

CLASSIFIED

File No. Dossier 56-1-2-USA

**B0628**

Volume 9 From - De 73-05-01 To - À 74-08-31



\*213811\*

56-1-2-USA  
Vol 9

SIFIÉ

**SEMI ACTIVE**



RGD ACCESSION NO 213811

**MKRD**

MINISTÈRE  
DES  
AFFAIRES EXTÉRIEURES

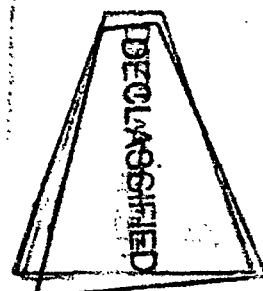
TITLE — TITRE:

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

**ACRI**

Retention period - Période de retention:

**ACRI**



ACCESS TO INFORMATION  
L'ACCÈS À L'INFORMATION  
EXAMINED BY / EXAMINÉ PAR  
DATE / DATE  
25/2/92

DEPARTMENT  
OF  
EXTERNAL AFFAIRS

1994

# CLOSED VOLUME VOLUME COMPLET



DATED FROM  
À COMPTER DU

73-05-01

TO  
JUSQU' AU

74-08-31

**AFFIX TO TOP OF FILE — À METTRE SUR LE DOSSIER**

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

**FOR SUBSEQUENT CORRESPONDENCE SEE — POUR CORRESPONDANCE ULTÉRIEURE VOIR**

FILE NO. — DOSSIER N°

56-1-2-USA

VOLUME

10

file diary circ chron

MEMORANDUM

APO

CONFIDENTIAL  
PERSONNEL INFORMATION

FAI

August 19, 1974

Memo of August 14, from GCU to APO

Information Officer - Los Angeles

56-1-2-USA	
h	—

We are in general agreement with the points raised in the memo under references. We understand that APDT will be responsible for the briefings mentioned in paragraph 2, and that GCU is arranging the appointments referred to in paragraphs 3 and 4.

GCU

APDT/Guay  
APRT/Kerr

2. FAI has set up a number of visits and briefings in this Bureau and outside the Department for Mr. Wayne for the pre-posting training period ending August 30. After that time it should be possible for GCU and APDT to arrange appointments along the lines suggested in paragraphs 2, 3 and 4 of the memo under references. (A change in this schedule may be necessary, if, as we now understand, a consular course is given on August 26 & 27. FAI would then like to have at least one day during the week of September 3 to complete Mr. Wayne's training in PAP.)

3. We agree that it is highly desirable for Mr. Wayne to familiarize himself with our information program at the Embassy in Washington and the Consulate General in New York. Consequently, he will be spending the week of September 16 between those two posts en route to Los Angeles. Should it not be possible to complete Mr. Wayne's training in Ottawa by September 13, we would have to delay his trip to Washington and New York for several days. We would then ask you to consider postponing his arrival time in Los Angeles.

4. We also agree with GCU that the designation "Public Affairs Officer" is more appropriate than "Information Officer", and we think this title should be used for similar positions throughout the foreign service. We understand, however, that APO is still considering implementing this change. We also understand that there is a problem in translating the term "public affairs", into French. Until such time as APO can make a final decision on this matter, Mr. Wayne's designation will continue to be "Information Officer". We would, however, be grateful for a positive response in the near future.

ORIGINAL SIGNED  
A. E. ROGER

Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO  
À

APO

FROM  
De

GWU

REFERENCE  
Référence

SUBJECT  
Sujet

Information Officer -- Los Angeles

SECURITY  
Sécurité

CONFIDENTIAL  
PERSONNEL INFO

DATE

August 14, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

FAI ✓

Following on the confirmation of Harvey Mayne for the Los Angeles information position, we were able to bring Mr. Mayne and the Consul General-designate together, and the three of us had a useful meeting. We see from the Personnel Administrative Notices that Mr. Mayne has now moved to FAI to begin training and I thought you might find it helpful to have some thoughts from this division on his preposting activity.

2. Clearly, our experience has shown a need for all External Officers at USA posts, regardless of their assigned duties, to have an adequate training and familiarity with consular and administrative/management matters. Mr. Mayne's assignment to Los Angeles is no exception, and as an information officer, it is perhaps even more useful for him to be well briefed in these affairs; consular in order to explain publicly what are our policies, as well as share in the post responsibilities; administrative so that he is able to manage the information program that will grow with his presence in the post. We hope that Mr. Mayne can be given more than a token briefing in these areas.

3. We are delighted that you have been able to place Mr. Mayne in the public affairs bureau prior to his posting and know that they will organize a comprehensive round of appointments for him with the information community in Ottawa. In addition to those, we think it would be useful for him to be briefed by the respective area desks at IT&C, CGOT, National Revenue, and Immigration, which are, as you know, the major foreign service departments in the United States and all of which are represented in Los Angeles. We would be happy to make these appointments if that is helpful.

4. Mr. Mayne has probably had departmental briefings during his orientation year, but it would probably be worthwhile to ensure he is more substantively briefed by the divisions on major questions affecting Canada-USA relations, not least of which are those in the field of economic and trade policy. You may recall that we

- 2 -

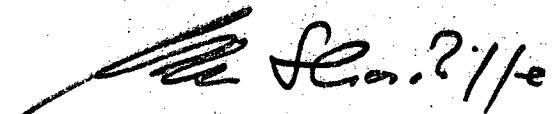
CONFIDENTIAL  
PERSONNEL INFO

arranged such briefings for André Massé (CNGNY) last fall and he found them extremely helpful. Defense relations, legal issues, federal-provincial, francophone and commonwealth affairs, international affairs as covered by the United Nations, and by the geographic bureaux, are all matters in which the officer could well afford to be briefed.

5. We expect that FAI will wish to send Mr. Mayne to Washington to see the operation there; we would recommend that he also visit New York, after Washington, in order to get a better feel for a consular, as opposed to the diplomatic operation, and to assess the consular-embassy-headquarters relationship, which would be pertinent to his own experience.

6. There was a suggestion in our meeting with the Consul General that it would be useful for Mr. Mayne to visit some provincial capitals on his way to his post; we think this question could best be answered by FCO, but our own view at this time is that it would not be essential for him to do so.

7. One other point, not quite relevant to this particular memorandum and really for FAI to judge, but we wonder if it might not be more appropriate to refer to this position as a "Public Affairs Officer" rather than simply "Information Officer". The former encompasses a wider territory but includes information dissemination as one of its major parts. FAI might consider that such a title may better describe the intent of the "new look" programme and certainly we would support such usage.



G. S. Shortliffe,  
Director,  
U.S.A. Division.

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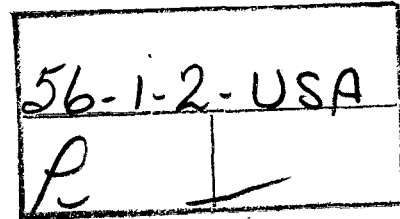
Miss Kelly

UNCLASSIFIED

A. B. Roger

August 16, 1974.

WEST COAST HEADS OF POST MEETING



Mr. Tardif

GWU  
FAP  
FAC

Mr. Anderson reported by telephone today that the heads of post on the West Coast (Los Angeles, San Francisco and Seattle) have agreed to meet in Seattle, September 30 - October 1. It is their intention to review work in the public affairs field. It is expected that an officer of the Embassy, Office of Public Affairs, in Washington will participate. Mr. Anderson expressed the hope that someone from Information Division might attend. He is writing to confirm this invitation.

2. If it is agreeable to Mr. Tardif, I think you should plan to attend the meeting.

ORIGINAL SIGNED  
A. B. ROGER

Information Division.

MEMORANDUM

FAI (through GWU)

UNCLASSIFIED

GWP

August 14, 1974

Your memorandum of July 19

Publication of Mr. Cadieux's Speeches

32-1-2-4574	
G	—

It seems to me that the main question is: Does the Department wish to have the Ambassador's speeches published as part of our "New Look" Information Program in the United States. GWU has indicated there would be benefits. It would be necessary to assess whether these benefits are worth an outlay of \$3,200. I can imagine that we could use quite a large number of the resulting books in our high-school book program - supplementing gifts already made and to be made in the next couple of years.

2. Under such a scheme, it would presumably be a matter for the Ambassador's own discretion how many copies he purchased.

3. Another possibility would be for McClelland and Stewart to publish on their own initiative. In that event, again it would be a question for the Ambassador's discretion whether he wished to guarantee purchase of a minimum number of books, but there would also be a question of the Department's granting permission to McClelland and Stewart to publish public documents for private gain. What is the practice on this?

4. A third possibility would be for the Department to join the CIHA in sponsoring publication, with the Department undertaking to purchase a specified number. I am not certain what the implications of the Department joining the CIHA in such a venture are, but perhaps there are precedents. In this event, the purchase of books by the Ambassador would be at his own discretion. But I would not see him, in any event, being asked to contribute to the purchase of the minimum number of books required to ensure that publication took place.

5. As to the question of the precedent which would be created by publishing Mr. Cadieux's speeches, I think that, insofar as the U.S. is concerned, it creates no problem since in future, if we considered the Information Program and the general state of Canada-U.S. relations warranted it, we could reproduce speeches of future Ambassadors. As to whether we would be creating a precedent in respect of other places (e.g. Britain), the publication or non-publication of the High Commissioner's speeches should depend upon Canadian interests to be served by so doing.

J.S. Nutt,  
Director General,  
Bureau of Western Hemisphere Affairs.

File Diary Circ Chron

FAP, GWP

CONFIDENTIAL

August 13, 1974.

FAI

My memo of July 19, GWU memo of August 7/74

PUBLICATION OF MR. CADIEUX'S SPEECHES

56-1-2-45A	
C	—

Further to our brief conversation yesterday I would confirm that an opportunity arose before he went on leave to discuss with PDM, the request from Washington (O'Hagan) that we support publication of Mr. Cadieux's speeches, through guaranteeing purchase of 1000 copies for information purposes. As reported, Mr. Ritchie thought we ought not to support this project for three reasons:

- (a) Speeches are given in particular places and circumstances giving them life and meaning which seldom lasts; hence they quickly become dated and lifeless
- (b) Quite a number of senior Departmental officers are writing privately or may wish to do (CSA Ritchie, Bill Crean) and might expect support for their publishing ventures, if a precedent is set with Mr. Cadieux's book
- (c) Questions might arise that concern the use of public funds in support of a public servant's essentially private publication venture.

The Under-Secretary made it clear that these were preliminary views as he has not seen the manuscript and also that he would find it awkward to take a decision on this proposal himself. He suggested that FAP and GWP review the question and that an informal indication of Departmental thinking be conveyed by me to Mr. O'Hagan. Lastly, he saw no objection to the

. . . 2

- 2 -

Embassy's printing a particularly topical speech in pamphlet form for immediate distribution, nor to the Embassy's purchase (from local budget) of a few copies of Mr. Cadieux's book of speeches (if it is published privately) for Mr. Cadieux to use as a personal presentation.

2. May I have your views in due course.

A. B. ROGER

A. B. Roger,  
Director,  
Information Division.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

File

MEMORANDUM

TO  
À FAI

SECURITY  
Sécurité UNCLASSIFIED

FROM  
De GWU

DATE August 7, 1974

REFERENCE  
Référence FAI Memorandum of July 19, 1974

NUMBER  
Numéro

SUBJECT  
Sujet Possible Purchase by the Department of Published  
Selection of Mr. Cadieux's Speeches on Canada-USA  
Relations

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 6	

ENCLOSURES  
Annexes

DISTRIBUTION

GWU?

(We are attaching a copy of this memo to the original memo and selection of speeches and have passed it to GWP for onward transmission.)

Having skimmed through the collection of speeches -- one of which I have personally heard delivered and others which I have read earlier -- I find the idea of publishing them very attractive. There is a considerable amount of information contained in them that merits both this broader distribution and the distinction of being retained for history, rather than once having been spoken, forgotten. The speeches project basic Canadian information and attitudes, describe the formulation of policy towards the United States, give an indication of its implementation, and set forth a fairly lucid description of the Canada-USA relationship that is sympathetic to both countries.

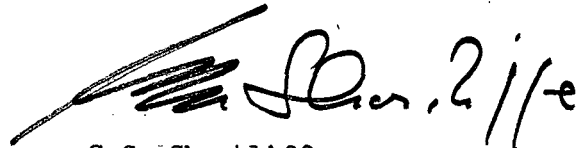
2. It is not difficult to see their value as teaching tools: certainly, it would be worth including this kind of text in the high school book presentation for two or three years (and sending copies to previous recipients); ACSUS would provide a marketplace for these commentaries; and one could reasonably think that elements of both the public and private sectors with active interests in Canada would find the book both instructive and interesting. Additional sales could be made in Canada, through the CIIA, academically and over the counter. In short, we would think that the minimum print run of 1,000 could be moved fairly easily.

3. We do agree with your observation in Paragraph 2 that "the repeated exposition makes for a sameness" but feel that this collection does not represent any considered assessment of what should ultimately be printed. Reducing the number of speeches and even selected editing of texts would certainly be in order to make the book saleable. Also, it is our understanding that the text of the address to the Heads of Post Meeting was "restricted" in presentation, and this may also have been the case for the Montebello Conference on Canadian Information. Casual observation leads us to believe these could easily be declassified. The actual texts could be examined more closely if agreement is reached that permission is granted to publish.

- 2 -

UNCLASSIFIED

4. In principle, GWU would support the publication of a selection of speeches by our Ambassador to the United States; further, we would support the use of these speeches in the information programs in the United States, by purchasing copies to include in the school book distribution program and in other activities. Indeed, we would not be adverse to recommending that the Department be the publisher of this collection, providing whatever financial backing that may be required; perhaps it could be a joint venture of External Affairs and McClelland and Stewart?

A handwritten signature in dark ink, appearing to read "G.S. Shortliffe", with a date "2/1/e" written to the right of the signature.

G.S. Shortliffe,  
Director,  
U.S.A. Division.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO FAI  
A

FROM De GWU

REFERENCE FAI Memorandum of July 19, 1974

SUBJECT  
Sujet Possible Purchase by the Department of Published  
Selection of Mr. Cadieux's Speeches on Canada-USA  
Relations

SECURITY  
Sécurité

UNCLASSIFIED

DATE August 7, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

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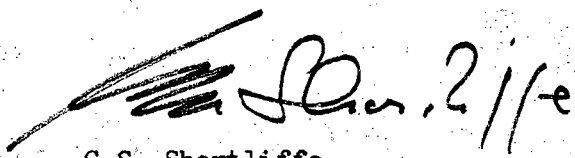
*and sending to schools which have already received*

*Wd not that have to be guaranteed - sales to Univ. CIIA & over com for wld be in add. fin?*

- 2 -

UNCLASSIFIED

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G.S. Shortliffe,  
Director,  
U.S.A. Division.

file diary circ

GWU/M. Raletich/6-4274/ak

FAP

CONFIDENTIAL

GWP

July 30, 1974

Washington letter 1003 of July 9, 1974

Meeting on Information Activities in the  
United States

56-12-USA	
10	—

We believe Mr. Cadieux's observations and recommendations are worthy of serious consideration by all divisions engaged in dissemination of information abroad. Clearly the letter requires careful study, inter-divisional discussion and a comprehensive reply. However, our resources in the Bureau do not permit us, for the moment, to devote to the letter and its recommendations the attention they deserve. We would hope to be in a position to have done our "homework" on this letter later in August. Thus, if agreeable to you, I suggest that a meeting be held in our Conference Room (Tower A, 6th Floor) on Wednesday, August 28, at 10:00 a.m. to review the letter and the followup action to be taken.

FDQ  
SAM  
GWU  
FAI  
FAC

J. S. NUTT

J.S. Nutt,  
Director-General,  
Bureau of Western Hemisphere Affairs.

file  
56-1-2-USA  
mk.

① FAP - to see and block off  
date Oct 9-11 on calendar.

② Miss Kelly - to review correspondence on proposed talks and gather appropriate material for brief. Also to block off dates on your calendar.

③ Miss Shepard - may I have a copy for my working file on US/Canada Liaison.

UNCLASSIFIED  
*Washington*  
FM WSHDC 2246 JUL24/74

TO EXTOTT *FAP*

REF FAP TEL 58 JUL22

*FAI*  
① 56-1-2-USA

**ACTION COPY**

<i>C</i>	<i>20</i>
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---POSSIBLE CDA/USA INFO/CULTURAL TALKS

FROM OUR OWN POINT OF VIEW, GIVEN OTHER COMMITMENTS ETC, AND AFTER DISCUSSION WITH STATE DEPT, OCT9 10 AND 11 MOST CONVENIENT FOR ALL CONCERNED. STATE DEPT HAS INDICATED THAT OF THAT PERIOD, OCT10 AND 11 SUIT THEM BEST.

2. STATE DEPT RAISED QUESTION OF SITE OF DISCUSSIONS ON WHICH WE WILL COMMENT LATER.

242104Z 120

RECORD OF MEETING OF SEPTEMBER 10 TO DISCUSS LETTER NO. 1003 OF JULY 9, 1974 *MLR*  
FROM WASHINGTON--U.S. ATTITUDES TOWARD CANADA

56-1-2-USA	
6	

Attended by: SAM  
FAP  
GWU  
FAI

Comment on ten recommendations put forward by the Embassy:

- (1) Poll of U.S. Attitudes - FAI had agreed to sponsor an "elite" poll (the Gallup poll done a couple of years ago was of the general public although it was broken down to show to a certain extent from what sectors of the public the responses came and Mr. Denis Goresky later did an analysis of the findings which identified the respondents more closely). However, the Embassy decided it would be better to postpone entering into a contract for a new poll for the time being. The meeting was inclined to question the need for a poll, and it was decided that the question should be discussed more fully when GWU and FAI visited Washington.
- (2) News Service to Major Broadcasting Networks - the meeting decided that more information was needed and that consideration of this proposal should be deferred until the SAM study was completed. The attitude of the CBC to any proposal by the Department for a substantial program of broadcasting abroad would have to be taken into account in our consideration.
- (3) Canada Report - the meeting fully agreed with FAI's willingness (of which the Embassy has been informed) to provide funds for the issuance of Canada Report as often as one is desirable.
- (4) Publication of Opinion And/Or High-gloss Photo-journalism Magazine - for cost reasons, this proposal was not thought practicable now. In the meantime, wider U.S. distribution of International Perspectives and a continuing increase in the circulation of Canada Today would represent our efforts in this field.
- (5) Organization of a Network of Clubs or Councils - there were some doubts of acceptance by the Canadian government and public of the principle of government participation in councils of the sort described. However, the meeting thought a study of the possibilities, particularly of the means of encouraging serious Canadian clubs which could provide a platform for Canadian speakers, would be worth doing. Whether the study should be done by an outside expert or by our own posts was not decided.
- (6) Education - the cost of implementing the proposals by the Embassy in its Letter No. 796 of May 28, 1974 was considered prohibitive. It was believed that government funding of Canadian studies in the U.S. on any wide scale would have to be modelled on the recent decision to contribute to the Chair of Canadian Studies at Edinburgh; i.e., the government contribution based on the success of a campaign for contributions from the Canadian and American private sectors.

