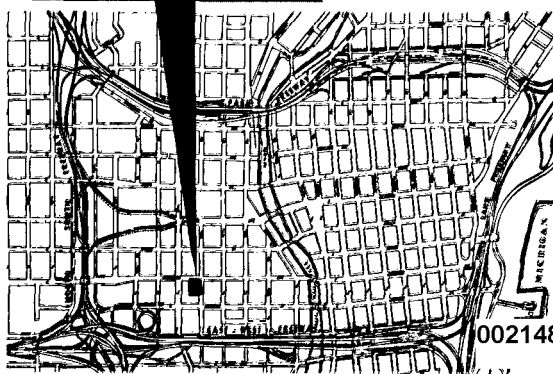
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in Southeastern Wisconsin and Milwaukee
Exhibits by Publishers and Producers



Our thanks to A. J. NYSTROM & CO., 3333 Elston, Chicago, Illinois 60618, for the preparation of this NCGE Program Announcement.

4. PAYMENT is enclosed for:

a. BOOTH(S) _____ in the amount of \$ _____
(how many)
b. PROGRAM ADVERTISEMENT _____ in the amount of \$ _____
SUB TOTAL \$ _____
c. 10% Discount (if BOTH Booth Exhibit and Program
Advertising are involved) \$ _____
TOTAL \$ _____

5. HOSPITALITY SUITE You may wish to reserve a hospitality suite during our convention, in addition to your exhibit booth. All hospitality suites will be listed in our official Program--with hours. Please check the type of suite desired. (These prices are subject to availability and the Wisconsin State Tax, 7%).

Suite Parlor One Bedroom \$45.00 per day for _____ days \$ _____
Suite Parlor Two Bedrooms \$65.00 per day for _____ days \$ _____
(Please remit a minimum deposit of \$25.00)
TOTAL \$ _____

6. MAIL THIS COMPLETE FORM TO:

NCGE '72
NATIONAL COUNCIL FOR GEOGRAPHIC EDUCATION
115 North Marion Street
Oak Park, Illinois 60301 Telephone: (312) 383-5633

INQUIRIES OR REQUESTS FOR FURTHER INFORMATION MAY BE DIRECTED TO:

WILLIAM W. ELAM, Executive Secretary
or
DENNIS J. STEVENS, Convention Manager
at
NCGE Address Shown Above

* * * * *

National Council for Geographic Education
115 North Marion Street
Oak Park, Illinois 60301

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National Council for Geographic Education

THE JOURNAL OF GEOGRAPHY

WILLIAM W. ELAM, EXECUTIVE SECRETARY

NCGE ANNUAL CONVENTION
OCTOBER 25-28 1972
MARC-PLAZA HOTEL /MILWAUKEE

July 1972

TO OUR SUPPLIERS:

We are prepared to have one of our greatest conventions to date. As a potential exhibitor I am sure you will be pleased to know that arrangements have been made with professionals who know how to build exhibit attendance, so that when you display in our 58th ANNUAL CONVENTION it will be worth it to you and to us. Since this is a presidential election year, our program will include several big names in politics which we expect will help to draw an attendance considerably in excess of the educational audience that we might ordinarily anticipate. Also, we would like to call to your attention that the meeting dates are not in conflict with other organizations, such as the National Council for the Social Studies, and for this reason our program and attendance will involve several disciplines in addition to geography.

There will be no cold exhibit halls for you in Milwaukee! The accompanying floor diagram indicates that you will be located in the comfortable, well-decorated Empire Room on the first floor immediately adjacent to the convention registration area. Set up your booth at your convenience on Wednesday, October 25, and take it down at your leisure as late as Monday, October 30. The actual program is concluded on Saturday; however, due to overtime procedures and other complications of labor unions, the hotel will allow your exhibit to remain standing until Monday, if you so desire.

You will have three choices of booth sizes--6' x 10', 8' x 8', or 8' x 10' . . . draped in blue and gold with a back-drape . . . 30" draped side rails . . . and a two-line identification sign over your booth. Cost will range from \$165.00 to \$245.00 (with a \$20.00 discount in each category if reserved prior to August 1st).

You will be included in our program right down the line. You will be listed in our official Convention Program, included in our social functions, and we expect to arrange some special incentive "gimmicks" so that our folks (your buyers) will have to stop by your booth (at our expense).

So, how about it? Let's make this one of our most exciting convention exhibits ever. Fill in the accompanying exhibit registration, indicate your choices of booth space and other program involvement, and return the form to us at your earliest convenience. Upon receipt of your registration and payment, we shall confirm your exhibit registration and/or program advertising and send further details.

We are looking forward to your joining with us in a fine program at Milwaukee in 1972!

Sincerely,

William W. Elam

WILLIAM W. ELAM
Executive Secretary

NATIONAL COUNCIL FOR GEOGRAPHIC EDUCATION
EXHIBITOR REGISTRATION
(To be completed and returned)

1. EXHIBITOR:

Your Name _____ Position _____
Company Name _____
Address _____ Zip _____

2. EXHIBITS

() YES, we wish to exhibit.

Booths (Select your exhibit space from the floor plan included herein)

8' x 10'	8' x 8'	6' x 10'
1st Choice # _____	1st Choice # _____	1st Choice # _____
2nd Choice # _____	2nd Choice # _____	2nd Choice # _____
3rd Choice # _____	3rd Choice # _____	3rd Choice # _____
Cost (August 1) Prior--\$225.00 After--\$245.00	Cost (August 1) Prior--\$180.00 After--\$200.00	Cost (August 1) Prior--\$145.00 After--\$165.00

A plaque will be presented to the winning exhibitor.

3. ADVERTISING You are invited to advertise in our official Convention Program, whether you exhibit or not. This is an ideal opportunity for you to extend a special invitation to your clients, friends, and prospects. All conventioners, of course, will receive copies of the Program. Your advertisement also will be printed in our newsletter, Perspective, which is distributed to approximately 10,000 across the United States and Canada.

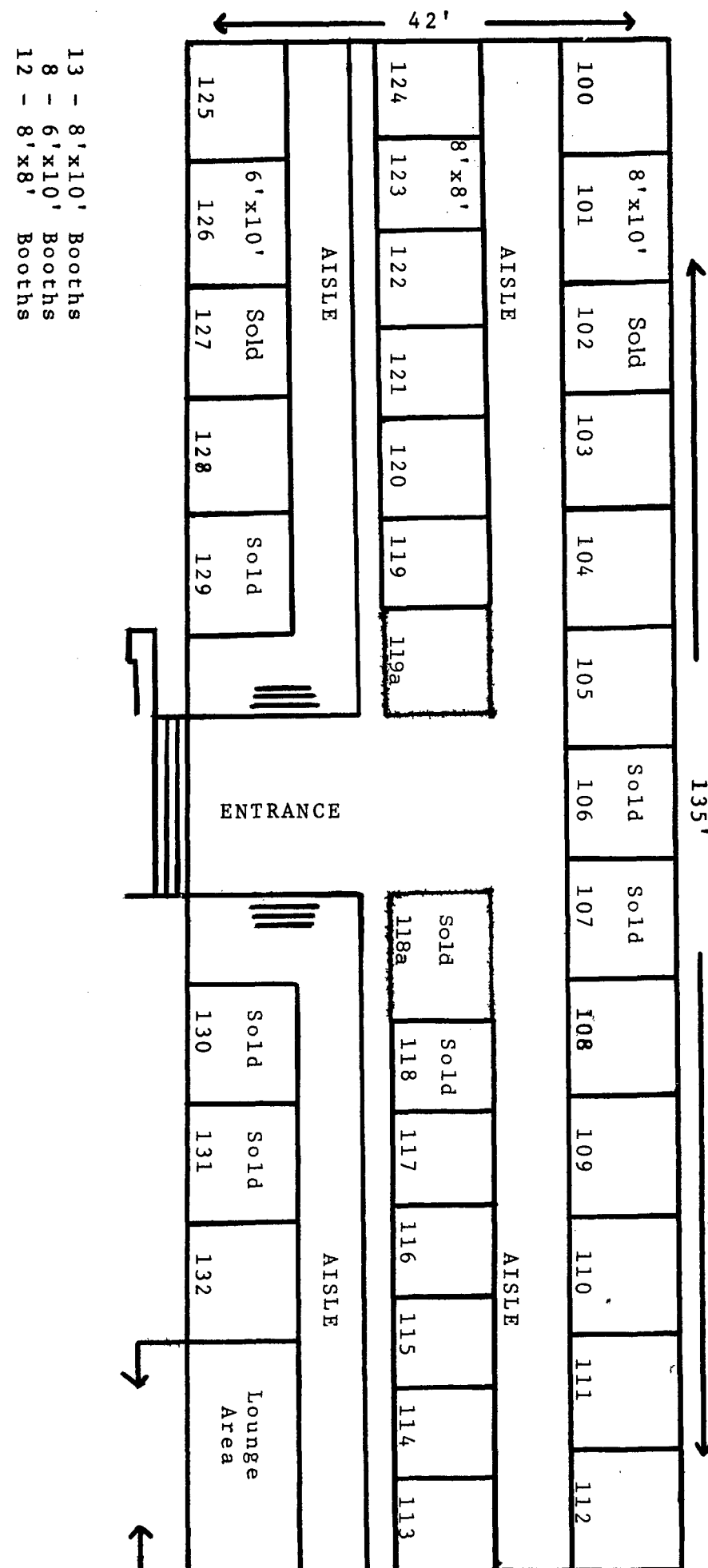
The Program will be printed on a 6" x 9" format, allowing a 4" x 7" space for actual copy. Please check the size of ad desired and forward camera-ready copy at a later date.

_____ 1/8 page	\$27.00 per insert	_____ 1/2 page	\$60.00 per insert
_____ 1/4 page	\$40.00 per insert	_____ Full page	\$85.00 per insert

SPECIAL PAGES: \$100 each

_____ Inside Front Cover	_____ Inside Back Cover
_____ Back Cover	_____ Last Page
_____ Center Pages	

**** DEADLINE FOR CAMERA -READY COPY : AUGUST 15 , 1972 ****



EMPIRE ROOM, SHERATON SCHROEDER HOTEL



TRANSMITTAL NOTE AND RECEIPT NOTE D'ENVOI ET REÇU

GOUVERNEMENT DU CANADA — GOVERNMENT OF CANADA

The Under-Secretary of State for
External Affairs, OTTAWA (FAI -
(Reid and Flynn)

TO
À

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

SECURITY CLASSIFICATION
CLASSIFICATION DE SÉCURITÉ

WITH ENCLOSURE(S) — AVEC ANNEXE(S)

UNCLASSIFIED

WITHOUT ENCLOSURE(S) — SANS ANNEXE(S)

FILE OR SERIAL NO. — N° DE DOSSIER OU DE SÉRIE

QUANTITY QUANTITÉ	REFERENCE/COPY NO. N° DE RÉFÉRENCE	DESCRIPTION
1		Letter of August 21, 1972, from the National Council for Geographic Education - forthcoming exhibit at Milwaukee
<div>FAI</div> <div>ful SR</div> <div>TO/A FAI FROM/DE ACRG AUG 31 1972 ATTN: Miss Reid</div> <div>56-1-2-USA 171-</div> <div>Miss Flynn to see para 2, 3 & 4</div>		
SENT BY — TRANSMIS PAR B. Armstrong Aug. 23/72 Signature Date		RECEIVED BY — REÇU PAR Signature Date

The Canadian Embassy
WASHINGTON, D.C.

PLEASE SIGN AND
RETURN TO ORIGINATOR
PRIÈRE DE SIGNER ET DE RETOURNER
AU SIGNATAIRE



RECEIPT NOT REQUIRED
REÇU NON REQUIS

ORIGINATOR'S ADDRESS — ADRESSE DU SIGNATAIRE



National Council for Geographic Education

THE JOURNAL OF GEOGRAPHY

August 21, 1972

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Editor, Journal of Geography

HARM J. deBLIJ
Department of Geography
University of Miami
Coral Gables, Florida 33124

NCGE Central Office

WILLIAM W. ELAM, Executive Secretary
JOANN M. BRAY, Business Manager
115 N. Marion St.
Oak Park, Illinois 60301

Ms. Bethany Armstrong, Third Secretary
Canadian Embassy
Office of Information
1771 North Street, N.W.
Washington, D.C. 20036

Dear Ms. Armstrong:

Thank you so very much for your grand letter of August 17. And, I do indeed recall the interesting and valuable display booths at our convention here in Atlanta last November by your Departments of External Affairs and Energy, Mines and Resources. I am not certain, but would presume they have once again been contacted about displaying at Milwaukee. In the event they have not, I am sending your letter on to our Executive Secretary who will be in touch with them.

Regarding educational materials on Canada which you might provide for free distribution to the geography teachers attending our convention, we and the teachers would appreciate that very much. Any quantity of items, up to about 500 each, would be welcome, and these should be ones that would be of most interest and value to elementary/secondary geography and social studies teachers. The fact books, maps, bibliographies, and film catalogues sound excellent.

Shipment of the materials can be made at any time now, but should be made so as to arrive not later than October 1, 1972. Shipment should be made to the following:

Dr. Benjamin F. Richason
Department of Geography
Carroll College
Waukesha, Wisconsin 53186

I would appreciate a note from you when the material is shipped. And, we will show your contribution in our official printed convention program as The Canadian Embassy-Ambassade du Canada, Washington, D.C. Please advise if this is not correct.

Program Committee:

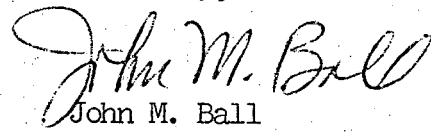
John M. Ball, Chairman
Ben Richason, Local Arrangements
Herbert Augustine
Marilee Bradbury
Robert Cason

JoAnne Gudeman
Lloyd Hudman
Gary Manson
Thomas Rondeau
Jack Sheridan
Les Solomon

Ms. Bethany Armstrong
August 21, 1972
Page Two

Thank you so very much for your interest and I look forward
to hearing from you again soon.

Sincerely,


John M. Ball

cc/ William W. Elam
Benjamin F. Richason

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

AUG 23 1972

ATTN *Miss Reid*

TO
A Under-Secretary of State for External
Affairs - Ottawa (FAI) (Miss K. Reid)

FROM
De Canadian Embassy, Washington, D.C.

REFERENCE
Référence Our Letter 58 of January 12, 1972.

SUBJECT
Sujet Annual Convention of the National
Council for Geographic Education.

SECURITY
Sécurité Unclassified

DATE August 17, 1972

NUMBER
Numéro 1454

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
55-13	

ENCLOSURES
Annexes

2

DISTRIBUTION

Miss N. Flynn
(FAI)

Attached, for your information, is a copy of a letter from a Mr. John Ball requesting study materials on Canada for distribution at the Annual Convention of the National Council for Geographic Education, which will take place October 26-28 in Milwaukee, Wisconsin. We have replied to Mr. Ball (copy attached) indicating that we would be pleased to provide materials, and requesting information concerning the possibility of exhibit space.

2. While we understand from our conversations with Miss Flynn that there is a possibility that "Teacher's Kits" will not yet be available in October, because of the difficulty of obtaining envelopes, we trust it will be possible to send separately, in bulk, the individual items contained in the kit; we would suggest approximately 500 sets be allocated.

3. With respect to an exhibit, you will recall that the Departments of External Affairs and Energy, Mines, and Resources sponsored separate booths at the NCGE convention last year in Atlanta; our booth was manned by Mr. Stimpson from our Consulate in New Orleans. You will recall from the letter referenced above that, given the inadequate resources, Mr. Stimpson did not feel our participation was warranted. It seems, however, that the atlases provided by the Department of Energy, Mines and Resources received some considerable attention. Depending on the results of our enquiries, therefore, in bringing this year's convention to the attention of EM & R, you may wish to consider suggesting a joint exhibit, which EM & R might perhaps be persuaded to man. Hopefully, this year's convention will not be occurring on the same day as the National Council for the Social Studies as last year, and we might ourselves have more materials available.

4. We will keep you informed.

B. Armstrong

The Embassy

002154

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

August 17, 1972

Dear Mr. Ball,

Thank you for your letter of July 27 inviting the Canadian Embassy to send study materials on Canada to the annual convention of the National Council for Geographic Education which will take place October 26-28 in Milwaukee, Wisconsin.

You may recall that the Departments of External Affairs and Energy, Mines and Resources of the Canadian Government rented display booths at your annual convention last year in Atlanta. If similar facilities will be available this year, I would appreciate receiving relevant information so that we may decide whether we will be able to participate once again.