The value of the high school book program is to be assessed by an American educator in the near future.

- (7) Secure Communications Link - the meeting regarded this as a necessity and one which should be the subject of urgent negotiation between GWU and ACT.

..... 2

- 2 -

- (8) Visits Program - the meeting agreed that the visits program should be broadened as much as possible but manpower limitations in Ottawa must be recognized.
- (9) Opportunities for Increasing Awareness of Canada among Members of International Trade Unions - the meeting agreed it would be worth exploring these possibilities (presumably they were noted at the suggestion of the Embassy's Labour Counsellor who would be prepared to elaborate) but thought the concentration would have to be on providing information to be conveyed in the course of regular union exchanges
- (10) Military Liaison and Visits Programs - the meeting agreed that this would be desirable and should be brought to the attention of DND, probably through the Embassy's Canadian Forces Attachés in the first instance at least.

COPY OF LETTER NO. 433 of SEPTEMBER 23 FROM NEW YORK AND OF NOTES PREPARED BY MR. MAC FARLANE BASED ON HIS EXPERIENCE IN SAN FRANCISCO AND ATLANTA ARE ATTACHED.

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●: Embassy Letter No. 1003 July 3

Subject: Comments on info program

file	
56-1-2-USA	
G	hmk.

We appreciate receiving your views on U.S. attitudes toward Canada, ~~and~~ your summary of present information programs in the U.S. and your recommendations for ~~a~~ a future information service. We note, also, that you would like to receive our comments.

It appears, from your letter, that the welcome increase in news coverage of things Canadian in U.S. newspapers and magazines ~~x~~ is attributed mainly to economic reasons. It would seem to indicate, from estimates of future shortages in essential minerals, water and energy, that if future coverage follows the same trend, news coverage of Canada will <sup>not only</sup> steadily increase but will be of considerably more depth. While the news services will supply the demand for current news, it would appear that our job will be to provide background information, the reasons prompting our policy decisions, and a closer look at ~~Canadian resources~~ ~~the~~ Canadian people, our social ~~xx~~ and political systems, our philosophy and problems, our resources and our ambitions.

*I would present  
Add as many  
a pointer of  
raw materials*

As the recent ~~xxx~~ <sup>energy</sup> crisis revealed, <sup>arouses</sup> nothing ~~arouses~~ a people as much as the possible shortage of materials that might affect their livelihood, their comfort and pleasure, particularly when they believe that other countries may be holding back the materials they need. If the belief should become widespread that Canada is one of those countries then we may expect to be called more stinging names than "blue-eyed Arabs". It follows, too, that Canada would receive more coverage in the electronic media.

?

The New Look <sup>information</sup> program, by making Canada better known abroad, is designed mainly to ~~xxxx~~ ensure that the Canadian image ~~x~~ is presented as accurately as we can make it. As you pointed out, an informed neighbour is infinitely to be preferred, especially one, we might add, with a high level of intelligence ~~as well~~ ~~xxxx~~ and a sympathetic understanding.

We understand and agree with your concern that more U.S. universities 002197

do not have a course in Canadian studies, or at least include ~~courses~~ more about Canada in their studies. However, progress in the past few years has been impressive when compared with progress in the past, and it would seem that present ~~conditions~~ and future conditions will accelerate ~~accelerating~~ studies of Canada perhaps even faster than we are prepared to cope with.

We note your concern ~~that~~ <sup>that</sup> of the restrictions ~~budgets~~ place on your recommendations for improving your information program. It is doubtful that budgets will ever permit the type of ~~program~~ <sup>or we, would like.</sup> effective program that you, ~~exchange~~ <sup>exchange</sup> Accordingly, as you point out, we must learn to make the most of what is available. Our New Look program, with its additional funds and staff, offers a good start. In addition, as shortages increase, there is a good possibility that funds might be available from abroad.

We have studied ~~your recommendations~~ the supporting statements for your recommendations which helps considerably in ~~forming~~ <sup>forming</sup> our comments. We will comment on your recommendations in the order listed in your letter and hope they will be of some assistance.

- (1) Sponsoring a poll to identify and assess the attitudes of the American public to Canada: We think we have capable officers at posts in the U.S., with assistance from the Embassy, to take a satisfactory poll. We suggest this partly because of budgetary reasons.
- (2) A news service to the major broadcasting networks looks like a non-starter. As you point out, all major U.S. networks have a tie-in with the Canadian Press, and, if they believe there is a sufficient interest in a subject, will assign a reporter to do ~~the job~~ <sup>a story, or report,</sup> in Canada. Besides, as you are aware, major networks receive much more news than they can possibly use, an additional news service would ~~make~~ make their selection more difficult, and might even be counter productive. Distribution of <sup>press releases, and perhaps,</sup> selected news items might ~~be~~ achieve better results. Cultivation of the press might also improve coverage.

*matters dealt with?*

- 3) We agree that you should budget adequate funds to publish Canada Report as the occasion warrants. This is a very useful publication, the kind that would be appreciated.
- (4) We think it might be more realistic to expand distribution of your Canada Today than to consider the possibility of a journal of opinion or a high gloss photo-journalism magazine. Canada Today has already proved itself.
- (5) We support the idea of ~~xxx~~ organizing a network of Clubs which would promote awareness of Canada. However, a good starting place might be through Canadian clubs already established. You would probably find that a good many influential Canadians abroad are just champing at the bit to assist.
- (6) We support the suggestion of expanding courses of study on Canada in U.S. universities. However, we suggest that some serious consideration might be given to replacing the high school book presentation program with films - perhaps for a trial period of one or two years - or alternate with book presentations. A package of six to ten good films on Canada to 200 high schools should cost no more than the book presentation program ~~and~~ might attract more attention and produce better results.
- (7) Perhaps you might indicate the weaknesses of the present communications link between Ottawa, the Embassy and the consulates ~~and~~ provide suggestions for improvement.
- (8) We ~~believe~~ think an evaluation of the visits program should be made before consideration is given to broadening the program. This is an important part of our information program but has budgetary limits.
- (9) This appears to be a little out of our field. Perhaps a better approach might be made through members of Canadian unions.
- (10) Here again it would seem as if the Canadian military might field the best team for Canada. Perhaps the best approach ~~would be~~ ~~would be~~ ~~would be~~ should be through ~~Ottawa~~ DNF, Ottawa.

4/

Now we would appreciate receiving your comments on the following suggestions, which ~~might~~ <sup>might help,</sup> we think, to ~~help~~ <sup>fill</sup> the gaps in ~~the~~ <sup>a</sup> widespread contact with opinion makers, <sup>that</sup> we would like to see established in the U.S. First, a short newsletter issued by posts, and, an increase in speaking engagements by post officers.

The newsletter, monthly or bi-monthly, would be issued by each post on its own letterhead to appropriate newspapers and radio stations in the ~~area~~ consular area of the post. The newsletter would consist of a number of short timeless items on Canada which could be used as fillers, and a number of slightly longer ones that could be used in their entirety and might help stimulate interest in longer articles on Canada. Radio, as you are aware, is the one news media that is still hungry for interesting news items to fill gaps in their programs. Car radios give them a wide reception area.

The newsletter could be prepared in Ottawa and reproduced at posts either by office Zerox or ~~other~~ other reproductive machine. Total cost should not be excessive.

*Check new  
state of play ?*

With additional information personnel, posts should be able to expand their speaking programs <sup>preferably by Canadian personnel,</sup> to service clubs, schools and other organizations, ~~preferably by Canadian personnel~~

Service clubs offer numerous advantages. They are usually willing to merge with other clubs for the occasion and provide a sizeable audience. They undertake all the publicity and their membership usually includes people from business, education, law enforcement groups, and the news media. ~~And~~ <sup>And</sup> such speaking engagements often have snowballing effects.

EXTERNAL AFFAIRS



AFFAIRES ÉTRANGÈRES 1974

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

FROM  
De The Canadian Consulate, DETROIT, Michigan, U.S.A.

REFERENCE  
Référence Circ. Doc. Admin. No. 33/74 (AFP) of May 29, 1974

SUBJECT  
Sujet POSTS BUDGETS-REPORTING OBJECT RO-611 LOCAL  
INFORMATION CHARGES

file  
mk  
SECURITY  
Sécurité UNCLASSIFIED

DATE July 23, 1974

NUMBER  
Numéro 190

FILE	DOSSIER
OTTAWA	56-12-15A
MISSION	51 JB

ENCLOSURES  
Annexes

DISTRIBUTION

In response to the Circular Document under reference,  
we would like to submit a request for an amount of \$1,000  
which would permit us to prepare a new school film catalogue.

2. Your favourable consideration would be appreciated.

*J O Adam*  
CONSULATE.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*File*  
*Mr. Lyster*  
*to see*

MEMORANDUM

TO  
A Mr. G.S. Shortliffe (through Mr. Robertson)

FROM  
De E.R. Johnston

REFERENCE  
Référence

SUBJECT  
Sujet Los Angeles Head of Post

SECURITY  
Sécurité

UNCLASSIFIED

DATE

July 22, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA 58-1-2-45A	
MISSION 6	

ENCLOSURES  
Annexes

3

DISTRIBUTION

(without attach)

APP  
APO  
FAI ✓  
AFB  
GWP

Mr. Gilchrist will come in Wednesday at 2:00 p.m. to meet you and to discuss immediate future activity at the post in Los Angeles. I have arranged for Mr. Gilchrist also to meet Harvey Mayne, the "New Look" Canada-based information officer being assigned to that post. He will join you at approximately 2:45.

2. At 3:00 p.m. I plan to take Mr. Gilchrist to the Property Management Division where we will have a run through of the office plans and will discuss the extent and timing of renovations. At this point, it would appear this work would not begin until later in the year or early in the new year, so it will give him a chance to see for himself and to be able to think through any reorganization that may be complemented by the renovation.

... 3. Attached is Mr. Gilchrist's biography, the Statement of Objectives for the Post and the 1979 Country Programme.

4. These are Mr. Gilchrist's final appointments in the Department before leaving for Los Angeles. He is to fly on July 29, 1974, and is expected to take up his duties formally and officially within one week of arriving at the post.

*E.R.J.*  
E.R.J.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO : (1) GWU (through FAP) (2) GWP (3) ACO (4) PDQ (5) PDM

SECURITY UNCLASSIFIED  
Sécurité

DATE July 19, 1974

NUMBER  
Numéro

FROM De FAI

REFERENCE  
Référence

*Note: Embassy (O'Hagan) advised by letter that Dept would not participate in Mr. project 52-1-2-45A*

SUBJECT  
Sujet Possible Purchase by the Department of Published Selection of Mr. Cadieux's Speeches on Canada-United States Relations

FILE	DOSSIER
OTTAWA	
MISSION	6

ENCLOSURES  
Annexes

DISTRIBUTION

RECU - RECEIVED

AFFAIRES EXTÉRIEURES  
EXTERNAL AFFAIRS

1234  
AUG 20 1974

Coordination fédérale-provinciale  
Federal-Provincial Coordination  
FCO

JUL 23 1974

U.S.A. DIV.

1	PC
2	
3	
4	4
5	5

Mr. O'Hagan of the Embassy in Washington has raised with me informally the possibility of the Department's purchasing for use in our information programme copies of a book of Mr. Cadieux's speeches on Canada-United States relations which McClelland and Stewart has expressed interest in publishing. This initial approach was subsequently confirmed in Mr. Hage's letter of June 11, a copy attached. Also attached is a copy of Mr. Jack McClelland's letter of May 28 to Mr. O'Hagan in which Mr. McClelland sets out the terms on which he would be prepared to undertake publication; i.e., a guaranteed purchase of 1,000 copies at \$3.20 a copy (Mr. O'Hagan has assured me that there would be no question of Mr. Cadieux's accepting royalties). Mr. Cadieux is willing to purchase \$1,000. worth of the books for his own purposes and there is a possibility that the Canadian Institute of International Affairs might be able to obtain funds from either the Ford or Donner Foundations to assist in the publication of the book. Mr. O'Hagan has suggested, as noted in Mr. Hage's letter, that "the ideal situation would appear to be publishing the book with McClelland and Stewart with the backing of the CIIA and the Department", but wishes to know whether the Department would be prepared to pay (a) the difference of \$2200. between the total cost and Mr. Cadieux's \$1,000. purchase if the CIIA cannot assist or (b) the full \$3200. necessary to stimulate publication, regarding the book as a particularly useful information tool for use in support of politically and academically oriented programmes in the United States.

2. Since the speeches set out very well for an American audience the nature of Canadian society; the foreign policy objectives of the Canadian Government and the rationale behind Canadian policies towards the United States--in fact, so well that repeated exposition makes for a sameness which might be considered a flaw in book form--a collection of them could be used with effect in the United States and, to a lesser extent, in other countries and perhaps in Canada. McClelland and Stewart, we would assume, would not be agreeable to our making any very wide distribution within Canada immediately upon publication in view of their plans to retail the book at \$7.95. Mr. O'Hagan has indicated the Ambassador's complete willingness to make either additions to or deletions from the collection as attached, and you no doubt will wish to review the speeches chosen with this in mind. In this regard I would think that the texts of talks to

.../2

Ext. 407A/B

7530-21-029-5531

002203

12.9.24/55

- 2 -

the Heads of Post Conference and to the Foreign Service Institute should be read with particular care. The latter is perhaps the best speech in the collection, but the section on the problem of national unity reads as a more thoughtful and more personal version of an article on bilingualism which aroused some controversy in Canada when it appeared in the Embassy's publication "Canada Today/d'Aujourd'hui".

3. I should be grateful for your advice on what reply might be made to this proposal. It is not certain from Mr. Hage's letter whether the reference to "publishing with the backing of the CIIA and the Department" means that sponsorship by us and the CIIA would be indicated on the published book. Would you consider that desirable if we agree to offer the financial assistance represented by a bulk purchase of the book?

*A.B. Roger*  
A.B. Roger,  
Director,  
Information Division

file diary circ chron

MEMORANDUM

APDC (Attn: Mr. Durant)

CONFIDENTIAL  
PERSONNEL INFORMATION

July 18, 1974

PAI

Washington Embassy - National Information Officer  
Position

52-1-2-USA	
6	

... Attached is a revised draft job description for the National Information Officer Position (No. EXT 7172) at our Embassy in Washington. This position is currently classified FS 2 and is occupied by Mr. K de B Percy a non-FS officer on S&P appointment. Consideration is being given to its possible reclassification in the IS category.

APO

Miss Kelly

2. I should be grateful if you could give me an informal reading as to the IS level Treasury Board might approve for this position should we seek its reclassification. This information is needed by July 29 at the latest.

ORIGINAL SIGNED  
A. B. ROGER

A.B. Roger,  
Director,  
Information Division

Canadian Embassy



Ambassade du Canada

COORDINATOR

(INFORMATION AND OPERATIONS)

Canadian Embassy, Washington D.C.

Under the authority of the Ambassador and the direction of the Minister-Counsellor (Information), is Coordinator (Information and Operations) of the Office of Information. In this capacity he is responsible generally for Canadian information initiatives throughout the United States (i.e. all national information programs).

Coordinates and/or monitors Canadian official and private activities in 1975/76 which will be calculated to help the United States celebrate its bicentennial.

In addition, he oversees administratively a staff whose projected complement will be 27 employees in 1974/75.

1. Information

Through the Minister-Counsellor (Information) serves as advisor to the Ambassador on selected aspects of public affairs; counsels and collaborates with the head of Chancery and other senior officers of the Embassy and with other colleagues on public affairs/public relations actions.

Plans, manages, directs and provides policy recommendations for all programs carried out by the Office of Information except cultural affairs and academic relations. Given the close inter-relationships, however, of cultural, academic and information programs, and given his national responsibilities, he is expected to provide considerable input into discussion and planning in these two areas.

He is responsible for all Canadian (government) information programs operating nationally within the U.S., and monitors any others (provincial or private) where Canadian national interests are involved; coordinates/monitors all Canadian official and private activities in 1975/76 whose objective will be the celebration with the United States of its bicentennial. (No single function is planned by the U.S. government for this event; rather the plan is to encourage a wide-

spread, individual celebration at the regional/state/municipal and local levels; for this reason, and to the extent that the 15 Canadian posts in the U.S. may/will be heavily involved with Canadian provinces, and towns and other private interests, a crucial need will present itself to monitor all Canadian activities to ensure among other things, an even distribution of the Canadian presence throughout the U.S. (and thus avoid the development of ill-will through our absence) as well as consistency in the Canadian message.)

Works with the Minister-Counsellor (Information), Heads of Posts and the Embassy officer responsible for the Washington press corps, to improve and expand contacts between Canadian (news) sources and the appropriate U.S. news carriers.

Supervises all local information initiatives - other than press/media relations with the Washington press corps - in Virginia, West Virginia, Maryland, and Washington D.C. .

In all areas, is concerned with the development of audio-visual programs such as Canadian exposure on radio and television, the better use of Canadian films in the U.S., radio programing (via short wave or recorded transcription from Radio Canada International, or Embassy produced) and improved exposure of Canadian commercially produced films and television films where an improved knowledge of Canada and the Canadian character is feasible as an outcome.

Oversees the planning, selection, production and promotion of all Embassy publications.

Provides editorial and policy guidance for major Embassy publications such as Canada Today/d'aujourd'hui, Canada Report, Canadian Press Comment and Canada in the U.S. Press. Maintains a close, consultative relationship with the FSO, LEIO and staff who produce the Embassy publication Canada Today/d'aujourd'hui. This publication which has been the recipient of major professional awards, has a circulation of 35,000 to a carefully selected 'elite' readership of Congressmen, Administration, media and businessmen. It is the largest single ongoing information program of the Canadian Embassy and is

perhaps the most successful information (print) program of the Department of External Affairs.

*Consul*

Provides policy and program guidance to Heads of Posts for new and ongoing public affairs initiatives. From time to time assists Heads of Posts by special visits called for by urgent and important problems affecting Canada's image, e.g. visits in fall of 1973 alone and in the company of the Ambassador to Buffalo, New York and Detroit, Michigan proved useful in broadening the perspective of certain news editors towards the issue of reduced oil imports from Canada. Such issues are usually tinged with emotion and imbalanced coverage can easily prove harmful to Canadian national interests.

*Consul*

Works with the Heads of Posts and Minister-Counsellor (Information) in developing media contacts of potential value to posts and the Embassy in regional media centres where posts are located and especially where they are not, e.g. Portland, Denver, Phoenix, Houston, Milwaukee, Saint Louis, Louisville, Cincinnati, Pittsburgh, Miami. This is a part of the national program to sensitize influential media representatives to Canadian concerns and subjects of interest to, or of importance to Canada in a bilateral context.

For national information programs, coordinates the work of individual posts' efforts as required, by letter, phone, telegram; generally and occasionally assist on specific post programs.

Establishes liaison with syndicated columnists, commentators, news and foreign affairs editors, television producers and executives of news organizations including wire services to ensure that their Canadian consciousness is periodically refreshed and to influence their interpretation and coverage of Canadian affairs. To the extent that the headquarters of some of these organizations are in New York City, he supplements the efforts and initiatives of the Consul General and his staff in New York. Some of this

.../4

- 4 -

officer's working contacts in this area include:-

- Director of Public Information for National Public Radio
- Executive Director of the American Press Institute
- Executives of the Associated Press
- Executives of Time Life (New York)
- Executive Secretary of the American Society of Newspaper Editors
- Director of Field Advertising for Paramount Pictures (New York).