In any event we will be pleased to send materials appropriate for elementary and secondary school geography/social studies teachers. While we are not yet sure whether our "teachers kit" for 1972/73 will be ready for your convention, we can provide a variety of useful materials on Canada including fact books, maps, bibliographies, and film catalogues. Accordingly, we would appreciate receiving from you the address in Wisconsin where these materials should be shipped.

Yours sincerely,

B. ARMSTRONG

Bethany Armstrong (Ms.)
Third Secretary

Mr. John M. Ball,
Department of Geography,
Georgia State University,
33 Gilmer Street, S.E.,
Atlanta, Georgia 30303.



National Council for Geographic Education

THE JOURNAL OF GEOGRAPHY

July 27, 1972

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WILLIAM W. ELAM, Executive Secretary
JOANN M. BRAY, Business Manager
Room 1226, 111 West Washington Street
Chicago, Illinois 60602

Embassy of Canada
1746 Massachusetts Avenue, N.W.
Washington, D.C. 20036

Dear Sirs:

Each year for our annual convention we invite companies, embassies, and organizations to send materials which they have prepared with the interests of elementary and secondary geography/social studies teachers in mind. If you have such materials and would like to make them available to teachers at our convention, would you kindly be in touch with me, and I will provide the address in Wisconsin where they should be shipped. Recognition in our printed program will be given to those providing such materials. We usually have between 800 and 1,000 teachers at our convention.

Hoping this opportunity might be of interest, and looking forward to hearing from you, I remain

Sincerely,

John M. Ball

Program Committee:

John M. Ball, Chairman
Ben Richason, Local Arrangements
Herbert Augustine
Marilee Bradbury
Robert Cason

JoAnne Gudeman
Lloyd Hudman
Gary Manson
Thomas Rondeau
Jack Sheridan
Les Solomon

FAP/L.A.D. STEPHENS/DGT

FILE DIARY CHRON

MEMORANDUM FOR

GWP (Attention: Mr. Ohlsen, GWU)

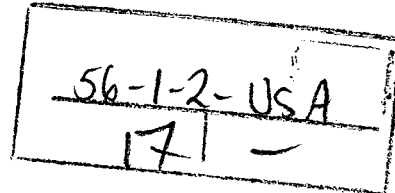
UNCLASSIFIED

August 14, 1972

FAP

GWP Memorandum for the Minister of July 21

Canada-US. Relations: Options



You asked for comment on "Insert B" to be added to Chapter III on page 37.

2. I think the insert is well done and, if the present balance of the paper is to be maintained (and at this stage no large-scale adjustment seems desirable or possible), no additions or major amendment are suggested. However, adding up the total, direct discussion of the cultural relationship between the two countries, it is as well to be clear that the two paragraphs on pages 9 and 10 of Chapter I and the two pages to be inserted into Chapter III may well be taken by certain segments of a Canadian public readership as ungenerously laconic. If this turns out to be true, some thought may have to be given to the need for future expansion of published comment in this area of relationship.

3. One point of detail: in the middle of page 2 of the insert are the two sentences: "On the whole, the general directions of Canadian policy in the cultural sector have been set and they have been pursued with reasonable success. Perhaps we have already turned the corner." I would be afraid that this rather optimistic statement, without documentation in this capsular form, might be received by the fiercest Canadian activists as evidence of unwarranted complacency. And "reasonable success" could be a trigger phrase. It might be enough to say that the directions of Canadian cultural policy have largely been set and are being pursued with "pertinacity" or "systematic determination", allowing the reader to make his own conclusion as to how reasonable the success has been. (Certainly, in my own view, ^{the} success in the immensely important fields of popular entertainment - films, television, variety, recordings - the effects of policy have been felt but fall well short of even qualified success.)

4. Lest my remarks ^{leave} ~~have~~ any negative impression, I want to say that I think the paper when published is a very substantial contribution to ~~save~~ public thinking on the Canada-US relationship.

L. A. D. STEPHENS

L.A.D. Stephens

To original

Miss Keely

A.C. 8

MISS WORLD PEACE PAGEANT 1973

August 14, 1972

file
mk



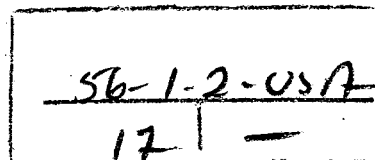
FRANK W. RUSSO, J.D.
President & Executive Director

MR. S. RAM, Executive Director
Pageant Co-Producer
International Cultural Exchange Organisation (India)
New Delhi, India

MRS. ANNA CHENNAULT
General Chairman, Pageant Judges Committee
Washington, D.C.

MISS JUNE HUNT
Chairman, Talent Competition
Member of Judging Committee
Dallas, Texas

The Honorable D. B. Hicks
Director
Information Division
Department of External Affairs
Government House
Ottawa, Canada



Dear Mr. Hicks:

I wish to acknowledge with thanks your letter dated July 28, 1972, noted in your records as Ref.: NO. Ottawa K1A OG2, concerning participation in the FIRST "Miss World Peace Pageant."

I am most pleased to inform you that the Miss Canada Pageant Director, Miss Judi Muir, has been in contact with me and was deeply honored to accept my invitation for participation in this Event.

My staff and I are very happy to have Canada represented in this Pageant. I look forward to a long and mutually successful relationship with the Miss Canada Pageant organization and wish to take this opportunity to personally thank you for your help in this matter.

Your successful action in this matter is a testimony to the high caliber of government officials that are working in Canadian Government posts.

Once again, thank you for your assistance in this matter.

With warm personal regards,

Yours sincerely,

Frank W. Russo

Dr. Frank W. Russo
President and
Executive Director

FWR/pm



ACTION REQUEST - FICHE DE SERVICE

GOVERNMENT OF CANADA

GOUVERNEMENT DU CANADA

FILE NO.—DOSSIER N°

DATE

Aug. 2/72

TO—À

Mr. Stevens, FAP

FROM—DE

GWL

☐ PLEASE CALL
PRIÈRE D'APPELER

TEL. NO.—N° TEL.

EXTENSION—POSTE

☐ WANTS TO SEE YOU
DÉSIRE VOUS VOIR

DATE

TIME—HEURE

☐ WILL CALL AGAIN
DOIT RAPPELER

☐ ACTION
DONNER SUITE

☐ COMMENTS
COMMENTAIRES

☐ MAKE
FAIRECOPIES

☐ NOTE & RETURN
NOTER ET RETOURNER

☒ APPROVAL
APPROBATION

☒ DRAFT REPLY
PROJET DE RÉPONSE

☒ NOTE AND FILE
NOTER ET CLASSER

☒ NOTE & FORWARD
NOTER ET FAIRE SUIVRE


We spoke.

CALL RECEIVED BY
MESSAGE REÇU PARTIME
HEURE

002159

Insert "B"

New section to be added
to Chapter III on page 37

56-1-2-USA

Cultural Options

The continental pull appears to be operating most strongly in the economic and cultural sectors. There are those who, like Mr. John Kenneth Galbraith, argue that USA economic influence can be disregarded so long as Canada manages to maintain a distinct culture of its own. The polls suggest that many Canadians would disagree with him. Nevertheless, no prescription for Canada is likely to be complete which did not attempt to cover the cultural sector.

There are differences between the economic and the cultural forces that are at work in the Canada-USA relationship. In the first place, culture has more than one dimension; it means different things to different Canadians. Second, the cultural interaction between Canada and the United States is, if anything, even less a matter of governmental policy than the interaction between the two economies. Third, it is much harder to inhibit the movement of ideas than it is to inhibit the movement of goods. Finally, it is evidently not a threat about which the public at large feels anything like the concern which, according to the opinion polls, it feels about the threat to Canadian control of the domestic economic environment.

This is one reason why the cultural scene requires separate discussion. But there is also another. In the economic sector, it is clear, Canadians do face difficult choices. It is a moot question whether this is really true when it comes to the cultural sector. This is not to discount the importance of a healthy cultural environment to the Canadian sense of identity and national confidence. It is merely to suggest that in this sector the essential choices may, in fact, already have been made.

Domestically, two prescriptions have, by and large, been applied. The first is regulatory. It recognizes that some of the means of cultural expression are subject to the competition of the market-place in the same way as the offer of other services. The purpose of regulation in these instances is simply to ensure that, where the standards of the product are equal, the Canadian offering is not ruled out by terms of competition which are unequal. This is the general philosophy which has guided the efforts of the Canadian Radio and Television Corporation. It is probably applicable in other areas where the Canadian product - whether film, record, or publication - is held back because the requisite measure of control of the distribution system is not in Canadian hands.

The other prescription has been to give direct support to cultural activity in Canada. This role has, on the whole, fallen to government. Support has taken the form of financial assistance but also of institutions which have been established to encourage the

expression of Canadian creative talent. The Massey Commission judged in 1951 that moneys spent on cultural defences were, in the end, no less important than moneys spent on defence so called. In the eyes of most Canadians this remains a valid judgment.

As in the economic sector, any policy aimed at lessening the impact of USA influences on the Canadian cultural scene should presumably have an external dimension. This is not simply a matter of diversification for its own sake. Canada's cultural roots are, after all, widely ramified. International projection will enable Canada to reaffirm its distinctive linguistic and cultural complexion. But it will also give Canadians the opportunity to test their product in a wider market and to draw, in turn, on the currents of cross-fertilization.

In sum, Canadians will not be able to take their cultural environment for granted. It is on the cultural front, as on the economic front, that the impact on Canada of the dynamic society to the south finds its strongest expression. The impact has no doubt been magnified by the development of the mass media and its counterpart: the mass market. French-speaking Canadians may be less exposed to it for reasons of language but they are not immune. Canadians generally appear to find it more difficult to focus on it than on the USA impact on the Canadian economy, perhaps because the many affinities between Canadians and Americans tend to make any concept of a threat unreal. On the whole, the general directions of Canadian policy in the cultural sector have been set and they have been pursued with reasonable success. Perhaps we have already turned the corner. But it remains for these policies to be extended to other vulnerable areas and to take account of the further impetus which the new technologies may give to the cultural thrust of the United States as it affects Canada.

This is fortunately an area in which there is broad convergence between the perceptions and goals of the federal and provincial governments. It would not be unrealistic, therefore, to look to a high degree of co-operation between the two levels of government in creating the kind of climate we shall need over the next decade or two if Canadian themes are to find their distinctive expression.

It is also one of the areas in which Canadians can act with the least risk of external repercussion. It has been said that culture is imported rather than exported. This is not wholly true. But to the extent that cultural influences are brought in willingly, they can be shaped domestically without affront to the exporter.

The following quotation has a familiar ring to Canadians examining their current problems: "The true sovereigns of a country are those who determine its mind, its mode of thinking, its tastes, its principles; and we cannot consent to lodge this sovereignty in the hands of strangers". It is, in fact, an excerpt from an address delivered at the University of Philadelphia in 1823. Americans today will be no less understanding of Canadian preoccupations in trying to follow the same advice.

Insert "B"
New section to be added
to Chapter III on page 37

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- 2 -

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This is fortunately an area in which there is broad convergence between the perceptions and goals of the federal and provincial governments. It would not be unrealistic, therefore, to look to a high degree of co-operation between the two levels of government in creating the kind of climate we shall need over the next decade or two if Canadian themes are to find their distinctive expression.

It is also one of the areas in which Canadians can act with the least risk of external repercussion. It has been said that culture is imported rather than exported. This is not wholly true. But to the extent that cultural influences are brought in willingly, they can be shaped domestically without affront to the exporter.

The following quotation has a familiar ring to Canadians examining their current problems: "The true sovereigns of a country are those who determine its mind, its mode of thinking, its tastes, its principles; and we cannot consent to lodge this sovereignty in the hands of strangers". It is, in fact, an excerpt from an address delivered at the University of Philadelphia in 1823. Americans today will be no less understanding of Canadian preoccupations in trying to follow the same advice.

O/MIN
PDM
Parl.Sec.
FPR
FAI

file, diary, circ.

PAG/Star Carlson/MS

GMP GMP ECP ECL ECD FDE FDM

CONFIDENTIAL

August 1, 1972

MEMORANDUM FOR THE MINISTER

56-1-2-USA

17

Senator Martin's views on Canada-U.S. relations

In reply to your May 17 letter requesting comments on our study on Canada-U.S. relations, Senator Martin has indicated his general agreement with the option 3 strategy, while expressing certain reservations. The attached reply to Senator Martin has been prepared for your signature, if you agree.

P.S. Senator Martin will only be back in Ottawa on Aug. 21.

PAUL TREMBLAY

A.L.B.

O/MIN

file, diary, circ.

PAG/Stan Carlson/nb

PDM

Parl. Sec.

FPR

FAI

GNP GNV ECP ECL ECD PDE PDH

CONFIDENTIAL

Ottawa, Canada
K1A 0G2

My dear Colleague,

I am most grateful to you for taking the time to examine our departmental study on Canada-U.S. relations and for your very pertinent comments on some of the difficulties which might arise in pursuit of an option 3 strategy. I am pleased to note that you are in broad agreement with the strategy. Since the points you have raised are clearly of great importance, I should like to comment on your observations.

Your first point was that the option 3 strategy would be regarded abroad as running contrary to the trend toward freer trade within and between regional groupings. This is true insofar as option 3 rejects economic integration with the United States as being incompatible with the objectives of a reasonable degree of Canadian political independence and of maintaining a distinct Canadian identity. On this, I take it that you would generally agree since you indicate that you are opposed to across the board free trade with the United States. Option 3, however, explicitly rejects any retreat from multilateralism in trade towards protectionism, and in fact insists that a central objective of economic policy must be the achievement of a more competitive industrial structure, recognising that Canada must live by trade and that Canada's economic health depends on stable international trading and monetary systems oriented towards free or freer trade.

The real question therefore is whether this can be realistically achieved and if so, with what degree of government intervention and control in the economy. This brings me to your

..../2

The Honourable Paul Martin,
Leader of the Government,
The Senate,
Ottawa, Ontario,
Canada.

CONFIDENTIAL

- 2 -

second criticism, that the strategy for option 3 may depend on the active support by business for increased government "interference" in the economy. This, of course, is a central and crucial point. As we recognized in our study, the success of option 3 and the industrial strategy would depend on a reasonably favorable response by the business community and on better cooperation with the provinces. The latest memorandum to Cabinet from the Department of Industry, Trade and Commerce on the industrial strategy has postulated the basic assumption that, in the economic field, the government would continue to rely mainly on the decisions and assessments of the business community for investment, product choices, etc. Accordingly, the memorandum has focused on means of more general and indirect government management of the economy such as exchange rate management, longer-term planning of investments in energy and resources, etc. While the problems are formidable and most of the critical choices still lie ahead, Canada has impressive financial and physical resources and can I think hope to succeed in devising a skillful blend of policies which would retain the essential characteristics of our present liberal system and rely on financial and monetary policies, on a more effective mobilization of our financial resources, and on a range of new instruments such as the CFC, the foreign investment screening agency, and the competition bill to advance our objectives. If the strategy did not make sense on terms of balanced, reasonable economic growth, it would not make any sense at all and would not work. The strategy starts on the premise that current uncontrolled economic integration with the United States, resulting naturally from U.S. direct investment, the growth of multinational enterprises, and other factors, places some important obstacles in a way of more rational, specialized and competitive economic and industrial structure for Canada. The belief is that the economic and business community in Canada can benefit from such an industrial strategy.

As for the Merchant-Mcneary principles, the strategy does reject the continentalist, joint development of resources concepts of the report and implicitly the view that a genuine partnership is possible between two countries of such unequal economic and demographic size. It considers that anti-Americanism tends to be the result of failure within Canada to cope with the challenges posed by the proximity of the United States and that mature, friendly relations of mutual respect and trust between the two countries are more likely to result from confident and purposeful Canadian policies, seeking to shape Canadian economic and social development to meet our own distinct problems and somewhat different aspirations. The strategy vis-à-vis the United States is certainly not conceived to be anti-American, which would be senseless. It recognizes the necessity of goodwill on both sides and subscribes to a view shared by many

.../3

CONFIDENTIAL

- 3 -

Americans that one of the main obstacles in the way of a more stable and satisfactory relationship has been the uncertainties and frustrations resulting from the inability of Canadians to decide what they want and to establish clear ground rules.

In short, I believe as you do that this strategy must not involve a drift away from multilateralism and the pursuit of freer trade, that it requires close relations and cooperation with the business community and labor, and that one of its important objectives must be the maintenance of good relations with the United States based on mutual respect and trust.