Makes recommendations concerning proposed Ambassadorial representation in the United States and possible acceptance of Ambassador having a public relations dimension, provides advice and guidance to the Ambassador on his visits outside Washington especially on themes or topics to be pursued by the Ambassador in public forums such as press conferences, high level speaking forums etc.; oversees direct, or through consulate posts, media contacts and other public affairs aspects of these visits and makes appropriate suggestions as to the contents of these operations.

Develops and manages a national speakers program to meet requests from and to initiate opportunities to speak to, influential U.S. audiences. To this end, he maintains liaison with the executives of national organizations such as the Council on Foreign Relations and the Council on World Affairs. Works with Heads of Posts in this program as required and as appropriate. Participants are selected Embassy officers and those from the other posts as well as other Canadians prepared to be engaged for official purposes; also supervises management of speakers program for Embassy officers only, carried out by the Embassy FSO responsible for local information.

Evaluates the results of work at the national level in order to advise upon changes and directions of efforts.

Manages selection and annual visits to Canada of prominent editors, writers, broadcasters for the visits program of the Department of External Affairs.

.../5

002210

Develops and implements public relations activities through appropriate national information agencies and organizations to increase their Canadian awareness.

Works with the International Service of the Canadian Broadcasting Corporation counselling their programming executives on the nature of programming material of most interest to U.S. listeners and of best use to Canadian interests. Provides ongoing counsel also on other broadcast materials of this agency going to the U.S. (e.g. transcription service for radio stations and universities.)

Seeks out opportunities for the promotion of Canadian material in U.S. public and private television as well as radio within the restraints of copyrights and other related matters.

Generally responsible for ensuring that programs of the Office of Information and Canadian information programs elsewhere in the U.S., support as appropriate other Canadian activities and ensures that the image of Canada which they project reflects accurately Canadian government objectives, priorities and policies.

## 2. Bicentennial

Is responsible for preparing Embassy policy recommendations concerning possible Canadian bicentennial programs in the context of Canadian participation in United States bicentennial programs of national significance.

Advises the Ottawa Inter-departmental Committee chaired by PDM on Canadian participation in the United States bicentennial.

Maintains liaison with United States federal agencies and private groups involved in national bicentennial planning and programs. These agencies and groups include the American Revolution Bicentennial Administration, the Department of State, the National Endowment for the Humanities, the Smithsonian

.../6

- 6 -

Institution, the Department of the Interior, the John F. Kennedy Center, the Afro-American Bicentennial Commission, the Peoples Bicentennial Commission and the Folger Shakespearean Library.

Follows developments with the appropriate bodies with a view to making policy recommendations for possible Canadian participation in bicentennial activities of regional and local significance in the consular jurisdiction of the Embassy.

Directs the flow of information available in Washington to consular posts and the appropriate Canadian authorities on national and other bicentennial programs and developments when this information might be of interest in itself or in relation to Canadian participation in the bicentennial.

Follows through consular posts and by other means bicentennial programs and developments throughout the United States of a regional or local interest.

Follows and reports on bicentennial plans and programs of other countries.

Directs and manages the Embassy participation in projects related to the bicentennial except for those in the academic area and the Canadian Festival of the Arts at the John F. Kennedy Center in Washington. These include audio visual programs prepared for the United States by the NFB; a special national television series for foreign participants in the bicentennial; the Smithsonian Institution national folklore festival; and state visitors.

Works with the Counsellor (Academic Relations) regarding bicentennial events taking place at universities.

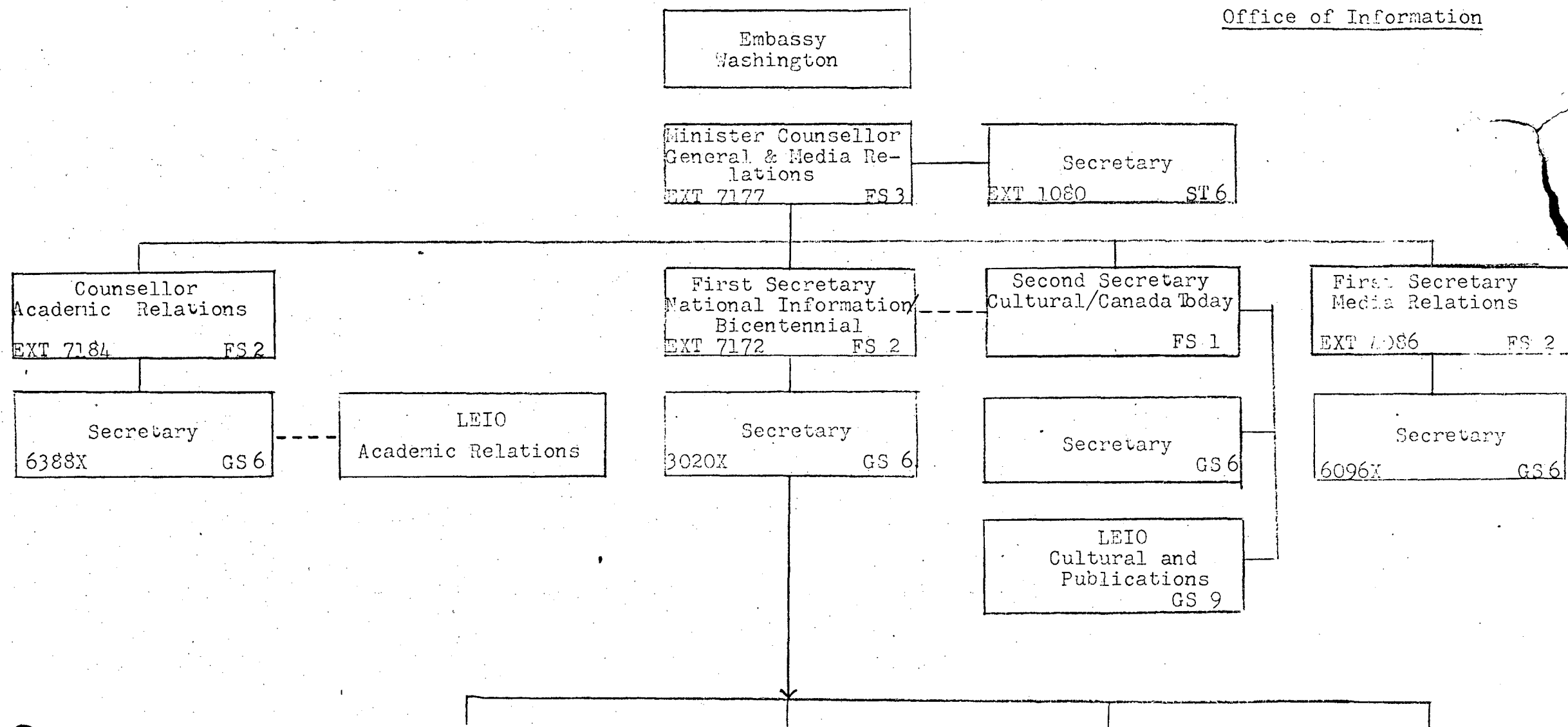
Directs the LEIO GS 10 (National Information/Bicentennial). This includes supervising the organization and maintenance of a data system on bicentennial programs of the United States, Canada and other countries.

.../7

- 7 -

3. Operations

Controls personnel relations, budget and general administration matters of the Office of Information in liaison with the Post Central Administration. These duties are not necessarily routine given the fact that the quarters of the Office of Information are removed from both the Chancery and the Personnel and Finance sections of the Embassy.



SEE PAGE TWO

PAGE TWO

First Secretary  
National Information/  
Bicentennial  
EXT 7172 FS 2

Secretary  
3020X GS 6

LEIO  
National Information/  
Bicentennial  
GS 10

Third Secretary  
Local Information &  
Education  
EXT 7186 FS 1

Secretary  
GS 6

LEIO  
Local Programs  
GS 9

LEIO  
Librarian  
4944X GS 10

Assistant Librarian  
GS 9

Library Assistant  
(Reference)  
1110 X GS 7

Library Assistant  
(Reference)  
GS 6

Media Analysis  
Assistant  
471 X GS 6

Technician/  
Publications  
Assistant  
6095X GS 6

Supervisory Clerk  
GS 6

Clerk/Typist  
472 X GS 5

Typist  
GS 5

Receptionist/Typist  
6387 X GS 5

Clerk  
481 X GS 5

## EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file  
mk.*

to Under-Secretary of State for External Affairs,  
A Ottawa, (AFP)

SECURITY UNCLASSIFIED  
Sécurité

FROM The Canadian Embassy, Washington D.C.  
De

DATE 17 July/74

REFERENCE AFP Circ Doc 33/74 of May 29/74  
Référence

NUMBER # 1054  
Numéro

SUBJECT Post Budget - Local Information Charges  
Sujet

FILE	DOSSIER
OTTAWA 56-1-2-45A	
MISSION 6 20	

ENCLOSURES  
Annexes

DISTRIBUTION

BY OTT  
FAI ✓  
FAP

We are grateful for the opportunity to submit supplementary proposals for special promotional activities. They are as follows:-

1. A Canada Week will be held at Hollins College (Virginia) February 17-22, 1975. The program will include, among other events, three major speakers, a print exhibition and an organ recital of Canadian music. The Ambassador will be a central figure in the celebrations. A special budget would assist us with speakers, film showings, printing etc. - cost \$2,500.
2. One of the key promotional programs of the Office of Information is Canadian Press Comment. It is a weekly service to U.S. press, academics, broadcasters and selected figures in the Administration among others, and reveals for them Canadian editorial trends. The service has met a growing popularity and a gradually increasing comprehension of Canadian events which would not easily allow us to see the program reduced in any way. At the moment, however, the time required by the Press Officer to edit and produce this service is such that it is consistently being completed by him during evening or weekend hours. This is a practice we would like to curtail. To subcontract the editing and writing job would be a timely and in the long run, cost-saving device. Cost (per year) - \$2,080.

Likewise one day a week the stuffing, addressing and mailing of 1300 - 1400 C.P.C. envelopes, is a time consuming exercise for the one-man mail room staff of the Office of Information. (You appreciate that we do not enjoy shared quarters or facilities with the Chancery.) It would be an efficient move to subcontract this service - Cost \$1,820.

.../2

*FAI - will you  
action?  
20 minutes  
AFPC  
24 Jul 74*

- 2 -

Yes.  
Perhaps by transfer to AFM

3. Films. Given the condition of our film equipment - other than the antiquated inspection, cleaning and repairing machinery which we hope to be able to replace (see following paragraph) - it would be timely to convert now to plastic reels, film cases and the appropriate shelving. Total cost \$2,400. We raised this need, you will recall, in the Embassy's budget submission last year.

Yes.  
But must be paid from post promotion funds.

In response to your telegram of May 15, no. 570, we have sent you (numbered letter 994 of July 8) an outline of our needs for film equipment. Anticipating a favourable response, we should like to begin to breathe life into the Embassy's film program which heretofore has seen the lowest "showings" figures of any of the 16 posts in the U.S. We should like to undertake a paid advertising program to promote the Canadian films available at the Embassy. Cost \$1,000.

Yes  
included

4. Prestige Books. We have found the donation of prestige Canadian books to carefully selected individuals and organizations to be an effective measure. In addition to standard prestige books, it would be useful to be able to give copies of certain government reports to Embassy contacts in specialized fields. Total cost for prestige books and selected government reports, \$1,100.

I don't see the value of this in FBI terms.

5. One important program which we have been forced to neglect due to lack of manpower and resources, is Canada in the U.S. Press. This is a publication of significant use to both Canadian and U.S. contacts highlighting those Canadian activities which attract attention in dailies and other publications in the U.S. Such a program should be rejuvenated on a contract basis until the Office of Information sees a modest increase in its manpower and resources. Cost \$3,000.

Yes  
As you suggest - issue by issue.

6. You may have seen reports on the highly successful Canada Reports published last winter by the Embassy on "Foreign Investment" and "Energy". These were published at irregular intervals to respond to critical U.S. interest in certain Canadian affairs. It is important that we are equipped to undertake perhaps three others during the course of the year should the need arise. Total cost at \$2,500 each is \$7,500.

We are grateful for this opportunity and look forward to your response.

  
  
THE EMBASSY.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To/A  
From/De: ACRA  
JUL 18 1974  
Att'n:

TO The Under-Secretary of State for  
External Affairs (FAI) Ottawa.  
Attention: Mr. Allan B. Roger, Director.  
FROM  
De Consulate General, Seattle.

REFERENCE  
Référence Our Letter No. 139 of April 30, 1974.

SUBJECT Information Programme  
Sujet

SECURITY  
Sécurité Unclassified  
DATE July 11, 1974.  
NUMBER  
Numéro 214

FILE	DOSSIER
OTTAWA	
MISSION	56-1-1

ENCLOSURES  
Annexes

1

DISTRIBUTION

We have been very pleased with the development of the Information Programme and, in particular, the effective way headquarters has appreciated the opportunities for development of information activities in our area. We have received great co-operation from all areas and at this point I can say with pleasure that we have an Information Programme. It has been quite amazing to see during the last few months the excellent reaction we have had in enhancing a number of our programmes because of the addition of the information support activity.

2. The position that was established for a locally-engaged Information Officer was filled by a local Seattle girl who has proven to be most effective. After graduating from Smith College, Miss Joy Daniels the incumbent returned to Seattle and was employed in her father's theatrical agency and consequently her contacts in both the cultural field, as well as the press, were well developed. She is well known in art circles and has been very involved with various cultural groups in Seattle for a good number of years. About one-half of Miss Daniel's family still live in Canada and all her mother's people were Canadian. I think we have been able to hire at a reasonable salary level at the GS6 level.

3. We have already undertaken a number of projects and have had excellent reaction from both the press and television and this is in no small measure due to Miss Daniel's personal contact and friendship with members of the media. For example, recently we had representation from all the television stations and newspapers for the visit of Premier Barrett. In addition, when Mayor Art Phillips of Vancouver recently visited, the Press were again all represented. It has been our objective to establish a reputation for providing newsworthy subjects and Canadian personalities who are well known and who are of great interest in the Pacific Northwest.

4. Miss Daniels is also involved in co-ordinating and planning the High School book presentation programme. In addition, starting this fall we will be having a CANADA WEEK which will include movies, a photo display at the Public Library, an exhibit of Eskimo art at the Consulate, as well as a number

- 2 -

of Canadian painters who will be featured at local galleries.

5. We continue to be very much involved with EXPO '74 in Spokane, and Miss Daniels has maintained close contact with our representatives in Spokane in the Information field.

6. I appreciate the opportunity of submitting financial requirements which were not foreseen in our budgetary planning since we did not know whether an Information Officer would be on staff as of the 1st of April. In future years these requirements will be included in our Post estimates. I am attaching an Addendum to this note indicating activities we are planning and activities in which we have been involved which require financial increases.

7. I am extremely pleased to have the addition of an Information Officer. I think we have been very fortunate in locating an individual with the background and contacts of Miss Daniels, and I have had comments from both the Trade Commissioner and the Officer-in-Charge of Manpower and Immigration indicating that the Information Programme that has been inaugurated has provided a number of very tangible benefits to their programmes.

*kindest personal regards,*  
*Ray*  
Consul General

RCA/b

A D D E N D U M

With the addition of the Information Officer it will now be possible to undertake travel to schools in our territory which will be receiving books under the High School Book Presentation Programme and we have outlined the following travel for the Information Officer:

States of,

Washington:	Olympia, Spokane
Oregon:	Portland, Eugene, Salem
Alaska:	Anchorage, Juneau
Montana:	Helena
Idaho:	Boise

We would therefore request an additional \$1200.00 so that this travel may be undertaken. In addition to the funds requested in our Letter under reference for High School book presentations, hospitality funds are requested for the following activities:

Reception for Exhibit of Eskimo Art -	\$250.00
Reception for Prestige Film Showing -	300.00
Reception for Vancouver Painters -	200.00

FILE DIARY CIRC CHRON

Mr. A.B. Roger

UNCLASSIFIED

T. E. Farley

June 25, 1974

Providing Posts with Information relating to  
Plans and Operations

56-11-2-USA	
6	—

Letter 232, dated June 14, 1974 from Atlanta requests funding of hospitality connected with Canadian Print show, March 1975 at a cost of \$600 to \$800.

Mr. Roger  
Mr. Roberts  
Miss Kelly  
Miss Reid  
Mr. Erin

2. I am asking Miss Reid to reply, including the AFPC footnote that "Hospitality costs should not be included in R0611 (Exhibits budget?)

3. As we move along on our shakedown cruise, however, it seems clear to me that it would be the function of the Project Control Officer to:

- a) Be the first Ottawa recipient of this letter.
- b) Ascertain whether it falls on the Plans and Ops or the Creative Services side, either by judgment or consultation.
- c) Reply to Atlanta with FAI copies to others concerned.

4. This, at least, is my understanding of your optique of the Project Control Officer's job. If so, I can quite understand that we may have to phase into it. For that reason, after a very useful talk with Miss Kelly, I am passing this particular letter on to Miss Reid.

ORIGINAL SIGNED BY  
T. E. FARLEY.

T. E. Farley

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

JUN 20 1974

ATTN *fil*

UNCLASSIFIED

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

FROM  
De  
The Canadian Consulate General  
ATLANTA

REFERENCE  
Référence  
Circular Document Admin No. 33/74 (AFP) May 29, 1974

SUBJECT  
Sujet  
Posts Budgets - Reporting Object RO-611 Local  
Information Charges

SECURITY  
Sécurité

DATE  
June 14, 1974

NUMBER  
Numéro

232

FILE	DOSSIER
OTTAWA	
<del>65-1-5-ATA</del>	
MISSION	20

ENCLOSURES  
Annexes

DISTRIBUTION

56-1-2-LSA	
6	20

At the present time we have only one Canadian print show which we hope to have for display in March 1975. We would expect to have from 200 to 300 guests at a special reception. Assuming that we obtain a suitable gallery gratis we would estimate a total cost of the reception and other incidentals at from \$600 to \$800.00.

RECEIVED

JUN 20 1974

A.F.F.

*W. A. R. Gale*  
Consulate General

① Hospitality costs should not be included in RO611. FAI - Will you reply?  
A FPC  
21 June 74

24/06/74 FAI Attn Project Control Officer, USA.

Appropriate action in this case would be for you, as Control Officer, to reply to Washington and inform AFPC, obtaining any further information from DD Plans and Operations.  
merci!

*Tim Farley*

CANADIAN EMBASSY



AMBASSADE DU CANADA

1746 Massachusetts Ave. N.W.,  
WASHINGTON, D.C. 20036

June 11, 1974

Dear Mr. Roger,

I believe Mr. O'Hagan, Minister Counsellor  
(Information) spoke to you about a month ago regarding  
possible publication of a selection of speeches which  
Ambassador Cadieux has given on Canada-United States  
relations. I believe at that time you said that you  
thought the Department might be interested in purchasing  
a quantity of these books for distribution within Canada  
and abroad.