Yours sincerely,

THE LEADER OF THE GOVERNMENT



LE LEADER DU GOUVERNEMENT

THE SENATE - LE SÉNAT
CANADA

CONFIDENTIAL

June 14, 1972

USSEA
To note
MB

My dear Colleague:

Thank you for your letter of the 17th of May seeking my views on the suitability of the strategy sketched out by officials for the pursuit of Option Three.

As you know, I harbour misgivings about the advisability of electing to pursue Option Three. However in answer to your question regarding the proposed strategy, I think I can give you my qualified agreement because, generally speaking, I fully concur in the necessity of proceeding cautiously and by degrees.

I qualify it because I feel that the strategy contains three serious flaws. First, any concerted move by government to stimulate Canadian industry will be regarded abroad, and particularly in the United States, as running contrary to the trend toward freer trade within and between regional groupings.

Second, I think that the lessons of the last four years of our poor relations with the business community should not be minimized; it is evident that Canadian businessmen are not favourably disposed to more and more government control over the economy and "interference" in the business cycle. If the strategy for Option Three depends on active support by business for increased government "interference" in the economy, then it is a poor strategy.

The Honourable Mitchell Sharp, P.C., M.P.,
Secretary of State for External Affairs,
House of Commons,
Ottawa, Ontario K1A 0A6.

- 2 -

Furthermore, there is underlying the strategy an evident distaste for the acknowledged necessity of continuing certain existing free trade arrangements, which does not, I think, sound an appropriate or realistic note.

Third, Option Three and its strategy implicitly reject any reliance on the Heeney-Merchant Statements of Principles governing Canada - U.S. relations. This is not a wise course, for the strategy admits that we shall have to bargain with the United States for our economic independence. The strategy presupposes, furthermore, that we shall have strong bargaining cards. Yet the strategy does not spell out our advantage in the fields of energy and resources, and yet it makes this assertion as if it were a measured and proven fact. I have no doubt that the U.S. desire our resources, but how badly do they need them, how much do they need, and most important how much can we safely sell to them under amicable agreements?

The strategy notes that Canada is fast being isolated in the O.E.C.D. trading regions where the U.S. and the enlarged Common Market account for 84% of the aggregate G.N.P., Japan 10%, and Canada 4%. I question the value of attempting economic independence, which must entail a retreat from truly free trade principles (via government incentives and even tariffs) in the face of the growth of regional economic multinationalism and interdependence. The fact is that most of our important trading partners are, as the strategy suggests, moving toward Option Two (closer integration in free trade areas). I am opposed to free trade with the U.S. across the board. It is true that Canada cannot hope to approximate the United States in economic size and strength. But I recall that the underlying purpose of the Heeney-Merchant report was to present a blueprint

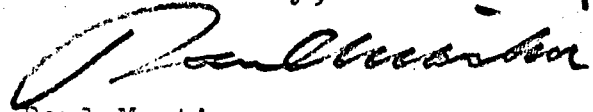
- 3 -

to permit us to overcome the implications of such inequality through a process of close consultation based on mutual respect and trust.

Although the present economic difficulties in our relations arise from American actions, I cannot help feeling that a tit-for-tat syndrome has developed. It was to find ways of avoiding precisely this sort of psychology that the Heeney-Merchant report was commissioned.

I have dealt with the strategy for Option Three purely in economic terms. I am sure, however, that you will agree that both Option Three and its strategy raise numerous political questions both domestic and foreign. I do not believe that in the long run Canada can expect to thrive and maintain its independence without the active goodwill of our allies, and above all of the United States. Experience tells me that whatever our motive, a move towards Option Three will stimulate in Washington a much closer scrutiny of the whole spectrum of Canada - U. S. relations. Furthermore, it is essential that our actions be seen as reinforcing our support for multinational economic institutions and the world-wide freeing of trade.

Yours sincerely,



Paul Martin

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

Miss Kelly Jones to see JPH

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

FROM The Canadian Embassy, WASHINGTON DC.
De

REFERENCE
Référence

SUBJECT "MONDAY" - Republican National Committee
Sujet

SECURITY
Sécurité

UNCLASSIFIED

DATE 28 July 1972.

NUMBER 1336
Numéro

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	17

ENCLOSURES
Annexes

1

DISTRIBUTION

FAI

We thought you might be interested in seeing the enclosed copy of "Monday", the weekly publication of the Republican National Committee, dated July 24, 1972. The photograph of President Nixon shows him wearing a Canadian flag lapel pin as he shakes hands with the President of the International Brotherhood of Teamsters, Frank Fitzsimmons. We are told that the Canadian pin was placed in the President's lapel by the Canadian director of the Union, who was present at the West Coast White House meeting on July 17. The President normally wears an American flag lapel pin which is visible, although somewhat obscured in the photograph.

[Signature]
The Embassy.

FAI/LM KEX 11/88

cc: Miss Brennan, FAI

file diary circ chron

cc: Washington (Miss Armstrong)

File No. ~~55-14-IBY~~

56-1-2-USA

Ottawa, K1A 0G2

July 13, 1972

Dear Mr. Roht,

I refer to Miss Kelly's telephone conversation with you on July 12.

We are very grateful for your willingness to sell us one set of "The Look of Books 1972" from your own stock to meet our requirement for a collection of books suitable for display at United States public libraries during International Book Year. The shipment should be addressed to: The Canadian Ambassador, 1746 Massachusetts Avenue, N.W., Washington, D.C. 20036, ATTENTION: Miss B.A. Armstrong. As Miss Kelly explained, it should be despatched to Washington in time to reach there during the first week of August. Please send your invoice to: Department of External Affairs, Congill Building, 275 Slater Street, Ottawa, K1A 0G2. ATTENTION: Financial Control, Information Division.

I understand that you are letting us have this one set of "The Look of Books" as a favour to meet an urgent need but that, if we wish to procure an additional set, we should deal with the individual publishers.

Yours sincerely,

D. B. HICKS

D.B. Hicks,
Director,
Information Division.

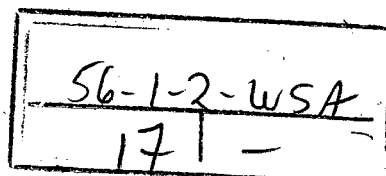
Mr. Toivo Roht,
Executive Director,
Canadian Book Publishers' Council,
45 Charles Street E.,
Suite 701,
Toronto 5, Ontario.

MIN PDM PARL SEC. FPR

FAI/L.M.KELLY/gs

file diary circ chron

RETURN TO DS



KIA OG2

Ottawa, July 5, 1972. *File.*

Dear Dr. Russo,

I refer to your letter of June 20.

I regret that it is not possible to reconsider the decision conveyed to you in my letter of May 24 that the Government of Canada itself is not able to arrange for Canadian participation in the "Miss World Peace International Beauty Pageant". You may wish, as suggested in Mr. A.W.B. Vaz's letter to you of April 27, which is reproduced in the pamphlet you sent me, to make enquiries of private organizations in Canada which arrange beauty contests.

Yours sincerely,

ORIGINAL SIGNED BY
MITCHELL SHARP

Mitchell Sharp

Dr. Frank W. Russo,
President and Executive Director,
(Miss World Peace Pageant.)
416 Franklin Avenue,
Hartford, Connecticut 66114,
U.S.A.

S.C. 8

Monday. JULY 24, 1972

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informatio



PRESIDENT NIXON last week was endorsed for re-election by the general executive board of the International Brotherhood of Teamsters. Labeling the Democrat nominee "no friend of American labor," the Teamsters praised the President declaring: "We believe

America needs, in these perilous times, a man of President Nixon's courage, his vision and experience." The President is shown here at the Western White House with Teamster President Frank Fitzsimmons.

002174



Virus of McGovernism: Retreat Overseas, Radicalism at Home

(Excerpted from a speech by the Vice President before the Missouri Republican Dinner, June 26, 1972)

In the Forties as today, there were naive opinion leaders who counseled a policy of American retreat; who would have left America and its allies stripped militarily; and who would have had us abandon our commitment to the freedom and security of our country and other nations of the Free World.

Listen to these words, delivered in an acceptance speech by a Presidential candidate at a political convention held in Philadelphia, 24 years ago—July 1948: "If I were President," said Henry Wallace, "there would be no crisis in Berlin...I say the peace of the world is far too fragile to be shuttled back and forth through a narrow air corridor in freighter planes..."