We are indeed grateful that you were so forth-  
coming in providing us with your views on this project.  
I am attaching a copy of the speeches which we have  
selected for publication but at your suggestion are  
certainly willing to make either additions to or  
deletions from this selection. Since there is such a  
small amount of writing on Canada-United States affairs  
this collection of speeches might not only be useful for  
the Department's own information purposes but have a  
commercial market as well.

We have done some exploratory work with possible  
publishers. I am also attaching a letter which  
Mr. O'Hagan received from Jack McClelland, of McClelland  
and Stewart, in which Mr. McClelland sets out the  
financial considerations to be taken into account in a  
venture of this kind. Since there is no question of  
royalties being paid to Mr. Cadieux it would appear from  
the letter that we can have 1,000 copies of the book  
printed for \$3,200.

Mr. A. Roger,  
Director, FAI,  
Department of External Affairs,  
OTTAWA, K1A OG2.

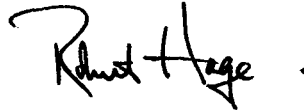
....2

- 2 -

Mr. Cadieux is willing to purchase \$1,000 worth of the books for his own purposes. We have also sent a set of the speeches to Mr. Robert Reford, Executive Director of the Canadian Institute of International Affairs. He mentioned to me on the telephone that the Institute is prepared to investigate obtaining funds from either the Ford or Donner Foundations to assist in the publication of the book.

The ideal situation would appear to be publishing the book with McClelland and Stewart with the backing of the CIIA and the Department. I do not expect to hear from Mr. Reford until the end of June. I would very much appreciate, however, if you could advise us if the Department would be willing to purchase a quantity of the books whether or not we receive support from the CIIA. We are, of course, prepared to do any further work to ready these speeches for publication.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "R.E. Hage". The signature is fluid and cursive, with a small horizontal line at the end.

R.E. Hage,  
Assistant to the Ambassador.



McCLELLAND AND STEWART LIMITED

Publishers

25 Hollinger Road Toronto Ontario Canada M4B 3G2

CABLES: Emandess

TELEX: 06-219745

TELEPHONE: (416) 751-4520

May 28th, 1974

Mr. Richard O'Hagan,  
Minister Counsellor,  
(Information)  
Canadian Embassy,  
1756 Massachusetts Avenue N.W.,  
Washington, D.C. 20036

Dear Dick:

I am sorry about the lengthy delay in replying to your letter of April 24th. As you will have judged from the acknowledgement it was held up by the postal strike and then by my absence on a trip to Italy, Iran, the U.K. and other fleshpots.

It is not as easy to put a handle on this situation as it used to be. One of the killing factors is that paper prices are rising so steadily that we no longer really know what a book is going to cost. However, let me give you some rough figures - they may appear to be outrageous - that I think could stand up. To make it possible we would visualize a hardbound book of about 160 pages that would sell for \$7.95. As I say that seems like a high retail price for a small book, but it is par for the course in Canada today, and I think will appear to be about average in the U.S.A. before too long. There is going to be a big jump in book prices this fall because they have been fairly well controlled by the Presidential Order before this.

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Publishers

25 Hollinger Road Toronto Ontario Canada M4B 3G2

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TELEX: 06-219745

TELEPHONE: (416) 751-4520

-2-

If we visualize then a \$7.95, we would supply Mr. Cadieux or a suitable agency at say half price or \$4.00 a copy. We would need a purchase of about 1,000 copies to swing the deal. Well that's \$4,000.00. If royalty weren't paid on those copies - and I gather it is not a prime consideration here - that would knock \$800.00 off the total so we would be talking about, say \$3,200.00.

In those terms it would seem that we would not be all that far off the means of putting something together. In the normal course I would not expect much of a positive nature from Information Canada or the Canada Council, but you may be able to do something there that isn't normal. However, would it be possible to put together Mr. Cadieux's personal purchase plus, say, 200 copies for the highschool program, plus, say, a special purchase for U.S. distribution from the Embassy budget itself? Surely a purchase to make up the difference could be justified on public relations grounds if you have any sort of budget for that type of thing.

If you can see a way of putting it together in those terms, we would certainly be willing to go ahead. The length of 160 pages would translate for practical purposes into a hardbound book of 50,000 words. That would have to be watched very carefully. The price would reduce with a shorter book of course, but I don't really think it should be any shorter than that. I would also hope that some shaping could be done in relation to the points made in my previous letter. At least one, good, new, strong speech would be desirable to give the project some immediacy. In one sense it would be helpful if such a speech could be written but not delivered until about the publication date of the book. I hope this is helpful.

All the best.

Sincerely,

Jack McClelland

JGMCC/m

002226

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

From/De: ACRA

JUN 17 1974

SECURITY ATT: UNCLASSIFIED  
Sécurité

DATE June 5, 1974

NUMBER 48  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	24
10	

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

FROM De Consul and Senior Trade Commissioner, Cleveland

REFERENCE Your letter No. GWU-188, May 8, 1974  
Référence

SUBJECT INFORMATION TERRITORIES  
Sujet

ENCLOSURES  
Annexes

DISTRIBUTION  
Embassy

FAI

This refers to your subject letter and to the responses from Washington and Philadelphia with respect to the territory to be covered by our newly appointed Information Officer.

In proposing that our information territory be made to coincide with our trade territory, we had in mind principally that our information officer could feel free to work with the media, universities and other organizations throughout our trade territory where we already have established contacts for information purposes. I still feel strongly that this should be the case and that it will not cause any serious problems. I agree with both Philadelphia and Washington that it would be useful to undertake the complete rationalization of responsibilities which we have been discussing for years. However, as so little progress has been made in this direction, as we now have an information officer, and as we are already travelling frequently throughout our trade territory, we would simply ask your agreement that our information officer be free to cover the same territory.

With respect to requests for general information, teachers' kits, and student kits to which Philadelphia referred, I do not see that as any major problem. In fact, our attitude on such requests has been to respond to them regardless of where they come from. If it is a simple request for this type of information, it seems to me unnecessary and undesirable to refer the inquiry elsewhere, regardless of how territories are organized.

JUN 17 1974

U.S.A. BY.	
1	PC
2	3
3	4
4	5
5	NR

*R. Allen Kilpatrick*

R. Allen Kilpatrick

**Canadian Embassy**  
**Ambassade du Canada**  
Office of Information  
1771 N Street, NW  
Washington, DC 20036  
(202) 785-1400

4 June 1974.

Mr. A.B. Roger,  
Director,  
Information Division,  
Dept. of External Affairs,  
OTTAWA, Canada.

① Mr. Garneau  
(on return)  
② File R.

Further to my letter of May 20; I  
received Mr. Garneau's report some time  
after I had written you my letter, but  
I was delighted to notice that his sentiments  
seem to reflect my own!!!!

*With the compliments  
of the Office of Information*

*De la part  
du Bureau de l'Information*

*Goble*

*Keith*

*Keith de Bellefeuille Percy  
First Secretary (Information)*

002228

Canadian Embassy



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

4 June 1974.

①

56-1-2-USA	
K	n

Dear Allan,

I only just received a copy of your letter to Alan Brown (dated May 9) which summarized your understanding of the agreements made at our meeting in Montreal. I have one modification and one addition to suggest if you will permit me.

re: paragraph 2

(2) "The Embassy in Washington will suspend indefinitely the Canada Today/d'aujourd'hui radio magazine project". "Indefinitely" seems to me a little vague. We gave them, you recall, five or six months to try to get things into shape whereupon we agreed to meet again to assess what improvements, if any, had taken place. Did we not agree that in the absence of any change, realized or anticipated, that the Embassy would resume its work on this project? I appreciate that in this event, we would have to avoid the criticism of duplicated efforts by two government agencies, waste of public funds etc. etc., but that, I suppose, would be worked out at the time.

(b) Radio Canada International did agree to undertake a survey to determine how many of their "receivers" were actual "users". This, I felt was a rather important commitment. ✓

I do hope that these comments are useful. All best wishes.

Yours sincerely,

*Keith*

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

Mr. A.B. Roger,  
Director,  
Information Division,  
Dept. of External Affairs (FAI),  
OTTAWA, Canada.

# Radio

RCT - convincing?

positive suggestions

- Percy O'Hagan

unconnected  
fr

{ Today Show - get hell of a lot of support  
Agronsky  
Mike Douglas Show

{ bkpt slides

(1) U.S. networks

(2)

Washington Proposal

VIDEO NEWS - international agency  
explored whether they would take

CBC not interested in products  
for international use

- further use program abroad  
in principle  
have specified people

are there U.S. laws about foreign gov't  
providing news material for  
radio broadcast  
- every -

---

encouragement of bureaus

- establishment of a TV bureau  
would have terrific impact.
  - influence by competition
- 

~~Visits  
Programme~~

AP

cc: PDQ  
✓ PDF  
FAP  
GAP  
FAI  
FAC  
FPR

RESTRICTED

April 7, 1975

MEMORANDUM FOR THE UNDER-SECRETARY (FIM)

Canadian Information Abroad: Further Use of  
Canadian (CBC) Television Programming

Since the beginning of major television broadcasting and reception in the early 1950s, the recognition has grown swiftly and generally that this medium of communication possesses transcendent power of impact and influence. There are still countries of the world which do not yet have TV systems for broadcasting and very limited capacity for reception but the number of these decreases year by year.

2. In 1972 the Department conducted a survey of the informational needs and requirements of all our posts, the exercise which developed under the "New Look" title and which now underlies the objectives and activities of programs of Canadian information abroad. The responses from posts revealed the virtually universal conviction that the most important means of conveying information to foreign audiences about Canada and Canadian policies and attitudes was through the various foreign television systems. The posts frequently and vigorously enquired why some of the splendid TV programs, produced by the CBC and of which they were aware, could not be offered to foreign broadcasters and carried to the people of the country with which they were concerned.

3. Long before the "New Look" survey, those responsible in the

- 2 -

Department for information abroad had raised the same question and sporadic discussion with the CBC about this had been undertaken as early as 1966. The problem has, of course, been that the Canadian Government, through this Department, has had no substantial, stable resource base for organized programming on foreign television distribution systems. Such resources exist for other communication media - international radio, the film, the printed word and exhibitions and displays. But a reliable source of continuing TV programming for foreign audiences has been absent from the Canadian information arsenal. It should be said immediately, however, that this has not meant a total absence of Canadian material on foreign telecasts. On the contrary, the CBC has long been active in the international TV marketplace and regularly sells and buys programs. However, this is on a recognised commercial basis and in terms of export of the Canadian product has been directed towards the well-heeled TV systems of the wealthier countries. Moreover, this export of Canadian programs has been and will remain at a restricted level. Each of the major broadcast systems in the world - in the U.S.A., Britain, West Germany, Japan, France, etc. - are major producers, at a scale beyond that of Canada, and are committed by law or by corporate policy to the broadcasting of the material they have paid to be produced. Canada is not unique in having "domestic content" rules or traditions. The result is that a TV system like that of the British Broadcasting Corporation has little broadcast time available for foreign programs and has the world TV market to choose from. A similar problem exists for the films suitable for TV which are produced by the National Film Board (or private Canadian film producers). Their distribution policy for foreign television use of their products is

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commercially motivated; nothing wrong with that but the informational value for such programs placed on foreign TV is purely a by-product and almost totally unplanned. It also does not have large dimensions. While practically all Canadian diplomatic and consular posts have libraries of NFB films and would have some capacity to have some of these shown on individual foreign TV stations, in most cases they are prevented from doing so by the terms of commercial contracts to which the NFB is a party. There is also the factor that a good proportion of films are made for theatre viewing and are not necessarily geared to the peculiar requirements of television broadcasting.

4. There has been a good deal of success in inviting foreign television producers to Canada at our expense to make programs which their parent corporations are prepared to telecast. This is done under the Visits Program of this Department and occasionally by other Departments and Agencies, notably the Canadian Government Office of Tourism. A development of this use and subsidization of foreign TV producers was originated by Industry, Trade and Commerce and continued by External Affairs, each time. This involves interesting a foreign TV network, generally through one of their own familiar and trusted producers, in coming to Canada to do a substantial and serious hour-long program or a series on some important aspect of Canadian life and policy. The Department concerned pays for the out-of-studio costs of the production - considerable sums are involved - but there is a founded belief that the cost-benefit ratio is very high. The Canadian Government has no eventual control of the content of the program since any respectable producers and TV corporations are very jealous of their Independence and Integrity. (These virtues are capitalized because they form basic rubrics of the

- 4 -

broadcasters' Credo.) However, there is a developed system now by which the producer and his writer(s) are given every opportunity to hear the views of Government officials or Ministers, businessmen, scholars, etc. These enterprises have to date been conducted through the intermediation of The Financial Post (Clive Baxter in particular) who appear as the contractor with the foreign producer since most TV corporations are prohibited from accepting financial contributions from foreign governments. These projects - with Japanese, West German, France's ORF, the BBC and the U.S. Public Broadcasting Service - have turned out very well. The major advantage of these projects is that some important aspects of Canada are exposed to foreign audiences in prime time and in a production idiom they are equipped to understand. I would recommend that this sort of project be continued and extended because it is one sure way of getting to the audiences of the developed, industrial countries.

5. If the proposition is accepted that distribution of Canadian material on the TV outlets of the wealthier countries will continue to be conducted commercially broadcaster-to-broadcaster (with some assistance from government as described immediately above), there is still a great deal of the world left where the same conditions do not prevail. In most countries of the developing world that enjoy TV broadcast capacity and in some of the less well endowed of the industrialised countries (e.g. Finland) there is a great need and demand for television programming to fill out the broadcast hours but there is insufficient financial (and human) capacity to produce and not enough funding to buy offshore programs at the world market rates accepted by the rich countries.

6. For some years the CBC was not responsive to this Department's urging of the need and the opportunity to use existing Canadian TV

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programming abroad for Canadian information purposes, nor were they prepared to consider establishing a TV equivalent to the international radio resource of the CBC International Service (now Radio Canada International). Despite understanding and sympathy for External Affairs' objectives, the CBC's attitude remained essentially negative for some time. The reasons for this were partly practical and partly traditional. The CBC has never been free of massive problems in carrying out its basic mandate to serve the Canadian people. No vocation abroad (beyond that of the international radio service) was described for the Corporation by law or by regulation and a new, adventurous and expensive operation was not on the cards. Conventional habits of familiar dealings in international commercial exchanges were comfortable and strong. Suspicion of government proposals, even for external activities, as jeopardizing the valued independence of the Corporation played its role and there was an element of bureaucratic resistance to policy innovation, as such. The mood began to alter in 1972 and 1973 under the direction of Mr. Picard, unhampered by long-time traditions of the CBC (or Government bureaucracy) and of Mr. Lister Sinclair as Executive Vice-President, fresh from the creative side of CBC and innocent of managerial treamals. The Corporation set up a series of task forces to review and recommend on policies and operations. One of these was concerned with Radio Canada International and this Department was involved in a long series of meetings with that group at which inevitably international television became involved. The considerations raised by External here were duly fed into a separate task force dealing with the further use of television programs and the result has been productive. A follow-on task force, involving senior officers of both French and English Services, is assembling recommendations for approval of

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the Board of the Corporation. Due to unavoidable circumstances there has been delay in preparing this report but the President is prepared to move ahead with some preliminary activity in the further use abroad of CBC television programs under certain conditions. The CBC's attitude, though positive, is still cautious. Referring to the possibility of distributing CBC programs to countries that cannot afford the going rates, a letter from the CBC earlier this year was prepared to state, in carefully considered words, "that such a heightened distribution is an objective which the CBC would like to meet, in principle, if the necessary financing can be found.

7. It is important, I think, to understand the nature and make-up of the problems involved for the CBC in developing an active policy for "Further Use" of their telecast product both at home and (of interest to us) abroad. The first requirement is the need for the Corporation to espouse a policy and conduct a program of preservation of televised programs. It is only to a limited extent that program material has been systematically preserved in the past and there is a present danger of losing a broad range of valuable, sometimes irreplaceable, audio-visual resources including videotapes, film, audiotapes and related program materials such as scenarios, scripts and related research documentation. It is clear that whatever Further Use programs are developed must depend on the availability in useable form of material broadcast. Because of conservation quality and the capability of equipment for further use, the CBC is recommending preservation in 16 mm. film and perhaps more production in this form. Within Canada, very few schools, clubs, societies, etc., have adequate videotape projectors, while abroad there is widespread technical incompatibility of telecasting systems. An estimated cost to begin a

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of Further Use. For example, in the AF of M and PAAC agreements there are no provisions for general non-theatrical release and in the ACTRA TV agreement prior approval must be obtained for each release. Some agreements prohibit editing of a program to shorter length and various other restrictions cause practical difficulties. A further and major defect is that none of the agreements cover distribution by international satellite or cable use either in Canada or abroad.

10. The CBC is prepared to try to reach more satisfactory, uniform and comprehensive agreements on Further Use with the unions but this may take a long time and the eventual result would, no doubt, continue to involve heavy financial outlay.

11. The CBC has attempted an assessment of the cost of a program of Further Use of Canadian TV programs in the developing countries of Africa, Asia and Latin America. The assumption has been made that a reasonably full program over the course of a year could effectively use 50 hours of program material from the English Service and 50 hours from the French Service. They suggest 14 16-mm prints of the English material and 9 prints of the French material for the intended markets. Costs of versioning or sub-titling in other languages such as Spanish have not been estimated. The estimate reckons on a cost per print of \$300. The arithmetic then works out for the English Service material at \$210,000 (50 hours x 14 prints x \$300) and for the French Service material at \$135,000 (50 x 9 x \$300) - at a total of \$345,000 for print costs. The educated guess on talent costs for this scale of operation over this period would be \$110,000 (English \$66,500 and French \$43,500). Thus, the total print and talent costs for the project comes to \$455,000. These figures

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were worked out in 1972-73 dollars and 6% per year should be added after 1972-73 for inflation, wage and fee increases. We would, therefore, be looking at a national figure in 1976-77 of about \$564,000. If an effort were approved to provide for some of the poorer industrialized countries, the figures would obviously rise on a reasonably predictable scale.