In other words, surrender Berlin. Nearly a quarter-century later, the names and places have changed but the counsel of retreat and surrender of principle reflected in the words just quoted are still very popular in liberal sectors of the American political scene.

For Henry Wallace, substitute the name of a delegate to that Progressive Party convention of 1948—a man who opposed Harry Truman's policies that year but nevertheless seeks in 1972 to be the Presidential nominee of Harry Truman's party.

But wait, some may argue. That was 24 years ago. Surely we can't hold a man responsible for views held that long ago. After all, there were many opponents of President Truman's foreign policy in those years who have learned through experience and since changed their minds.

A reasonable note of caution against drawing an unfair comparison? Not in this case. The Progressive Party delegate I refer to—the man who would now be the Democratic Party's candidate for President—did not simply hold those views in 1948. No, far from being distressed by his opposition to Harry Truman's candidacy and policies in those years, George McGovern is proud of it even *now*, in this summer of '72.

Let me quote him:

"If we had listened to some of the things Henry Wallace said," Senator McGovern insisted a mere two months ago, "we might have avoided the Korean war and the Vietnam war."

And he's right, too. Just as we would have avoided the Berlin Blockade. Because if we had "listened to some of the things Henry Wallace said," and which George McGovern *still* believes in, then Berlin, Korea, Vietnam and Southeast Asia long since would have been surrendered to the forces of aggression. And the white flag of peace-at-any-price would be the appropriate symbol of the presidency instead of the red, white and blue banner of American security and world stability, which has been upheld by post-war

American Presidents from Harry Truman to Richard Nixon.

Yes, Henry Wallace later might have had a change of mind. He might have learned through experience. But Democratic Party candidate McGovern is as convinced in 1972 as was Progressive Party delegate McGovern in 1948 about these matters. Let me quote him again on the same subject:

"I liked what Wallace had to say about foreign policy," Senator McGovern reiterated only one short month ago. *"I still think he was essentially correct."*

I quote from the Henry Wallace foreign policy plank which George McGovern still approves:

"We call for the repudiation of the Marshall Plan."

Does George McGovern really believe in 1972 that the repudiation of the Marshall Plan in the post-war years was "essentially correct"?

Would that brand of ostrich-isolationism be indicative of the foreign policy a McGovern administration would consider "essentially correct"? It's a question the Senator himself has raised by his own rhetoric.

Nor is it yet clear, aside from the political fortunes of George McGovern as an individual, the extent to which the virus of McGovernism—that is, the doctrine of retreat overseas and radicalism at home—has pervaded the body politic of the once-great Democratic Party of Harry Truman.

But in my judgment, something else does come through loud and clear: regardless of who is nominated at the Democratic convention in Miami Beach, come November the American people are going to the polls in record numbers to return Richard Nixon to the Presidency for another four years.

We are going to re-elect our President. We are going to do it through one of the greatest grassroots efforts in American history. We are going to do it working together—not simply Republicans, but Independents, along with traditional Democrats who cannot abide the takeover of their party by the arrogant and short-sighted practitioners of a repudiated radicalism from out of the American past.

Spiro T. Agnew

Monday. JULY 24, 1972

MONDAY, a weekly publication is sent to contributors of \$25.00 or more. Of which \$5.00 is for subscription to MONDAY per annum.



Republican National Committee
310 First Street, S.E.
Washington, D.C. 20003

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Vol. 4 No. 21

MONDAY, JULY 24, 1972

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SMALLEST RISE IN SERIOUS CRIME IN 11 YEARS: "BEST NEWS YET ON CRIME FRONT," SAYS PRESIDENT

President Nixon has hailed as "the best news yet on the crime front" the fact that serious crime in the first quarter of this year has risen by only one percent—the lowest percentage gain in 11 years. "This represents truly significant progress in this Administration's determination to roll back the wave of crime that swept our Nation in the 1960's," the President declared.

Calling the right of all citizens to feel safe on the streets and secure in their homes a right "fundamental to individual liberty and national progress," the President said in a statement from the Western White House:

New and Major Emphasis

"It is a right on which this Administration has placed a new and major emphasis. We have dramatically increased Federal assistance for State and local authorities. Where the Federal Government has direct enforcement authority, such as in organized crime, drug trafficking, and in the District of Columbia, we have both strengthened the laws and poured more men and money into enforcement. Through court appointments, conferences on the Judiciary and on corrections, and other Administration actions, law enforcement has been given additional vigor.

"Another key ingredient in the crime fight has been the development of a new, less permissive public attitude toward crime and criminals. The American public now is fully awake to the social menace of crime, and fully determined that criminals must be defeated if America is to make continued social progress."

The announcement that serious crimes for the first quarter of this year have increased only one percent—the smallest rise in 11 years, was made by Attorney General Richard G. Kleindienst. A year ago, the rate of increase was six percent, and in 1970 it was 13 percent.

Kleindienst also said that 80 of the nation's largest cities reported actual reductions in serious crime in the first three months of 1972. Fifty-nine cities showed a decrease in the same period of 1971 and 22 cities in 1970.

Crime Down in Washington

One city which continued to show a decrease in crime was Washington, D.C. The Nation's Capital reported that the number of serious offenses had been reduced by 30 percent in the first quarter of 1972 compared with the first quarter of 1971. A year ago, the decrease was 18 percent.



George McGovern Meet Larry O'Brien



"I think it comes down to this: Do we have the guts to level with the American people?... How do we level? We begin, I believe, with a few simple steps: We cool the excessive political rhetoric. We lighten the purple prose. We do not promise what we know cannot be delivered by man, God or the Democratic Party... We must tell them the truth."—*Opening address by Democrat National Chairman Larry O'Brien, Miami Beach Convention Center, July 10, 1972.*

"Within 90 days of my inauguration, every American soldier and every American prisoner will be out of the jungle and out of their cells and back home in America where they belong."—*Acceptance speech of Democrat Presidential nominee George McGovern, July 14, 1972.*

The most significant change in this reporting period occurred in the six cities with more than a million population. In the first quarter this year, the number of serious crimes in these cities was actually reduced six percent compared with last year's reporting period. This reverses a 12 percent increase registered in the report for the first quarter of 1971.

"These statistics are very heartening to us, and should be to all law-abiding citizens," Kleindienst declared. "None of us will be satisfied, however, until we see an overall reduction in the crime rate. With the increase down to one percent, we hope that the day is close at hand."

The Acting Director of the FBI, L. Patrick Gray, III, said the FBI's drive against organized crime reached an all-time high during Fiscal Year '72, marked by a continuing series of major gambling raids, the confiscation of some \$3.25 million worth of cash, property, and wagering paraphernalia; and the conviction of more than 750 racket figures, including some of the country's ranking Syndicate leaders. Listed among the nearly 3,000 organized crime figures facing prosecution as the fiscal year drew to a close were four national Syndicate leaders and a number of their top aides and lieutenants.

(Continued next page)

002175

CRIME

(Continued from previous page)

Gray said the FBI's drive was hurting the underworld in a number of ways: imprisoning mob leaders, cutting off various sources of so-called "line" data to book-makers, seizing hoodlum funds, and, in some cases, reportedly forcing old-line gambling czars completely out of business.

One FBI investigation resulted in a 10-week trial on interstate gambling charges which ended in Los Angeles with the conviction of Anthony Giardano, reputed head of the St. Louis Syndicate structure, two reputed Syndicate "captains" from Detroit, and the Emprise Corporation, which has been described as the Nation's largest sports concessionaire.

Raids and Arrests

The FBI acting director reported that between February 1, 1972 and May 1, 1972, a concentrated series of FBI raids resulted in the arrests of more than 1,300 hoodlum, gambling and vice figures on a wide assortment of charges. During these raids, FBI agents broke up large-scale gambling operations which handled over \$1.2 billion annually in wagers and arrested a number of Syndicate leaders in New York, Illinois and Florida.

Other FBI investigations aimed at organized crime and related activities covered a wide variety of criminal violations, including:

The September 2, 1971, arrests of two New York City mob figures in connection with the theft of \$720,000 worth of securities from a Wall Street brokerage firm.

Embezzlement Arrest

The March 22, 1972, conviction of West Coast bookmaker John Monica for conspiring with a bank official to embezzle funds in order to finance Monica's wagering operations.