### Pilot Projects

12. In the latter-day mood of positive cooperation from the CBC there has been general agreement that a program of international Further Use might best be inaugurated by a pilot project. The concept has been that subsidized programming would be offered to the TV systems of African countries - two francophone and two anglophone. The choice would be dependant on a combination of policy and broadcasting considerations. The English-broadcasting countries in mind are Tanzania and Nigeria. The French-broadcasting countries have been Morocco and Gabon or Ivory Coast. Because of aroused interest in the Maghreb for these television possibilities, Tunisia is now very much on the list and, like Morocco, is pressing for a program project to be undertaken in the near future. The CBC is somewhat taken aback by the rather impulsive vigour of these requests but, in consultation with this Department, feels it must do the best it can despite a certain unthreadiness and lack of funds. A general understanding has been reached with Morocco on a program of TV and film assistance (or "exchange" as it is somewhat misleadingly called) and a Tunisian delegation has announced its arrival this month to achieve a similar understanding. Neither of these programs may be ideal as experimental pilot projects, though they are intrinsically worthwhile, because they involve personnel

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training and developmental elements which transcend programs of Further Use distribution. However, pretty strong commitments towards these two countries have developed and should be honoured. It is only a pity that the phasing of these projects has been somewhat rushed and came about a year earlier than would have been desirable in terms of the establishment of annotated CBC policy and the rational planning of financial and human resources. The result may well be that the earlier and more enthusiastic birds will get a disproportionate share of the TV project work. The CBC has had serious but noncommitting talks with broadcasting authorities of the other African countries involved but has not been able to firm the projects up without assurance that our Department will be able to cover costs at whatever scale is determined. Because the total funds available for these projects for the current fiscal year and for 1976-77 have remained unknown, the CBC has made the reasonable suggestion that we decide what funds our Department can make available for this purpose in each of these fiscal years; the CBC would then offer programs which would cost up to but not beyond this amount and provide us with detailed billings. I do not see any other practical basis on which to proceed. The CBC has suggested that a figure of \$75,000 to \$80,000 would be adequate to cover the initial year. This would be difficult to find in current budgets of the Public Affairs Bureau, I understand, but something in the order of \$50,000 to \$60,000 might be manageable. My own guess is that this sort of figure would be enough to make a fair start on the pilot projects. The apportionment of program activity, and the funds supporting them, between the several country projects will need consideration. Ideally perhaps, the resources should be divided fifty-fifty between the anglophone and francophone African countries involved. However, because

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of the special history of contacts with and the expectations of the two Maghreb countries, I fancy a more realistic immediate division would be three-fifths for the francophone countries and two-fifths for the anglophones. A future factor regarding resources is the yet unresolved attitude of CIDA towards subsidizing TV programs and technical training devoted to purposes of social development. A positive CIDA decision could affect not only budgeting but also the nature of the programs to be offered for distribution. Both this Department and the CBC have had discussions, separately, with CIDA but no clear decision on programs involving TV training has yet been taken by the Agency.

13. Before any very substantial operation begins it will be necessary for the CBC and ourselves to reach some fairly clear conclusions on the general nature and composition of the programs we should be distributing in the developing world. In working up its financial estimates, the CBC envisaged the following mix of programming for international use: Light Entertainment, 9%; Drama 5%; Music 5%; Current Affairs 25%; Arts and Sciences 50%; Children's Programs 10%. (To add an important informational element, CBC would accept addition of "Canadian Life" to the Arts and Sciences sector). The question of the mix is something the Department will need to pay particular attention to. The recent thinking of CBC has been that they would offer to the broadcasters of the countries concerned a list of programs available and permit them to choose from it what would best suit what they consider to be their broadcasting requirements. This procedure is in the normal tradition of broadcaster-to-broadcaster and has the virtue of simplicity. However, if the resources for subsidizing the program

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come from the Department of External Affairs, careful thought must be given to the objectives of the Public Affairs programs of the Department for which funds have been provided by the Government. In broadest terms, the Department's Information programs are dedicated to bringing to people of other countries a valid and balanced picture of Canada, its people, their life, attitudes and policies. The cultural programs going out aim to give a feeling for and knowledge about Canada's artistic and intellectual quality and range of activity. Many CBC programs fall within this general and varied field. However, if the Moroccan or Tanzanian broadcaster is to have total discretion on the choice of individual programs for distribution there is no satisfactory measure of assurance that we shall be serving our determined objectives as closely as we should. Indeed, in discussions with the Moroccan delegation in November, it appeared uncomfortably likely that Moroccan television, reflecting governmental priorities, would wish principally to telecast programs of an instructive nature which would meet the needs of social development and welfare; they showed particular interest in programs for women and for children with a didactic content. This is natural and worthwhile and the CBC has good "how-to-do-it" and educational programs to offer. However, the Department is scarcely meeting its mandate if it is spending its money supporting too high a quotient of social development programs and neglecting the central vocation of its information and cultural programs. My only solution is to try to use our leverage as donor of useable programs at highly concessional rates to hold out for exposure of TV "packages" (2-hour packages, 1-hour packages?) which would keep intact something like the subject composition or mix which serves our Canadian objectives. This suggestion, not

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surprisingly, makes CIX officials quite nervous as it would be a break with the established conventions of broadcaster-to-broadcaster arrangements which reflect the free clinics of the marketplace.

14. These considerations lead to the question of control and conduct of the operation of the International Further Use program. Anyone familiar with the Corporation will realize that the CBC will assume that it will be in charge of the operation, following necessary consultation with External Affairs. And this attitude has its merits. Basically it is the foreign broadcaster who will be distributing the Canadian programs and not the foreign government concerned. I think it is a valid view, given the free-masonry that links those around the world serving the electronic media, who are familiar with common broadcasting problems and who, in many cases, are personally acquainted, that arrangements are best made on a broadcaster-to-broadcaster basis. Indeed, if the effort were made on the government-to-government basis there could be infinite obstacles erected by the broadcasting fraternity, jealous of its real or supposed independence. At any rate, I think we should be cautious not to rock the boat in our own waters at the time when the CBC is prepared to take what seems to them an important new turn in their corporate policy. In more pedestrian terms, I think we should recognize that a government-to-government basis for arrangements would mean the Department's acquiring some experienced TV people to do the job and the inevitable man-years required. The CBC explicitly recognises External Affairs' right and obligation to choose the countries involved in a Further Use program and envisages an informal process of consultation on the nature of the telecast programming to be offered. I suspect we shall have to press for a clearer definition of the

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consultation process and perhaps seek to be involved (with a veto right, perhaps) on the choice of individual program components.

15. Arising from expressed interest from posts in a capacity to show selected audiences prints of various CBC production, a scheme is being developed which could make this possible. This plan is not an organic part of the proposal for Further Use of Canadian TV material on foreign television systems but would constitute a by-product program which can be looked at on its separate, intrinsic merits. Under this proposal diplomatic or consular posts would add 16-mm film prints of CBC telecast programs to their film libraries and would be free to use these prints, much as they do the NFB products in their libraries, for non-theatrical, non-TV distribution. That is, posts could have this additional and rather different film resource for showing on premises or for loan to schools, associations and groups of various sorts. This distribution could be world-wide and not confined to the developing countries. An estimated costing has been worked out as follows: Productions of English Service, 10 hours, 25 prints — \$75,000 for print costs and \$33,000 for talent costs. French Service, 10 hours, 10 prints — \$30,000 print costs and \$31,000 talent costs. The total print and talent costs in 1973-74 dollars would amount, on this scale, to \$179,000. Updating at an inflation rate of 6% per annum, the 1976-77 figure would be about \$210,000. Once again, the Department would have to establish its budgetary capacity to deal with this program and the availability of funds would dictate the rate of acquisition, expansion and renewal of title and print holdings for the posts. In this project the Department would have

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absolute right of choice of the programs to be acquired.

16. I would now like your approval for proceeding, in cooperation with the CBC, to a program in the developing countries of subsidized distribution of television programming based on telecast productions of the CBC and financed by this Department to the extent of funds available in this and the following fiscal year; if the experiment proves successful this TV distribution program would be supported in subsequent years by enlarged funding obtained through normal budgetary process.

17. I would, moreover, ask for your authorization to respond now to the CBC, making the following points:

1. External Affairs is prepared to commit funds up to a limit of \$40,000 to cover costs of providing CBC television programs to a number of chosen African television corporations for broadcast. This would be of a pilot-project nature which would require on-going assessment. It would be extended to chosen countries of both francophone and anglophone Africa. The programs to be offered in either area would be from production of both the French Services and English Services of the CBC;
2. The longer-term purpose would be to extend this TV distribution system to other developing countries in Africa, Asia and Latin America and, possibly, to certain industrialized countries unable to pay full commercial rates for TV programming;
3. The choice of countries would essentially be made by External Affairs but only after learning from the CBC of any broadcasting considerations which might affect this choice;

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4. Arrangements for the provision of Canadian telecast material to foreign networks would be undertaken by CBC on a broadcaster-to-broadcaster basis;
  5. Systematic consultation on development of the program and on selection of program material would be required between CBC and the Department. Such consultation could also comprehend CIDA and perhaps other government departments;
  6. CBC should be aware of the Department's requirements for program composition in consonance with its informational and cultural relations mandates. It will be recommended that subject elements be listed in such a way that a valid picture of Canadian life will be included in the program mix;
  7. The program would begin with Morocco and Tunisia on the basis of earlier and current discussions and the CBC will proceed at an early date with Ivory Coast, Tunesian and Nigerian broadcasters;
  8. The Department and the CBC will, following the approval of plans which the CBC is preparing for consideration by its authorities, consult on the advance planning for a Further Use program on a (developing) world basis including the induction and phasing of such a program.
18. I think this whole program can become a very important new part of our "Public Diplomacy" work and I seek your endorsement.

L. A. D. STEPHENS  
SPECIAL ADVISER  
L.A.D. Stephens  
Special Adviser

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To/A *FAI*  
From/De: *ACPA*

JUN 12 1974

Att'n *Mr. Kelly*  
UNCLASSIFIED

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

FROM De Canadian Consulate, Dallas, Texas

REFERENCE  
Référence

SUBJECT 1974-75 POST BUDGET - CAPITAL CHARGES RESULTING FROM  
Sujet INCREMENTAL STAFF CHANGES

SECURITY  
Sécurité

DATE June 4, 1974

NUMBER 79  
Numéro

FILE	DOSSIER
OTTAWA 56-1-2-WSA	
MISSION 42-5-2	

ENCLOSURES  
Annexes

DISTRIBUTION

FOR INFO

FAI  
AFP

In the covering letter accompanying our 1974-75 Post Budget, our Area Controller suggested that we inform AFM of any capital charges resulting from incremental staff changes and approved for this fiscal year.

We have been notified that in this fiscal year our staff will be increased by two authorized positions; namely, a locally-engaged Information Officer and a locally-engaged secretary.

As we are moving into a new Chancery, the furniture for both these employees will be provided from headquarters budget. In fact this furniture has already been ordered by Miss Janet Burns. However, the following items of equipment will be required:

For the Locally-Engaged Information Officer Approx. Cost.

Dictating Machine \$400

For the New Secretary

Typewriter 700  
(An IBM typewriter with a spare ball will be required for this employee who will have the job of typing many press releases, speeches.)

Dictating Machine/Transcriber 400

Also Additional Equipment for Information Section not Being Provided in the New Chancery Fit-up.

Film Library Cabinets and ancillary equipment necessary to maintain a film library. Cost to be determined by FAI. Not known at the Post.

....2

Page 2  
1974-75 Post Budget  
Letter #79  
File # 12-5-2

It will not be necessary to have all the above funds made immediately available to the Post. Because the Head of Post is transferring together with two other officers and because of the oncoming summer season when activity at the Post slows down considerably, it has been decided to defer the hiring of the locally-engaged Information Officer and the secretary until the fall. However, it was necessary some months ago to place an order for the new typewriter because of the long lead time in obtaining these typewriters. We would, therefore, be grateful if the Post Budget for Capital Purchases were to be increased by a further \$700, to cover the cost of this new typewriter.

We also may have a difference of opinion between FAI and ourselves concerning the need for housing a film library in the Chancery. The Post strongly feels (and will be writing to FAI) that the film library should be maintained by a private firm in Dallas who can house, maintain and send out the films to interested parties. If we can convince FAI it will, therefore, not be necessary to purchase film cabinets and rewind and cleaning equipment. This costly equipment, in our opinion, should not be purchased by the Post. Even if additional funds for this equipment were to be made available to the Post it is not our intention to purchase this equipment until we have had a thorough dialogue on this matter with FAI.

  
Consul

EXTERNAL AFFAIRS



AFFAIRES ÉTRANGÈRES JUN 17 1974

TO  
À The Under Secretary of State  
for External Affairs, Ottawa (GWU)

FROM  
De Consulate General, Chicago

REFERENCE  
Référence GWU letter 188 of May 8/74, Wshdc letter 744  
of May 16/74, and Phila letter of May 21/74

SUBJECT  
Sujet Information Territories, Rationalization

Att'n: *M. Johnston*  
SECURITY UNCLASSIFIED  
Sécurité

DATE June 4, 1974

NUMBER 103  
Numéro

FILE	DOSSIER
OTTAWA 56-12-USA	
MISSION Chicago 56-1	<i>28</i>

ENCLOSURES  
Annexes

DISTRIBUTION

BY OTTAWA:

EXTOTT FAI  
EXTOTT CRP  
EXTOTT FPO

BY CHCGO:

Info:

WSHDC  
PHILA  
CLVND

We have no real objection to Cleveland's assuming responsibility for Information in Kentucky, although the rather casual and unilateral way in which this annexation was carried out does tend to give us some idea of how the Kingdom of Poland felt in the late eighteenth century about the encroachments of its eastern neighbour. However, so long as no further partitions are being contemplated, we might suggest that this phase of rationalization be carried out to its logical conclusion.

2. Although Kentucky's geographical location leaves little to choose from between Cleveland and Chicago, both being more or less equidistant from its centres of population, it does more logically lie within Cleveland's sphere of influence. Because of its responsibility for Commercial Affairs and Tourism in Kentucky, Cleveland's contacts there are probably more frequent than ours, which are limited to the occasional appearance for a speech or book presentation. Therefore, should Cleveland take over our Information activities, we suggest that they also take over responsibility for passports, consular affairs, and general relations in Kentucky as well. This would by no means involve any extraordinary burdens; in 1973 Kentucky produced a total of 47 Consular occurrences mostly birth registrations, and passport applications. For the time being, there can, of course, be no question of transferring our Immigration responsibilities to Cleveland, but should Mandl ever decide to commence operations at that post, it would be worth considering placing Kentucky in their territory.

DISTRIBUTION  
"by OTTAWA"  
done in ACR

JUN 14 1974 *MA*

DISTRIBUTION  
"par OTTAWA"  
effectuée par ACR

JUN 17 1974

U.S.A. NY.	
1	<i>[initials]</i>
2	<i>[initials]</i>
3	<i>[initials]</i>
4	<i>[initials]</i>
5	<i>[initials]</i>

*[Signature]*  
Consul General

file diary circ chron

Ottawa, K1A 0G2

May 27, 1974

56-1-2-457	
6	—

Dear Sydney,

You are, I know, well aware of the importance we attach to our programmes of Canadian information in the United States and the effort we must make to find the best means of having Canadian points of view understood.

The Financial Post has put forward a proposal to us which we believe offers the opportunity to reach an ideal American audience at moderate cost. The Post has been able to interest Don Dixon, with whose work as one of the best public affairs television producers in the United States you may be acquainted, in producing a major, one-hour colour program on Canada for broadcast on the U.S. Public Broadcasting Service Network. Dixon was for several years an executive producer with the Public Broadcasting Service, winning several important awards. He is now a freelance producer but still works closely with the Public Broadcasting Service, and it has given him and the Financial Post every reason to believe that a program on Canada produced by him will be shown on the full Network at prime time.

The purpose of the program will be to examine for the American viewer the economic and political relationships between Canada and the United States and the forces which may bring about changes in these relationships. Among the issues with which the program would deal would be the export of oil and other resources, foreign investment in Canada, the importance of Canada as a market for United States goods, and the growing strength of the movement in Canada toward a distinct cultural identity. It would also deal with the differences in Canadian and American foreign policies, but, in outlining these and the economic and cultural concerns affecting relations between the two countries, would attempt to place them within the broader pattern of changing relationships in the world as a whole.

.../2

Mr. Sydney Newman,  
 Chairman,  
 National Film Board,  
 P.O. Box 6100,  
 Montreal 101, P.Q.

- 2 -

... The proposal made to us by the Post is that we enter into a contract with them for the production of the program by Dixon. The Post would provide continuing research services and exercise supervision throughout the writing and production. Dixon is agreeable to working with the Post in this way but would not, of course, be prepared to accept more than one principal. The Public Broadcasting Service, for its part, has stated its interest in a Financial Post rather than a Canadian Government agency production. I attach a copy of a detailed cost estimate submitted to us by the Post. One-third of the payment would be made on signing the contract, one-third when the production team goes into the field, and the final third when production is completed.

Dixon's time being at a premium, the Post must give him a commitment immediately if he is to undertake production of the program. I hope you will understand that as my reason for asking you to let me know as soon as possible whether the National Film Board is agreeable to our entering into the contract with the Post I have described.

Yours sincerely,

ORIGINAL SIGNED BY

L. A. D. STEPHENS

L.A.D. Stephens,  
Director General,  
Bureau of Public Affairs

## G&amp;U

UNCLASSIFIED

May 22, 1974

FAP

Your memorandum of May 10

New Chancery Boston

56-1-2. USA

6	—
---	---

FAC

As you know, Boston has been authorized to hire a Locally-engaged Information Officer this year and has requested an additional stenographic support position. With the Canada-based cultural/information officer and support staff already on strength, we do not foresee any addition beyond the LEO and stenographer in the next few years (nor did the post in its country programme) unless a decision is taken to open a "Canadian Centre" in Boston.

2. In the absence of a decision on a full-fledged "Canadian Centre", which could be in separate premises from the Consulate General if it were opened, we recommend that special attention be given in selecting new chancery premises to ensuring that provision is made for a large and attractive room to be used for film showings, art exhibitions, Canadian studies meetings, receptions, etc.

R. H. N. ROBERTS

Bureau of Public Affairs

CRR/C.CHATILLON/6-4106/85

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file*  
*56-2-Boston*  
*mk*

TO  
A

FROM  
De

REFERENCE  
Référence

SUBJECT  
Sujet

GWU

CRR

Your memorandum of May 10 to FAI

New Chancery Boston

SECURITY  
Sécurité

UNCLASSIFIED

DATE

May 21, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

FAI ✓  
APO  
APD  
PSS  
AFPC  
ACT  
AFM

Assuming no changes in the present objectives of the post or in the relative importance of programmes as forecast in the latest Country Programme for Boston, we offer the following preliminary comments with respect to consular services (in the narrow sense):

- (1) location of the premises should take into consideration easy access for tourists and especially those seeking personal assistance;
- (2) within the chancery, a shared reception room (if contemplated) should be adequately close to the consular section without hindrance due to security requirements;
- (3) the telephone service should provide for efficient bilingual communication with the consular section;
- (4) if not already in operation, thought should be given to an after-hour and week-end answering service for consular assistance.

2. More specifically, there is no apparent indication of increased space requirements with respect to consular services. The number of passports issued shows no significant increase, averaging between 800 and 900 per year. In its latest Country Programme, the post mentions an increase in the amount of time spent for general assistance to Canadians, i.e., visits to jail, cases of deportation, oral and written information on a variety of consular matters. On the other hand, on the basis of their statistical reports, the level of assistance in this respect shows fluctuations rather than a definite pattern of increase. In any event, the post does not foresee any increase in consular staff between now and 1976/77. The workload forecast in "man years" for the period is constant at officers 0.4 and support staff, 1.4.

3. This memorandum reflects the views of the Bureau of Consular Affairs at this stage of the study.

C. CHATILLON

Claude Châtillon  
Director  
Consular Policy and Research Division

002253

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO  
A PDQ

FROM  
De GWP

REFERENCE  
Référence

SUBJECT  
Sujet Information Programme - U.S.A.

SECURITY  
Sécurité

RESTRICTED

DATE

May 15, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
576-1-2-4/5A	
MISSION	G

ENCLOSURES  
Annexes

DISTRIBUTION

FAI ✓

You will recall that on a personal basis I asked our National Film Board representative in San Francisco, Tom Johnston, to let me have any ideas that he might have for our future information programme in the United States having particular reference to the requirements of a new Canadian facility in Washington. Attached are some ideas which he has passed on to me for whatever consideration.

2. Incidentally, on another aspect of the facility, I did not, in my review of the progress report, see any reference to a heliport. I should think that even as an emergency measure there should be provision for helicopter access.

~~Mr. Stephens~~ OFR

Mr. Rogers R

~~Mr. Fidler~~ " (Fid)

~~Mr. Roberts~~ R

to see

mk.

J.S. Nutt,  
GWP

1. Computer data banks stocked with answers to most asked questions. Necessary terminals in Embassy and posts in USA - perhaps in major public libraries in USA, e.g. New York and Los Angeles.

2. Picture phones.

3. Scanners and V.T.R. equipment (facsimile)

The purpose of this would be to receive and transmit the front pages, the editorial pages plus whatever else you wanted of Canada's major newspapers to Washington and vice versa; pages to be microfilmed, the microfilm then to be put in the library replacing newspapers in the posts.

4. A TV studio staffed and equipped to handle everything related to TV - interviews for officials; an exchange of CBC shows to the U.S. networks and vice versa;

(a) same for radio

5. A motion picture theatre seating 150, with an adjoining reception area, for the exhibition of Canadian films.

6. An exhibit area suitable for the staging of fashion shows, displaying photographic collections of Canadian pictures, books, etc.

7. A "listening post" (as in good modern libraries such as the one in Reno, Nevada) using live and other material from Canada and available in situ or on loan as tapes.

(a) A channel tuned to live CBC radio - English and French

(b) A channel tuned to the simultaneous broadcasts in the House of Commons

(c) A good music channel - records of various symphonic orchestras from Canada - supply same as CBC supplies to U.S. radio stations. Also channel with popular music from Canada.

(d) Current comment from Canada; perhaps a reading of "today's" editorial comments from the Canadian newspapers - sound pictures of what is going on, news from Parliament Hill, etc. - canned comments from Canada - to be loanable.

(e) Other channels - say for election night results and other special events.

FILE ACTC DIARY CIRC CHRON

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-454	
OTTAWA	EXT AFF	FAI-1574	MAY 13/74	6	UNCLASS

FM/DE

PRECEDENCE

TO/A CLEVELAND

INFO WASHINGTON

TDR/TOD  
 COM CENTRE  
 EXTERNAL AFFAIRS  
 MAR 5 20 21 74

DISTR. GWU APRL AFPC (FAI-MR. WALKER - DONE IN DIV)

REF PERSONAL LET APR 11 KILPATRICK/ROGER  
 SUB/SUJ LOCALLY-ENGAGED INFORMATION OFFICER

1. APPROVE APPOINTMENT YOU RECOMMEND. SALARY ON APPOINTMENT TO BE GS-TEN STEP SIX ON QUOTE A UNQUOTE SCALE BECAUSE OF CHANGE IN LIABILITY TO INCOME TAX ABOUT WHICH YOU HAVE BEEN NOTIFIED BY APRL.
2. AGREE TERRITORY FOR INFORMATION WORK SHOULD BE SAME AS FOR TRADE. COPY OF LETTER NO. GWU-188 OF MAY 8 TO WASHINGTON RECORDING THIS AGREEMENT HAS GONE FORWARD TO YOU, PHILADELPHIA AND CHICAGO BY MAIL.
3. PREPARED TO GIVE SYMPATHETIC CONSIDERATION TO REQUESTS ON PROJECT BASIS FOR PAYMENT OF EMERGENCY HELP FROM FAI FUNDS THIS FISCAL YEAR BUT SHARE YOUR HOPE SUPPORT STAFF POSITION CAN BE ALLOCATED NEXT YEAR.
4. ARE DEFERRING DECISION ON TRAVEL AND HOSPITALITY EXPENDITURES UNTIL WE HAVE RECEIVED RECOMMENDATIONS FROM SEVERAL POSTS AND CAN ARRIVE AT EQUITABLE DISTRIBUTION OF FUNDS AVAILABLE. WILL INFORM YOU AS SOON AS POSSIBLE.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG L.M. KELLY/dw

FAI

2-4068

SIG L.M. Kelly

*The Roberts (OIR)*

GWU/E. R. JOHNSTON/2-9682/emn

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file*

*mk*

*56-2-Boston*

MEMORANDUM

*Would you do an  
input for Bureau?*

SECURITY  
Sécurité

UNCLASSIFIED

DATE May 10, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
52-1-2-USA	
MISSION	

TO  
A FAI

FROM  
Do GWU

REFERENCE  
Référence

SUBJECT  
Sujet New Chancery Boston

ENCLOSURES  
Annexes

DISTRIBUTION

FAC  
FAP ✓  
CRP  
CRO  
CRR  
APO  
APD  
AFPC  
ACR  
PSS  
ACT  
AFM  
ACL  
ECP  
ECL  
ECT

As you know, many posts in the USA are under-going programme changes (Immigration, Information new look, CGOT, National Revenue, Defence Production, general relations, consular, etc.). These inevitably have resource, personnel and space implications sometimes necessitating a move to new premises. Changes of this nature also raise questions about the evolving purposes of consular offices and of our objectives in the USA.

2. The Consulate General in Boston is reaching the point where a change in its present accommodation may soon become desirable. It would be useful to have comments from divisions on the development of programs in their area which would have an influence on the acquisition and design of new premises. We would be grateful for your comments by May 21.

K. W. MacLellan  
Director  
U.S.A. Division

GWU/E.R. JOHNSTON/emmm

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file*  
*56-1-Cleveland*  
*mmk.*

MEMORANDUM

TO  
À  
FAI

FROM  
De  
GWU

REFERENCE  
Référence  
Cleveland letter of April 11, 1974

SUBJECT  
Sujet  
Information Territory

SECURITY  
Sécurité  
UNCLASSIFIED

DATE  
May 8, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 6	

ENCLOSURES  
Annexes

DISTRIBUTION

You may be aware that we are examining the consular territories in the United States with a view to regularizing them so trade and consular territories conform. That study notwithstanding we agree that the information officer in Cleveland could easily work the full trade territory rather than the simple consular territory. We will notify the posts affected of this decision.

USA Division

file diary circ chron

The Canadian Embassy,  
WASHINGTON

UNCLASSIFIED

May 9, 1974

Under-Secretary of State for External Affairs,  
OTTAWA

PAI-1533

Production by Financial Post of Television Special  
for Broadcast in the United States

56-1-2-LISA	
6	2

... Attached is a copy of the Financial Post's written proposal for the production of a major, one-hour television program on Canada-United States relations which, as you know, has been the subject of considerable preliminary discussion. We are seeking Treasury Board approval of our entering into a contract with the Financial Post for the production and, assuming the Board's approval, should be grateful for your comments at your early convenience on the draft story line attached to the Post's proposal.

ORIGINAL SIGNED  
A. B. ROGER

Under-Secretary of State  
for External Affairs

GAU

MEMORANDUM

FAI

UNCLASSIFIED

GWU

May 8, 1974

Cleveland letter of April 11, 1974

Information Territory

56-1-2-USA	
10	

You may be aware that we are examining the consular territories in the United States with a view to regularizing them so trade and consular territories conform. That study notwithstanding we agree that the information officer in Cleveland could easily work the full trade territory rather than the simple consular territory. We will notify the posts affected of this decision.

(Signed) K. W. MACLELLAN

USA Division

The Canadian Embassy  
WASHINGTON

UNCLASSIFIED

The Under-Secretary of State  
for External Affairs, OTTAWA

May 8, 1974

GWU-188

Information Territories

56-12-USA	
D	—

The Consulate in Cleveland has recommended that the locally-engaged Information Officer at that post be responsible for the full trade area rather than the simple consular territory of the State of Ohio. This would mean he would be operating in the States of: Ohio

Western Pennsylvania  
Kentucky  
West Virginia.

2. We have agreed with this recommendation although it impinges on territory of other posts. Pending the rationalization of territories FAI and GWU are agreed that, given the present incumbent of the position (presently an experienced commercial officer), this arrangement would provide an effective and efficient use of resources. We trust that Cleveland's officer will receive the co-operation and agreement of other posts.

(Signed) K. W. MAGLELLAN

Under-Secretary of State  
for External Affairs

file diary circ chron

MEMORANDUM

PDQ

UNCLASSIFIED

FAP

May 6, 1974

56-1-2-WSA	
6	—

Development of the Public Affairs Office in  
Washington

A few notations at the outset may help to put the planned development of the Washington Embassy Public Affairs programme in perspective.

GWU  
FAC

2. Four distinctive areas of activity are discernible: responsive and promotional information work, academic liaison, cultural relations and visitors services. In addition overall management of the fully integrated public affairs programme and library services may be regarded as central services. Of the four areas information work and the provision of services for Canadian visitors are more labour intensive as are the maintenance of library services including a reference capability. Academic liaison and the management of an essentially new cultural relations programme are expensive of financial resources but economical in terms of personnel. These patterns will persist into the foreseeable future.

3. The budgetary growth of information programming in the U.S. including visitors services has been projected as follows: 1973/74 - \$600,000, 1974/75 - \$1,000,000, 1975/76 - \$1,300,000, 1976/77 - \$1,800,000. Spending on cultural affairs is expected to grow from a negligible level in 1973/74 to perhaps \$100,000 in 1974/75, \$400,000 in 1975/76 and \$600,000 in 1976/77. Funding of academic liaison and exchanges only now being contemplated may reach \$1,000,000 in annual expenditure by 1975/76. All of these activities will be spurred by the special funding (\$5,000,000) now being sought for expenditure in the period 1974-1976 on U.S. Bicentennial celebrations.

4. Increases in expenditure of the order indicated demand and accompanying increases in both the quantity and quality of human resources. A greater degree of specialization and professionalism is essential to the success of an enhanced programme. The overall growth of the Public Affairs office has been projected as follows: 1973/74 - 16, 1974/75 - 24, 1975/76 - 30, 1976/77 - 35, plus 3 - 5 contracted personnel for special services at any one time - for a total of perhaps 40 - 45 employees by the end of 1977. Our guess is that this figure will remain more or less constant for some years thereafter, barring dramatic and unforeseen developments in our relations with the United States requiring a much increased public affairs effort.

.../2

- 2 -

... 5. Attached is an organizational chart showing the 1974/75 staff of the public affairs office together with projected staff increases to 1976/77. From these it will be seen that whereas 11.5, not including persons on contract but including the support staff pool of 3, are now engaged in information work, 8.5 including the library are involved in cultural relations and 4 are devoted to academic liaison. The comparative figures in 1976/77 might be 18.5, 12.5 and 4 respectively. An attempt will be made over the next few years to rationalise the distribution of duties as the cultural affairs programme gathers momentum but the overall numbers of personnel are not likely to decrease from the levels indicated above.

L. A. D. STEPHENS  
DIRECTOR GENERAL

*L. A. D. Stephens*  
*Director General*  
Bureau of Public Affairs

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

From / De: AC

MAY 13 1974

UNCLASSIFIED

TO  
A

The Under-Secretary of State  
for External Affairs, Ottawa. FAI

FROM  
De

Canadian Embassy, Manila.

REFERENCE  
Référence

Your letter AFP-391 of March 25, 1974.

SUBJECT  
Sujet

1974-74 POST BUDGET: INFORMATION ACTIVITIES

SECURITY  
Sécurité

DATE

May 7, 1974.

NUMBER  
Numéro

123

FILE	DOSSIER
OTTAWA	
56-1-2-LSA	
MISSION	
6	5

ENCLOSURES  
Annexes

DISTRIBUTION

By Ottawa

GPO AFP -FAC

NFB/MTL/BINDON

The letter under reference indicated that our suggested expenditures for 1974-75 under Reporting Object 611 - Promotional Activities - was not approved on the advice of Information Division. We were, as you can well imagine, disappointed at your reduction of our already meagre Information Budget but also disturbed that you did not provide us with any explanation. It appears that you wished to maintain our budget at the 1973-74 level, feeling that there was no real need to increase the Information activities at the post.

2. The reduction in our Information Budget, however, prevents us from issuing an Embassy film catalogue to up-date the edition prepared more than three years ago. According to the National Film Board's "Film Manual for Canadian Missions Abroad", it was agreed between the National Film Board and the Department that a new catalogue should be issued at least every two years to coincide with the biennial publication of the Board's main film catalogues. Since the National Film Board has come out with its 1974-75 edition last summer, the time is now propitious for up-dating our catalogue and issuing a revised edition.

3. Without a doubt the Canadian Embassy has the best film library in Manila, not only in quantity but also in the quality of films available to borrowers. These films are the best means at our disposal to present the social and cultural nature of Canada, something of no mean value given Ottawa's lack of support for any significant cultural presentation in this country.

4. We have received estimates for the preparation of a new film catalogue and now ask your approval of a special allocation of \$600 for this project. This amount will permit us to have 2000 copies printed, a number which should meet our needs for at least the next two years. Since a catalogue has not been printed in almost four years, we do not feel that this is too much to ask. The National Film Board representative for the Asian region, Mr. J. Duerkop, supports our request.

5. We would, therefore, appreciate telegraphic approval for this expenditure as soon as possible.

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"by OTTAWA"  
done in ACR

DISTRIBUTION  
"by OTTAWA"  
done in ACR



MEMORANDUM

GWU

RESTRICTED

FAI

April 30, 1974

Your draft memorandum GWU-(M)- of April 10, 1974

FRANCOPHONE PROGRAMS IN THE U.S.A.

56-1-2-45A	
6	—

We have no basic objection to your report of the meeting of March 5, 1974 contained in your memorandum and attached minutes, and we would have no objection to its being distributed to all U.S.A. posts as is proposed. We do wonder, however, if the reference to FAC on the top of page 7 of the minutes should not properly be a reference to FAI.

2. We are now, or shortly will be, in the process of following up all of the various points calling for action by FAI.

ORIGINAL SIGNED  
A. B. ROGER

Information Division.

FAP  
FOP  
FAC  
FCF  
FCO  
GWL -

Choquette  
SEC. STATE-  
P. Lemaire  
FAI-

Kelly  
Lambie  
Woelfle

CANADIAN CONSULATE



CONSULAT DU CANADA

Suite 1008  
55 Public Square  
Cleveland, Ohio 44113  
April 11, 1974

*file*  
*56-1-Cleveland*  
*hmk.*

*5*

56-1-2-WSA	
6	20

*18/4.*  
*Miss Kelly - for*  
*comment and draft*  
*reply after consultation*  
*with GLU & APO*  
*R.*

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

Dear Allan:

Thank you for your letter of March 26 concerning the Locally-engaged Information Officer that we now have authority to hire.

I have been giving some thought to the possibility of appointing one of our Commercial Officers to this position. The Commercial Officer in question, Bruce Hedderson, has, I believe, all of the attributes and experience necessary to be an outstanding Information Officer. He is a Canadian who has lived in Cleveland for approximately twelve years and has been with us for almost two years. Prior to joining the Consulate, he worked for the Federal Housing Authority in a job which entailed a considerable amount of public relations work. He has also been involved in other organizations which have brought him into close touch with the media. In short, he is a Canadian with a good deal of knowledge of Canada, has excellent contacts in this area, and speaks and writes very well. Dick O'Hagan was here last week and had an opportunity to meet and talk with Bruce and I believe Dick shares my view that he could do the job very well, indeed.

*Very Sensitive*

I can assure you that I am not anxious to lose him as a Commercial Officer, but I feel that it will be easier to find a good Commercial Officer than it will be to find a first rate Information Officer. Incidentally, no commitment has been made to Bruce, should you have any reservations or feel we should look elsewhere first.

...2/

Mr. A. B. Roger

- 2 -

April 11, 1974

Another question I would like to raise is that of the territory for which we will be responsible with respect to information work. As you know, there is a discrepancy between our trade territory, which includes Ohio, western Pennsylvania, Kentucky and West Virginia, and our consular territory which includes only the State of Ohio. Departments have been talking about rationalizing this anomaly throughout the United States but I am not optimistic that this will be done in the near future. It seems to me that it would make more sense for us to do information work throughout our trade territory. We travel extensively throughout the territory and have contacts in the various areas. In fact, you might say that we are already doing information work throughout the trade territory. We have had dealings with the media and have made speeches and other public appearances. It would, therefore, be my recommendation that our Information Officer cover precisely the same territory that we do for trade purposes.

Agree in principle

With respect to salary, you suggested a level at about the 7th step of GS 9. That is almost precisely the level at which Bruce Hedderson is currently being paid on our Commercial Officer scale. If we wish to employ Bruce, as I think we should, I believe he should receive an increase over his current salary, particularly as the Commercial Officer scale still provides for annual increments, whereas the GS scale at the upper level provides only for increments every three years. The result is that over a three year period, he would actually be making a financial sacrifice by accepting the level suggested in your letter.

Also, there is considerable overlap between the GS 9 and GS 10 scales, and given the problems involved in reclassification, it seems to me we would have more flexibility, regardless of whom we hire, if we were to obtain a GS 10 classification. It would, therefore, be my recommendation that we hire Bruce at the step 6 level of GS 10. As he is a Canadian he would fall under scale "B" and would, therefore, be paid \$13,272 per annum. In terms of cost of the Canadian government, this of course would be less than step 7 of GS 9 should we hire an American.

I agree.

...3/

Mr. A. B. Roger

- 3 -

April 11, 1974

You also asked for advice on travelling and hospitality expenses. Obviously, both of these items will be of great importance, particularly in the early stages of the programme as we work to establish new contacts throughout the area. It would seem to me that for the current fiscal year we would need a budget of \$1,500 for travelling as a minimum. Our calculations are that a five day trip within our territory averages \$300, so even with a budget of \$1,500, this would involve about five weeks of travel. Should you intend to have Locally-engaged Information Officers visit Canada or Washington on a regular basis, additional travel funds would be necessary. With respect to hospitality, I would suggest approximately \$800 for the current year.

As we told you earlier, we are this year going to be pressed both for space and support staff. We hope, however, to have additional space next year and we would also hope that you will assist us in our efforts to obtain a position for a Locally-engaged secretary for the Information Officer no later than April 1, 1975. In this regard it would be helpful if we had some funds available to hire emergency help from time to time to assist the Information Officer with projects involving a considerable amount of secretarial work.

I can assure you, we welcome the opportunity to employ an Information Officer and I am confident that a programme can be developed which will meet your terms of reference and assist us significantly in accomplishing the objectives set out in the Country Programme and in the "New Look" programme.

I look forward to your comments on the foregoing in order that we might proceed as soon as possible.