In addition to the FBI's own arrests in the organized crime field, Mr. Gray said, information developed by Special Agents and disseminated to other Federal, State and local agencies during Fiscal Year 1972 enabled the recipients to conduct more than 660 raids, resulting in the apprehension of some 3,200 organized crime subjects and the confiscation of over \$2 million worth of cash, property, weapons and wagering paraphernalia.

The latest figures were contained in the FBI's Uniform Crime Reports released by the acting director. The report of nationwide crime statistics is made possible by the voluntary cooperation of local, county and state law enforcement agencies.

POLLS SHOW PRESIDENT POPULAR ON ISSUES, WITH RURAL VOTE, AND MAN MOST ADMIRER BY COLLEGE STUDENTS

A Lou Harris Survey taken the first week of July shows that on 15 out of 16 key issues the American people tend to favor the President's position and not Sen. McGovern's. By 52-33 percent, a majority feels it finds itself "personally in agreement" more with the President than McGovern on the key question of "ending U.S. involvement in Vietnam." By 49-23 percent, voters believe their own position is closer to that of the President's on "busing children to achieve racial balance."

Another Harris Survey, taken in June, shows some negative aspects about McGovern increasing, the most striking reversal being over the charge that he has "too extreme, liberal views." By 41-33 percent, a plurality of the voters agree on this whereas in May, by a margin of 33-31, they disagreed.

Popular With Rural Vote

Art Pine writes in the *Baltimore Sun*, after interviews with farmers and farm group leaders in a sampling of states, that the President "appears to be enjoying a clear lead among rural voters, with few issues in sight that seem likely to cut into his strength."

Time magazine reports that half of McGovern's backers on their Citizens Panel think that the Senator's own timetable for ending the war is "im-

practical." Conservative Democrats will pose a crucial problem for George, says *Time*, because they tend to view his stand on the war and some domestic problems as "extreme." They make their sharpest break with the Senator on Vietnam, fearing a settlement that would amount to a defeat for the U.S., abandonment of the South Vietnamese or the sacrifice of American prisoners of war.

In the states: The Massachusetts Poll shows 55 percent of that state's residents are against McGovern's \$1,000-for-everybody plan and 55 percent are against the McGovern position that all U.S. troops should be withdrawn from Vietnam before the POW's are gotten back. The Iowa Poll shows a 60 percent approval rating for the way the President is doing his job; 30 disapprove and 10 have no opinion. Seventy-three percent are against busing to achieve racial balance; 12 for; and 15, no opinion.

Popular in Georgia

A Southern Opinion Poll taken in early June in DeKalb County, Georgia, shows 63.3 percent approve of the way the President has performed since taking office; 19.5 disapprove; and 17.1, undecided. An Atlanta, Ga. WRNG Radio poll in late June resulted in 62 percent of the 120 callers saying they favored the re-election of the President; 38 favored McGovern.

A New Bedford, Mass. *Standard Times* sampling of Democrats, Republicans and Independents shows the President being re-elected in a race with McGovern by 42-34 percent with 24 undecided. An overwhelming majority-73 percent-said "no" when asked if they would support Sen. Edward Kennedy for President if he were the Democrat nominee. Comments on EMK ranged from "we don't need a dynasty" to "Chappaquiddick turned me off."

Constituent polls by U.S. House members show the following: Rep. Ed Derwinski of Illinois: By 84-16 percent the President's China trip was worthwhile; 95 percent against busing; and 95 percent favor stiff mandatory sentences for persons convicted of using a firearm in committing a crime.

Rep. Chalmers Wylie of Ohio: By 90-10 percent against busing; 70-30 approve of the President's Vietnam policies.

Tennesseeans Like Viet Policy

Rep. Lamar Baker of Tennessee: By 86 percent for anti-busing Constitutional amendment; 10 against; 4 undecided. Sixty-two percent for stronger military even if it means more taxes; 25, no; 13 undecided. Eighty-one percent against any form of amnesty; 11 for; 8 undecided. Sixty-seven percent approve President Nixon's Vietnam policies; 19 no; 14 undecided.

Democrat Rep. O.C. Fisher of Texas: 71 percent favor

Dear Monday Reader:

To provide you with a better, more complete *First Monday* each month, the last *Monday* of each month is being eliminated. In its place, you will receive a special mailing of campaign literature.

The suspension of the last *Monday* of each month will give me more time to work on *First Monday*. As to whether or not we reinstate the last *Monday* of each month after the November election, this is something that will be decided at that time. In any event, you will be kept informed.

Sincerely,

John D. Lofton, Jr.
Editor
Monday, First Monday

President's handling of Vietnam war; 29 no. Eighty-nine percent against amnesty; 9 for; 2 undecided. Ninety-seven percent against busing; 3 for. Seventy-nine percent rate President's overall performance in office good to excellent; 51 percent favor his re-election compared to 6 percent who want McGovern to be President.

Most Popular with College Students

In the youth area: the Beggs-Copeland nationwide student survey shows the President the most-admired man alive today. Ralph Nader is second, McGovern third.

University of Colorado student body President Peter Solomon has defeated an effort to recall him. Solomon, a Marines Corps veteran, supports the re-election of the President "totally" and backed his decision to blockade North Vietnamese harbors "100 percent."

Woodbury College (Los Angeles) Jaycee poll of nearly 1,000 students shows the re-election of the President favored by 52 percent against McGovern with 27 percent. The remaining percentage was divided up among Humphrey, Wallace, Chisholm, Yorty and Archie Bunker.

In high school polls: 168 junior class students at George Washington High School in Charleston, W. Va., have voted to re-elect the President; 80 for McGovern, and 30 for Wallace. At Charles Boehm High School in Lower Wakefield Township in Bucks County, Pa., President Nixon has been re-elected over McGovern by a margin of 56-46 percent.

the SOVEREIGN STATE of AFFAIRS

Houston Home Post

THE ARROGANCE OF THINKING ABOUT POWER: McGOVERN BULLIES BUSINESS EVEN BEFORE HE IS NOMINEE

A letter signed by Sen. George McGovern to a top official of a major retail grocers organization is sending shivers down the spines of the American business community as they contemplate even the possibility of a McGovern Presidency.

On May 22 of this year, Frank Register, Executive Director of the National Association of Retail Grocers of the U.S., Inc., wrote McGovern:

"In yesterday's news telecasts, you were shown endorsing Cesar Chavez and the lettuce boycotts.

"I would suggest that you consider this position carefully from a number of standpoints. Under existing law, such boycotts are clearly illegal. Secondly, the pattern established in the grape boycotts was one of damage and destruction to innocent third parties—in this instance, retailers who have no way of knowing who is right in a labor dispute many miles away. Thirdly, such tactics, if successful, result in increased costs which mean increased prices, a subject which I know is of concern to you."

On June 1, McGovern replied:

"Thank you very much for your recent letter.

"You should know, Mr. Register, that I have competent legal advice and you need not worry about me on that score.

"Your reference to innocent third parties was intriguing to say the least. If you are suggesting that retail grocers are under any definition of the term 'innocent,' I would be surprised. It may interest you to know that I am fully aware of rate of return on your investment.

"You may be sure, Mr. Register, that when I am President suits will no longer be brought by stockmen, egg producers and others, but by the Attorney General of the United States."

The *Michigan Food News*, the official publication of the Michigan Food Dealers Assn., has editorially commented on the McGovern outburst: "Its shrill, declarative and challenging tone is beneath the dignity of a U.S. Senator. The accusation centered on monopolistic practices and the inference that pricing practices are out of line will certainly bring a sneer of laughter from any in the food industry who really know what is taking place." The paper said McGovern in answering the way he did "acted with little discretion" by "not seeking out the facts of the food industry."

NORTH VIETNAMESE PAPER PRAISES McGOVERN AS REPRESENTING CHANGE DEMANDED BY AMERICANS

In its first official comment on Sen. George McGovern's Democrat Presidential nomination, North Vietnam's Communist Party newspaper has "praised McGovern as representing the change demanded by the American people," according to N.Y. *Times* reporter Paul Delaney.

In its article titled "The American People Demand A Change," *Nhan Dan* stopped short of a formal endorsement of the Democrat nominee but did hail him as "one of the earliest and most persistent protestors of the war of aggression in Vietnam."

The article in the North Vietnamese paper declared that McGovern "advanced a more comprehensive stand regarding the Vietnam problem, and the Democratic party's electoral platform advocates immediate cessation of all United States bombing in Indochina without preconditions, total withdrawal of United States troops without preconditions, and immediate suspension of support for the Thieu regime without preconditions. These points set forth in the Democratic party platform are the American people's demands."

North Vietnamese Criticize President

The article, highly critical of President Nixon's foreign and domestic policies, was, according to the *Times*, also broadcast over the radio in North Vietnam to give it "added impetus."

In addition to the Democrat Presidential nominee the Democrat Vice Presidential nominee is also being quoted by Communist radio in Vietnam. A July 17 clandestine so-called Liberation Radio Broadcast in Vietnamese to South Vietnam noted Sen. Thomas Eagleton's July 16 condemnation of President Nixon's policies in Indochina. The broadcast quoted Eagleton as saying: "We do not want to see more men die in Indochina and more U.S. bombs fall on the countries of this area." It was also reported that Eagleton approves of McGovern's proposal to cut the U.S. defense budget and his efforts to solve "the urgent problems confronting Americans."

McGOVERN AND ALIENATION

"McGovern has got a great issue with alienation, but I wonder if he knows the cause. The people who are alienated are the ones who don't want pot, who don't want abortion, who don't want to pay one more cent in taxes."—*California pollster, Don Muchmore, quoted in Time magazine.*

POLITICAL POTPOURRI:

A disgruntled Democrat fat-cat flashing his full wallet to a friend in the Miami Beach Convention Hall after McGovern was nominated, was overheard to say: "And I got a feeling a lot of lettuce is going to be boycotting George before this whole thing is over."...*Washington Post* columnist Bill Gold says: "The word is that Mayor Daley will get his revenge by giving the Democrats an honest count in Cook County this time."...Because of his wild welfare program, a *Monday* reader suggests the Democrat nominee change his name to McGovern.

Remember Last Eleanor in White House

Monday reader Bill Zimmerman of Cherry Hill, N.J. suggests a bumper sticker: "Remember the last Eleanor in the White House—Vote NIXON!"

Labor Believes McGovern A Loser

While AFL-CIO President George Meany did not elaborate as to why his organization declined to back the Democrat Presidential nominee this year, AFL-CIO news reporter John Barry has given a hint. In a story on July 15 in the union's paper, Barry wrote: "To a great extent, McGovern himself has created many of the problems that now face him. The policies and programs that helped him win the nomination and gather to his side a coalition of youthful anti-war activists, intellectuals, blacks, Chicanos and women's rights advocates are not designed to appeal to the great mass of voters he will need at his side to win the election in November." In other words, McGovern is a loser.

Democrats Shun Ordinary Workingman

Clark MacGregor, campaign director of the Committee for the Re-Election of the President, says the action of the AFL-CIO "reflects and reinforces the decision of most workers in the rank and file of organized labor not to support the elitist minority which seized control of the Democrat Convention and nominated George McGovern as its candidate." The acceptance within the ranks of the new McGovern Elite of radical professors, student agitators, professional welfarists, extremists of virtually every sort—has made the ordinary working man feel unwelcome and unwanted, MacGregor declared.

In recommending Arnold Beichman's excellent book, "Nine Lies About America," we gave the wrong address for ordering the book. The correct address is: Library Press, 50 Liberty Avenue, Freeport, N.Y., 11520. The price of the book is \$7.95.

THE WASHINGTON POST Friday, July 7, 1972

Humphrey: The Unifier?

Democrats Seen Closing Ranks

THE NEW YORK TIMES, FRIDAY, JULY 7, 1972

Humphrey Resolved to Fight to Finish Despite Risks of Widening Party Rifts

It's all very clear: Humphrey was to have unified the closing ranks of Democrats despite the fact that in doing so he was risking widening the party rifts.

In his first time out on a national news show since accepting the number two spot with McGovern, Sen. Thomas Eagleton had to use a lot of fancy footwork to keep a little daylight between his position on the issues and those of his running mate. Did he favor giving everybody in the U.S. \$1,000 a year and raising the taxes of everybody earning more than \$12,000 a year as McG has advocated?, Eagleton was asked on "Face the Nation." "Well, that program is being reworked and redefined and reprocessed by Senator McGovern at this present time," Tom dodged, saying he was however "somewhat reluctant" to go along with the \$1,000-for-everybody scheme. Well, how about defense? Did he believe as McGovern that the defense budget should be cut \$30 billion? Eagleton ducked explaining that he had not taken the "long-range prospective three-year look" that McGovern has but he does feel defense could be cut "in the neighborhood of \$8-10 billion" in Fiscal '73. Eagleton has also gone out of the way to say that he does not agree with McGovern's controversial statement that he would "beg" to get American POW's back. The Missouri Democrat says he would like the word "implore" better.

McGovern in Fantasy World—POW Wife

POW wife Joy Jeffrey, whose pilot husband was shot down in December of 1965, tells the *National Observer*: "I think McGovern's living in a fantasy world if he thinks he can beg for their (the prisoners) release and get it. They've been begged for; they've been begged for by me. There were tears in my eyes in Paris, but we got no feeling from them at all. I think everybody wants out, including me, including the President. But I think he feels the same way I do—that if he leaves the prisoners of war behind, this situation could drag on indefinitely. I'd have no hope of ever seeing my husband again if we withdrew all our troops and left the prisoners behind in hopes of negotiating their release later."

MONDAY, JULY 24, 1972

Special Vacations Available For Convention Delegates

"Delegates attending the 1972 GOP Convention can combine business with fun by planning their trip through the Convention Host Committee," according to Committee Chairman, Paula F. Hawkins. The committee has arranged several package vacations combining air fare (round-trip) with any of several specially arranged GOP vacations—Pre- or Post-Convention Florida Tours—these include Disneyworld, NASA Space Center, Cypress Gardens and Busch Gardens, etc., a four-day cruise aboard the GOP Chartered S.S. Freeport, or any of a number of local tours.

"In many cases inclusion of any of the special vacations, with the discount air fare available through the program, costs only \$20 to \$50 more than the regular air fare alone would cost the delegates making their own arrangements," Mrs. Hawkins said.

The Convention Vacations include round-trip air fare from the home city, overnight accommodations during the tours (generally 3 to 7 nights); gratuities; land travel and admission to attractions.

For information and rates, contact Let's Go GOP Tours, P. O. Box 2948, Ocean View Branch, Miami Beach, Fla. 33140, or call (305) 861-3694.

She's come a long way, baby. The Army's 1962 "Miss Army Recruiter," Jane Fonda, recently was on Radio Hanoi urging American pilots not to carry out their missions and, according to the Reuters news service, doing "a little campaigning for Democratic Presidential candidate George McGovern." Speaking to U.S. servicemen stationed on aircraft carriers in the Gulf of Tonkin, with the 7th Fleet and in the Anglico Corps in the South of Vietnam, Jane urged them to "stop dropping these bombs on the people of Vietnam." Praising McGovern as "all that is good" to the people who want to end the war, Fonda said of North Vietnam: "Never in my life have I been in a country of people that are so loving, and so non-alienated." To use brother Peter's favorite expression: Wow, heavy.

SPEAKING:

Today—Vice President Agnew, GOP fund-raiser, Fairbanks, Alaska; Tues.—Counsellor Finch, Spanish-speaking appointees, Sonoma, Calif.; Labor Sec. Hodgson, Urban Tech. Conf., San Francisco; VP Agnew, GOP fund-raiser, Spokane, Wash., Communications chief Klein, Wash. Journalism Center, Wash., D.C.; Counsellor Rumsfeld, NYU Club, NYC; Wed.—Def. Sec. Laird, NW Mutual Life Insurance, Milwaukee; Asst. Atty. Gen. Ambrose, NY State Chiefs of Police, Niagara; Thurs.—Hodgson, Retail Clerks, Honolulu; VA Admin. Johnson, Kiwanis Club, Greenville, S.C.; U.S. Treas. Banuelos, American GI Forum, Wash., D.C.; Fri.—SBA Admin. Kleppe and Johnson, press conf., Wash., D.C.; Finch, Rep. Industry Workshop & Calif. Medical Assn., San Francisco; Friday, Aug. 4, RNC Co-Chairman Evans, W.Va. GOP Convention.

Monday. JULY 24, 1972

republican national committee

Senator Bob Dole—Chairman

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