Yours sincerely,

*Fegads*

*Allen*

R. Allen Kilpatrick  
Consul and Senior Trade Commissioner

cc: Mr. R. O'Hagan  
WASHINGTON

*Reasonable on a  
project basis.*

(file) diary circ chron

cc. APRIL  
CMU  
AFPC  
AFRA  
WASHINGTON

①  
Canadian Consulate, Minneapolis

②  
Ottawa, K1A 0G2

April 3, 1974

52-1-2-457	
C	20

③

Dear Mr. Blackwood,

As USA Division has informed you by telegram, your post is one of those for which a position for a Locally-engaged Information Officer has been approved effective April 1, 1974. Although I think you will have a good idea from your experience at the post of what a Locally-engaged Information Officer can do in Minneapolis you no doubt wish to have terms of reference from us. I attach a copy of the outline of duties we are sending to all United States posts which are being authorized to hire Locally-engaged Information Officers this year. This outline has been drafted on the basis that, in filling the position, it will be essential to choose a candidate who has a good educational background including university graduation and has had extensive media or public relations experience in the area of the post and a wide acquaintance in circles important to the development of an information programme. If possible, he should be someone (ideally, a Canadian resident in the area) who is well informed about Canada. However, that may be too much to hope for.

From the outset the appointment of LEO's to consular posts in the USA has been conceived of as analogous to the appointment of Commercial Officers or Immigration Programme Assistants - i.e. as appointments at the officer level to carry programme responsibilities consistent with that status. We have consulted with the Locally-engaged Staff Abroad Section and have been told that the duties outlined would appear to fit into the GS-9 level — we would expect at about the seventh step on first appointment to attract the calibre of candidate we want — but that a higher classification could be considered if it does not prove possible to recruit at that salary level.

.../2

Mr. M.B. Blackwood,  
Consul,  
Canadian Consulate,  
Chamber of Commerce Bldg.,  
15 South Fifth Street,  
Minneapolis, Minn. 55402

- 2 -

I realize that, with the exception of media liaison to which we attach first importance at all posts, stronger emphasis may be placed on one aspect than another of the Information Officer's duties according to local circumstances and the post's human and material resources. In your own case, as an example of lack of the necessary resources, I know you have no film library, nor, I expect, support staff with three time to look after the details of the operation of one. However, we hope to be able to set you up in the film business in the foreseeable future and, in the meantime, you may call on us or a neighbouring post when you want to borrow films for a particular purpose. I think the outline makes plain that the function of the Locally-engaged Information Officer is to do the spadework for the information programme but that objectives must be set for him and his efforts consolidated and capitalized upon by you and other Canada-based officers.

A point which bears stressing is that the information and cultural programme is to be conducted in support of all the post's objectives. I know that you, as Head of Post, will maintain close liaison with the Embassy in Washington as well as with the USA and Information Divisions in Ottawa on the direction your information programme is taking generally and the handling of questions of particular importance to Canada/United States relations. You may, of course, expect to receive immediate guidance on such subjects as energy policy or the foreign investment review legislation (to cite recent examples) as well as Washington's and our best efforts to meet your suggestions and requests for materials to supply the day-to-day and special needs of your programme.

I should like your early advice on the amounts you think will be required in 1974/75 to meet the travel and hospitality expenses of your Locally-engaged Information Officer. Because it was not possible for you to foresee these expenditures when preparing your 1974/75 post estimates, we shall make a special arrangement to provide the funds from our own Information Division budget this year. In future years, you should include them in your post estimates in the usual way.

If you consider it desirable, either we or the Embassy in Washington will try to send an officer to assist in working out the Locally-engaged Information Officer's duties in the light of local circumstances or to participate in the final selection as between screened candidates for the position. In any case, don't hesitate to send a telegram or telephone me if you run into any problems in this venture.

Yours sincerely,  
ORIGINAL SIGNED  
A. B. ROGER

A. B. Roger,  
Director,  
Information Division

FAI/T.D. FARLEY/6-018/nc

FILE DIARY CIRC CHRON

Miss M. Kelly

UNCLASSIFIED

T. D. Farley

April 24, 1974

COMPUTERIZED MAILING LISTS, USA

56-1-2-USA

Mr. Roberts

A few weeks ago I came across a Washington letter referring to a fairly extensive operation in which Washington had set up a system of computerized information for posts in the USA. It included the request that Ottawa verify and/or update this list and make sure that posts in the USA have updated copies.

2. The idea sounds fine. I imagine that sometime this summer we will be asked what we have done about it, and since it is an Operational rather than a Creative Services matter, may I ask that it be routed through the Deputy Director (Plans and Operations).

Many thanks.

ORIGINAL SIGNED BY  
T. D. FARLEY

T. D. Farley

CANADIAN CONSULATE



CONSULAT DU CANADA

52-1-2-45A	
6	

2100 Adolphus Tower  
1412 Main Street  
Dallas, Texas 75202

April 17, 1974

File No. 11-6.1

Dear Mr. Roger:

The outline of duties for the locally-engaged Information Officer included in your letter of March 26/74 and the attachment will be useful to us when we are in a position to hire the LEIO.

As you may know, we have just gone through the exercise of advertising for the LEIO position and the response has been very good: some 79 people have replied with about half a dozen of them theoretically corresponding to the ideal person we are looking for. We have already interviewed one candidate and we were on the verge of examining the others more closely, when we learned that Mr. Bobinski had been appointed Director, Finance and Planning, Trade Commissioner Service. He and I are supposed to leave the Post around June 1 as well as another Trade Commissioner scheduled to follow shortly after on an assignment to Islamabad with the result that, for most of the summer months, there will only be two Canada-based Officers left at the Consulate, one from Manpower and Immigration and the other from the Defence Programs Branch of Industry, Trade and Commerce. You can easily visualize the difficulty of directing and training a new Officer in such conditions and this is what led us to delay the hiring of the LEIO until September or October, after the new Head of Post has arrived. We have accordingly advised all applicants that someone from the Consulate shall be in touch with them during the early part of the fall.

We agree with you on the ideal candidate--Canadian resident in the area, etc.--and we have such a rare specimen right here in Dallas but because he is too successful at what he is now doing, he has turned down our offer. In any case, all is not lost as he is still useful to us in commenting on his radio station on Canada and/or the Consulate's involvement in Texas.

...2

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

*File*  
*Miss Kelly*  
*3d4*  
*1500 letter*  
*closing of a*  
*sucess response*  
*56-7-40*  
*Mr. Lemieux was*  
*himself on the verge*  
*of leaving the post*  
*at this time.*  
*pmk2.*

-2-

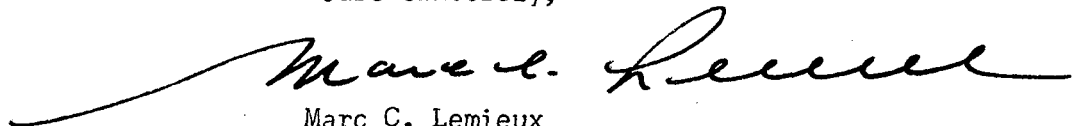
We had been told earlier that the LEIO's would be on the same level as the Commercial Officers now employed in Consulates in the U.S. For this reason, we are confident that we should be able to attract the right experienced person for approximately \$15,000, which corresponds roughly to Step 7 of the GS-9 level that you mentioned in your letter. However, in order to keep such a person with us a few years, we will have to offer him/her a maximum salary superior to the present top echelon of GS-9 which is \$15,821. For all purposes, we might even consider using Scale 10 instead of 9 which varies from \$13,379 to \$17,393. We are attaching a copy of the present scale used here for Commercial Officers for your ease of reference. Please take note that our two CO's have now reached Step 6 of CO2 (B) and Step 4 of CO1 (B) respectively.

We appreciate very much your offer to make a special arrangement to provide the funds from your own Information Division budget this year. In the future, as you have indicated, these expenditures will be included in the Post estimates. As for this Fiscal year, assuming that the LEIO is hired sometime in September or October, \$2,000 for travel and \$1,000 for hospitality should suffice. (Travel to include a three-week indoctrination trip to Canada and a one-week trip to Washington.)

Your support in this matter is highly appreciated and we hope that our position will soon be such as to permit the establishment at the Dallas Consulate of a much-needed Information/Cultural Affairs Section, including the setting up of a film library.

// Paid  
separately  
by FAI  
I think

Yours sincerely,



Marc C. Lemieux  
Consul and Trade Commissioner

MCL:mmw

Enclosure

CC/Mr. R. O'Hagan  
Minister-Counsellor  
(Information)

P.S. Mr. Bobinski is now vacationing with his family somewhere along the Gulf of Mexico.

APRL-72

COMMERCIAL OFFICER SALARY SCALES

CENTRE A: ATLANTA, BOSTON, CHICAGO, DETROIT, PHILADELPHIA,  
LOS ANGELES, SAN FRANCISCO, SAN JUAN

CENTRE B: BUFFALO, CLEVELAND, DALLAS, MINNEAPOLIS, NEW ORLEANS,  
SEATTLE

EFFECTIVE MAY 1, 1973

US \$ PER ANNUM

Classification	Centre	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7	Step 8	Annual Increment
Commercial Officer 4	A	8904	9066	9228	9390					162 (Semi-annual)
	B	8316	8442	8568	8694					126 (Semi-annual)
Commercial Officer 3	A	9252	9696	10140	10584	11028	11472	11916	12360	444
	B	8544	8964	9384	9804	10224	10644	11064	11484	420
Commercial Officer 2	A	11904	12450	12996	13542	14088	14634	15180	15726	546
	B	11028	11532	12036	12540	13044	13548	14052	14556	504
Commercial Officer 1	A	13956	14574	15192	15810	16428	17046	17664	18282	618
	B	12768	13350	13932	14514	15096	15678	16260	16842	582

APPROVED:

*W.F. Bauer*

June 6, 1973



002275

FAI

To be discussed  
on visit to  
Washington

UNCLASSIFIED

WASHINGTON  
FM WSHDC 1094 APR5/74

ACTION COPY

TO EXTOTT FAI

DISTR GWP GWU FAI FAC

---INFO/CULTURAL PROGRAMS:THE NEW LOOK

WE ARE INTO 1974/75 FISCAL YEAR WHEN FIRST OF ADDITIONAL RESOURCES  
FOR NEW LOOK INFO/CULTURAL PROGRAMS COME ON STREAM IN USA.WITH  
THESE NEW RESOURCES WILL COME,IT IS TO BE HOPED,MORE ACTIVE AND  
BETTER ARTICULATED PROGRAMS.WE MIGHT BE WELL ADVISED,WITHIN THIS  
CONTEXT,TO GIVE SOME THOUGHT TO SYTEM FOR PROVIDING POLICY GUIDANCE  
AND COORDINATION IN INFO/CULTURAL AREA TO OUR POSTS IN USA.

2.WE PROCEED FROM BASIC ASSUMPTION THAT POLICY GUIDANCE IN GENERAL  
AS WELL AS SPECIFIC TERMS WILL BE PROVIDED BY HQ,SUCH GUIDANCE TO  
ENCOMPASS BOTH NATL AND LOCAL PROGRAMS.WE WOULD EXPECT POSTS TO  
DEAL DIRECTLY WITH HQ ON POLICY MATTERS AFFECTING THEIR OWN TER-  
RITORIES,WITH WSHDC BEING KEPT INFORMED.WHEN POLICY GUIDANCE  
COVERS PROGRAMS AFFECTING TWO OR MORE POSTS,AS FOR EXAMPLE IN CASE  
OF TOURING EXHIBITION,YOU MAY WISH TO LOOK TO FORMULA FOR CHANNEL-  
LING RECOMMENDATIONS FROM FIELD THROUGH EMB AS COORDINATING POINT.IN  
ANY EVENT WE EXPECT YOU WOULD WANT EMBS COORDINATING AND/OR SUPPOR-  
TIVE ROLE TO CONTINUE TO BE A MANAGERIAL ONE IN IMPLEMENTATION OF  
POLICIES AND PROGRAMS TO THEIR BEST ADVANTAGE.

3.IN MAJOR PROGRAM AREAS SUCH AS MEDIA RELATIONS,ACADEMIC LIAISON,  
GENERAL INFO AND HIGH SCHOOL BOOK PRESENTATIONS WE WILL WANT TO TAKE  
CARE THAT WE ARE ALL PURSUING COMMON OBJECTIVES AND EMPLOYING TO

...2

(1) file  
56-1-2-USA.  
L  
back

PAGE TWO 1094 UNCLAS

OPTIMUM DEGREE HARMONIZED PROCEDURES. IT WILL, WE SUGGEST, BE IMPORTANT TO TRY AND FORMALIZE TO A DEGREE EMBS COORDINATING AND GUIDANCE ROLE. EMB THROUGH OFFICE OF INO HAS DONE THIS ON AN ADHOC BASIS FOR SPECIFIC PROGRAMS. THIS EMB ROLE HAS NOT/NOT ALWAYS BEEN EXPLICITLY ENDORSED BY HQ. ON OCCASION SOME POSTS FOR CERTAIN PROGRAMS HAVE NOT/NOT FULLY APPRECIATED THIS EMB ROLE BECAUSE THEY HAD NOT/NOT RECEIVED INSTRUCTIONS FROM HQ OUTLINING ITS EXPECTATIONS FOR COORDINATING PROGRAM INITIATIVES AND/OR BECAUSE THEY FELT THAT AS PARTICULAR PROGRAM WAS NOT/NOT SPECIFICALLY IN THEIR COUNTRY PROGRAM IT NEED NOT/NOT AND SHOULD NOT/NOT CONCERN THEM. IT MAY BE THAT RIGHT WORDS FROM YOU AT START OF NEW LOOK COULD HELP PAVE WAY FOR WHAT WILL ALWAYS BE DELICATE EXERCISE--COORDINATING AND WORKING TO AGREED OBJECTIVES OF SIXTEEN CDN POSTS IN USA. GIVEN REALITY OF INTEGRATION AND GROWING NUMBER OF NATL PROGRAMS IT SEEMS TO US NOT/NOT ONLY DESIRABLE BUT IN LONG RUN ESSENTIAL. WE MIGHT NOTE THIS HAS BEEN OUR EXPERIENCE OVER PAST YEAR WHEN IN SPITE OF OUR LTD RESOURCES GREATER ATTN HAS BEEN PAID TO COORDINATING OUR PROMOTION OF CDN STUDIES TO ACADEMIC LIAISON. AT SAME TIME WORK OF QUOTE NATL UNQUOTE INFO OFFICER ALSO BEGAN TO TAKE SHAPE.

4. WE BELIEVE THAT WITH SUSTAINED EFFORT OVER PERIOD OF YEARS WE CAN ACHIEVE, TO GENERAL BENEFIT, MUCH HIGHER LEVEL OF COOPERATION THAN NOW EXISTS. WE HAVE NO/NO ILLUSIONS THAT WITH DIVERSITY OF POSTS THROUGHOUT THIS HIGHLY REGIONALIZED COUNTRY COORDINATION WILL ALWAYS BE EASY OR DESIRABLE OR SIT WELL WITH POSTS IN EVERY

...3

PAGE THREE 1094 UNCLAS

INSTANCE. WE ARE CONTENT THOUGH THAT AN UNEQUIVOCAL POLICY OF FLEXIBLE COORDINATION IS NOT/NOT ONLY WORKABLE BUT WILL BY AND LARGE BE WELCOMED BY POSTS. INFO AND CULTURAL AFFAIRS, BECAUSE THEY ARE A DENOMINATOR COMMON TO US ALL, ARE, WE SUBMIT, A NATURAL PLACE TO BEGIN.

5. WHILE YOU MAY WISH TO INCORPORATE THOUGHTS ALONG THESE LINES, SHOULD YOU FIND THEM ACCEPTABLE IN PRINCIPLE, IN WHATEVER NEW LOOK CIRCULAR DOCU YOU MAY BE CONTEMPLATING, NEITHER DO WE THINK SUBJ SHOULD BE OVERLOOKED AS WORTHY OF SEPARATE CIRCULAR TO EMPHASIZE ITS IMPORTANCE.

051936Z 620

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

To/A  
From/De: ACRA

APR 18 1974

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

FROM  
De The Canadian Consulate General  
Atlanta

REFERENCE  
Référence

SECURITY UNCLASSIFIED  
Sécurité

DATE 4 April 1974

NUMBER 143  
Numéro

SUBJECT NEW LOOK INFO PROGRAM  
Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	6

ENCLOSURES  
Annexes

4

DISTRIBUTION

Attached is a copy of a self-explanatory letter concerning the LEIO position allocated to this office.

2. Also attached is a copy of the covering letter, dated 17 December 1973, transmitting our 1974/75 Country Program, and the summary of our program at that time. You will note our support staff position was, even then, regarded as critical.

Consulate General

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
À  
The Under-Secretary of State for External Affairs (GWU)  
Ottawa

FROM  
De  
The Canadian Consulate General  
Atlanta

REFERENCE  
Référence  
GWU 109, 14 March 1974

SUBJECT  
Sujet  
NEW LOOK INFO PROGRAM

SECURITY  
Sécurité UNCLASSIFIED

DATE  
4 April 1974  
NUMBER  
Numéro 142

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

1  
DISTRIBUTION

1. Director  
FAI

We acknowledge receipt of your referenced telex confirming allocation of a local engaged information officer (LEIO) position to this Post effective April 1. We have not as yet received the FAI hiring guidelines and suggested salary scales.

2. We have noted, regretfully, that no reference is made to the allocation of support staff which will be required if a LEIO is to be effective. You will recall that we have many times pointed out that this office is drastically deficient in support staff. This deficiency became even more acute with the transfer of administrative duties from our former AS (now an FS), to support personnel. The situation, as it now stands, is that the newly-titled FS, who is responsible for consular, cultural and information work, does NOT have support staff to enable him to take advantage of his new position. He requires additional support if any new impetus is to be given to the information and cultural program.

3. I again emphasize this office cannot provide support in any area, including stenographic or secretarial support, telephonic assistance, mailing facilities, reproduction and collation activities or general administration, for any new programs.

4. To add another program officer to an information program already limited to a mainly responsive role due to lack of support staff, would be neither logical nor feasible. If the "new look information program" as seemingly envisaged by the Department is to be effective at this Post, we will require first a minimum of one support staff, and secondly, if a suitable LEIO is found and

. . . /2

-2-

recruited, two support staff positions to take full advantage of the officer strength available.

5. An up-to-date total staff chart is enclosed.
6. A copy of this letter is being directed to the Director, FAI.



Consulate General

Encl.(1)

HJH:ASC D CD F

The Under-Secretary of State for External Affairs (ICER)  
Ottawa

The Canadian Consulate General  
Atlanta

17 December 1973

292

1974/75 Country Program - Atlanta

Attached is the original copy of the Country Program for this post.

Distribution  
as per  
attached  
sheet.

2. The Atlanta Consulate General, as you know had not been open long enough, when last year's Program was submitted, to forecast accurately the pattern of activities which would develop. Forecasts of manning levels required to handle the work load were therefore at best estimates.
3. Since it is now evident there are requirements for significant programs and especially support personnel increases, our submission reflects these requirements. We realize, of course, that this does not follow exactly the format you have laid down, nor does it provide the usual lead time required for changes. However, we ask your indulgence and understanding in this, our attempt to put before all concerned, the very real need for quick correction of our staff deficiencies, which were not due to lack of planning on our part. If any one factor was to blame, it might be the very responsible and conservative approach taken when estimates were kept at an extremely low level last year; another would be the unexpectedly high level of responsive work which has developed, and a third the seeming lack of provision for the additional staff requirements that the posting of an H.O.P. would add.
4. We have tried to be brief and to the point in our outline of all major programs as division heads have reported at length and in greater detail to their respective departments. We assume these are available, if and as required by ICER.
5. We found the instruction sheets of great assistance and the forms easier to use. The blank universal organization chart was especially useful, even though our copier does sometimes, reproduce the blue lines! You may notice we added some heavier vertical lines to the section 5/2 to make it easier to follow support personnel vertical percentages.
6. Please contact us by telephone, telax or letter if you wish us to expand on or explain any section of our Program including the urgency we place on our request for additional support staff.

  
Consulate General

## COUNTRY PROGRAM SUMMARY

## SOMMAIRE DE L'ENSEMBLE

COUNTRY UNIT ATLANTA  
UNITÉ

The Consulate General was opened in September, 1972 and the Consul General arrived September, 1973. As yet, therefore, the full pattern of the usual activities of a U. S. Consulate General is still being developed. It is evident however that the initial projection of responsive work loads, in most program areas, fell far short of what has already developed.

As the expeditious correction of this shortfall, it is felt, is essential if the full potential of our operation is to be realized, the following summary, by already established programs gives more attention to personnel than would otherwise be the case.

### A. Manpower and Immigration

The large number of immigration enquiries, with the applications to be processed, has already required the addition of one support staff (November, 1973). The lone Canadian officer, even with more overtime than is desirable, has not been able to cover his territory or devote time to the Manpower element of his posting. When Central Processing is discontinued as forecast in April, 1974, the situation will become even worse. An additional officer is required and has been requested.

### B. Trade and Industrial Development

The Trade Division, which was transferred from New Orleans, and responsible in Atlanta, for territory already familiar to it, more closely followed their projection. On the basis of present conditions and the projected rate of program activity, it is proposed to reduce the Canadian officer strength by one man-year in 1974/75. However, as the staff used in support of I.T.C. included those allocated for an H.O.P., who has now arrived, they require, even with the suggested officer reduction and a sharing of duties, at least one more support staff position.

### C. Consular and Passport

The heavy inflow of retired Canadians coming to the "Sunny South" as permanent residents, and the seasonal transient travellers have at times "swamped" the facilities of the understaffed consular and passport division. The addition of one support staff is essential if the possibility of a breakdown in our services to Canadians is to be avoided.

## COUNTRY PROGRAM SUMMARY SOMMAIRE DE L'ENSEMBLE

COUNTRY UNIT  
UNITÉ

### D. Administration and Support Services

The Atlanta Consulate General is fully integrated and nowhere is this more evident than in the administrative section. Support staff is allocated and shifted as requirements and positions change. The success of this integration can be measured by the fact that there is no provision for a librarian, accountant, mail, records or file clerk. The addition of a support staff "swinger" to cover off, partially, these duties is required. An H.O.P. driver position is required.

### E. Cultural and Information

The H.Q. proposed expanded cultural and information program, if it is to be implemented, will require both program-related and support staff. Present activities are minor and basically responsive.

### F. Travel and Tourism

The travel section has plans for a very active program. An assistant manager position has been requested to supplement and support the manager's operation, particularly to enable adequate coverage and exploitation of their 9-state territory. ICER telex 252 shows the position (TB 4091), but CGOT has not been given local authority to fill the position. Present support staff is adequate as temporary staff, as required, can be employed to cope with short-term peak loads developed from specific programs.

### G. Customs and Excise (A New Program)

There is as yet no Customs and Excise representation, enquiries being transferred to National Revenue staff in New York or Ottawa. The proposal to have Customs representation in Atlanta will alleviate this load. No Canadian officer should be posted without an accompanying allocation of support staff.

**COUNTRY PROGRAM SUMMARY**  
**SOMMAIRE DE L'ENSEMBLE**

COUNTRY UNIT \_\_\_\_\_  
UNITÉ \_\_\_\_\_

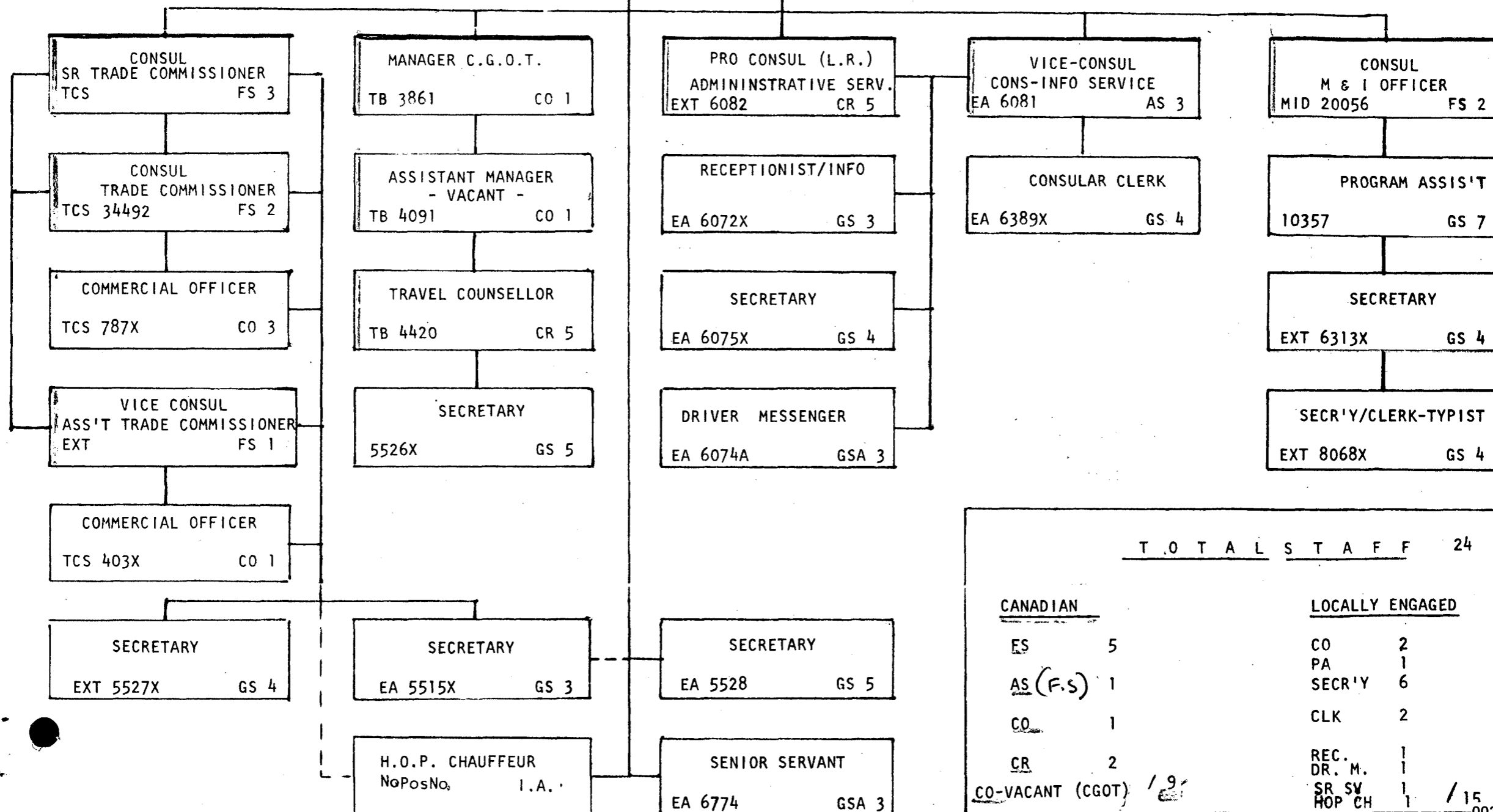
H. General Relations

The Head of Post, only newly arrived and not yet settled in, has commenced calls on the Consular territory State Governors, officials, educators, press and media representatives, trade and other prominent individuals. Contacts with these and other territory-based political and public figures will be expanded to broaden our appreciation of their activities and aims while at the same time explaining and elaborating on the Canadian viewpoint and position on matters concerning our two countries. Future plans include 'team' visits to major centres in the territory, surveys to determine where there are concentrations of Canadians, and support as requested or required, of all post activities, of the Embassy in Washington, and of Canadian departments and agencies. Close liaison will be maintained with the local representative of the Province of Ontario, the Dallas-based representative of Quebec, and other Provincial authorities. Co-ordination of the country program is through the Committee on Post Management. In this new, small Post, integration in all areas is already at a very high level, which will be maintained.

ATLANTA

ORGANIZATION CHART - ORGANIGRAMME

CONSUL GENERAL  
FS 4



T O T A L S T A F F 24

CANADIAN

ES 5  
AS (F.S) 1  
CO 1  
CR 2  
CO-VACANT (CGOT) 1/9

LOCALLY ENGAGED

CO 2  
PA 1  
SECR'Y 6  
CLK 2  
REC. DR. M. 1  
SR SV 1  
HOP CH 1 / 15

MEMORANDUM

apo

fap

CONFIDENTIAL  
PERSONNEL INFORMATION

April 11, 1974

Roger/Harman discussion March

Canada Based Information Officer - Los Angeles

56-1-2-LBA	
6	✓

You will recall that the discussion under reference, relative to the new Canada-based information officer position in Los Angeles, concluded in agreement that the Bureau of Public Affairs should nominate a candidate for the assignment. My recommendation is that Mr. Douglas Lambie, IS 3, currently heading the FAI Audio-Visual Section be assigned to Los Angeles with the provisos that:

GWU  
FAI

- (a) the appointment be subject to review after one year by the Head of Post, Mr. Lambie and ~~this Bureau~~, and  
*the Dept*
- (b) a period of training in Canada and Washington, including a short program management course, be arranged in advance of Mr. Lambie's arrival in Los Angeles.

In view of point (b) and normal leave requirements I would guess that Mr. Lambie might arrive in Los Angeles in late September or October. FAI, in consultation with APDT, will be happy to assume responsibility for arranging the preposting training considered necessary.

2. May I have your views on this recommendation as soon as possible as a request for staffing action to find a replacement for Mr. Lambie should be put to the Public Service Commission within a few days.

L. A. D. STEPHENS  
DIRECTOR OF PUBLIC AFFAIRS  
Bureau of Public Affairs

SAME LETTER SENT TO:

Mr. M.B. Blackwood, Consul, Minneapolis

file diary circ chron

cc. APRIL  
GMU  
AFPC  
APRA  
WASHINGTON

*Canadian Consulate Chicago*

Ottawa, KIA 002

April 30, 1974

56-1-2-45A	
C	20 ③

Dear Mr. Timmerman,

As USA Division has informed you by telegram, your post is one of those for which a position for a Locally-engaged Information Officer has been approved effective April 1, 1974. Although I think you will have a good idea from your experience at the post of what a Locally-engaged Information Officer can do in Chicago, you no doubt wish to have terms of reference from us. I attach a copy of the outline of duties we are sending to all United States posts which are being authorized to hire Locally-engaged Information Officers this year. This outline has been drafted on the basis that, in filling the position, it will be essential to choose a candidate who has a good educational background including university graduation and has had extensive media or public relations experience in the area of the post and a wide acquaintance in circles important to the development of an information programme. If possible, he should be someone (ideally, a Canadian resident in the area) who is well informed about Canada. However, that may be too much to hope for.

From the outset the appointment of LEIO's to consular posts in the USA has been conceived of as analogous to the appointment of Commercial Officers or Immigration Programme Assistants - i.e. as appointments at the officer level to carry programme responsibilities consistent with that status. We have consulted with the Locally-engaged Staff Abroad Section and have been told that the duties outlined would appear to fit into the GS-9 level - we would expect at about the seventh step on first appointment to attract the calibre of candidate we want - but that a higher classification could be considered if it does not prove possible to recruit at that salary level.

.../2

Mr. John Timmerman,  
Consul General,  
Canadian Consulate General,  
Suite 2000,  
310 South Michigan Avenue,  
Chicago, Ill. 60604

- 2 -

I realize that, with the exception of media liaison to which we attach first importance at all posts, stronger emphasis may be placed on one aspect than another of the Information Officer's duties according to local circumstances and the post's human and material resources. In your own case, I know your film library has not yet been set up. However, we hope it will be in the near future. I think the outline makes plain that the function of the Locally-engaged Information Officer is to do the spadework for the information programme but that objectives must be set for him and his efforts consolidated and capitalized upon by you and other Canada-based officers.

A point which bears stressing is that the information and cultural programme is to be conducted in support of all the posts objectives. I know that you, as Head of Post, will maintain close liaison with the Embassy in Washington as well as with the USA and Information Divisions in Ottawa on the direction your information programme is taking generally and the handling of questions of particular importance to Canada/United States relations. You may, of course, expect to receive immediate guidance on such subjects as energy policy or the foreign investment review legislation (to cite recent examples) as well as Washington's and our best efforts to meet your suggestions and requests for materials to supply the day-to-day and special needs of your programme.

I should like your early advice on the amounts you think will be required in 1974/75 to meet the travel and hospitality expenses of your Locally-engaged Information Officer. Because it was not possible for you to foresee these expenditures when preparing your 1974/75 post estimates, we shall make a special arrangement to provide the funds from our own Information Division budget this year. In future years, you should include them in your post estimates in the usual way.

If you consider it desirable, either we or the Embassy in Washington will try to send an officer to assist in working out the Locally-engaged Information Officer's duties in the light of local circumstances or to participate in the final selection as between screened candidates for the position. In any case, don't hesitate to send a telegram or telephone me if you run into any problems in this venture.

Yours sincerely,

ORIGINAL SIGNED  
A. B. ROGER  
A.B. Roger,  
Director,  
Information Division

SAME LETTER TO:

Mr. S.G. Tregaskes, Consul, Buffalo  
Mr. R.A. Kilpatrick, Consul, Cleveland  
Mr. E.L. Bobinski, Consul, Dallas

file diary circ chron

cc. APRIL  
CWU  
AFPC  
AFRA  
WASHDC

*Canadian Consulate General, Atlanta*

Ottawa, KIA 002

March 26, 1974

① 52-1-2-45A	
C	20 ③

Dear Mr. Horne,

As you know from Tologram No. CMB-109 of March 15, your post is one of those for which a position for a Locally-engaged Information Officer has been approved effective April 1, 1974. Although I think you will have a good idea from your experience at the post of what a Locally-engaged Information Officer can do in Atlanta, you no doubt wish to have terms of reference from us. I attach a copy of the outline of duties we are sending to all United States posts which are being authorized to hire Locally-engaged Information Officers this year. This outline has been drafted on the basis that, in filling the position, it will be essential to choose a candidate who has a good educational background including university graduation and has had extensive media or public relations experience in the area of the post and a wide acquaintance in circles important to the development of an information program. If possible, he should be someone (ideally, a Canadian resident in the area) who is well informed about Canada. However, that may be too much to hope for.

From the outset the appointment of LEO's to consular posts in the USA has been conceived of as analogous to the appointment of Commercial Officers or Immigration Programme Assistants - i.e. as appointments at the officer level to carry programme responsibilities consistent with that status. We have consulted with the Locally-engaged Staff Abroad Section and have been told that the duties outlined would appear to fit into the GS-9 level -- we would expect at about the seventh step on first appointment to attract the calibre of candidate we want -- but that a higher classification could be considered if it does not prove possible to recruit at that salary level.

.../2

Mr. H.J. Horne  
Consul General,  
Canadian Consulate General,  
P.O. Box 56169,  
Atlanta, Ga. 30303

- 2 -

I realise that, with the exception of media liaison to which we attach first importance at all posts, stronger emphasis may be placed on one aspect than another of the Information Officer's duties according to local circumstances and the post's human and material resources. In your own case, as an example of lack of the necessary resources, I know you have no film library, nor, I expect, support staff with free time to look after the details of the operation of one. However, we hope to be able to set you up in the film business in the foreseeable future and, in the meantime, you may call on us or a neighbouring post when you want to borrow films for a particular purpose. I think the outline makes plain that the function of the locally-engaged Information Officer is to do the spadework for the information programme but that objectives must be set for him and his efforts consolidated and capitalised upon by you and other Canada-based officers.

A point which bears stressing is that the information and cultural programme is to be conducted in support of all the posts objectives. I know that you, as Head of Post, will maintain close liaison with the Embassy in Washington as well as with the USA and Information Divisions in Ottawa on the direction your information programme is taking generally and the handling of questions of particular importance to Canada/United States relations. You may, of course, expect to receive immediate guidance on such subjects as energy policy or the foreign investment review legislation (to cite recent examples) as well as Washington's and our best efforts to meet your suggestions and requests for materials to supply the day-to-day and special needs of your programmes.

I should like your early advice on the amounts you think will be required in 1974/75 to meet the travel and hospitality expenses of your Locally-engaged Information Officer. Because it was not possible for you to foresee these expenditures when preparing your 1974/75 post estimates, we shall make a special arrangement to provide the funds from our own Information Division budget this year. In future years, you should include them in your post estimates in the usual way.

If you consider it desirable, either we or the Embassy in Washington will try to send an officer ~~to assist~~ to assist in working out the locally-engaged Information Officer's duties in the light of local circumstances or to participate in the final selection as between screened candidates for the position. In any case, don't hesitate to send a telegram or telephone me if you run into any problems in this venture.

Yours sincerely,

ORIGINAL SIGNED

A. B. ROGER

A. B. Roger,

Director,

Information Division

SAME LETTER TO:

Mr. M.B. Bursey, Consul, DETROIT  
Mr. R.M. Adams, Consul General, SAN FRANCISCO  
Mr. R.C. Anderson, Consul General, SEATTLE

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

FAI/L.M. KELLY/2-4088/AM  
file diary circ chron

cc. APRL  
GWI  
AFPC  
APRA  
WASHDC

①  
Canadian Consulate General Boston . ①

Ottawa, KIA OG2

March 26, 1974

52-12-45A	
6	20 ③

Dear Mr. Delisle,

As you know from Telegram No. GNL-109 of March 15, your post is one of those for which a position for a Locally-engaged Information Officer has been approved effective April 1, 1974. Although I think you will have a good idea from your experience at the post of what a Locally-engaged Information Officer can do in Boston, you no doubt wish to have terms of reference from us. I attach a copy of the outline of duties we are sending to all United States posts which are being authorized to hire Locally-engaged Information Officers this year. This outline has been drafted on the basis that, in filling the position, it will be essential to choose a candidate who has a good educational background including university graduation and has had extensive media or public relations experience in the area of the post and a wide acquaintance in circles important to the development of an information programme. If possible, he should be someone (ideally, a Canadian resident in the area) who is well informed about Canada. However, that may be too much to hope for.

From the outset the appointment of LEO's to consular posts in the USA has been conceived of as analogous to the appointment of Commercial Officers or Immigration Programme Assistants - i.e. as appointments at the officer level to carry programme responsibilities consistent with that status. We have consulted with the Locally-engaged Staff Abroad Section and have been told that the duties outlined would appear to fit into the GS-9 level - we would expect at about the seventh step on first appointment to attract the calibre of candidate we want - but that a higher classification could be considered if it does not prove possible to recruit at that salary level.

.../2

Mr. J.L. Delisle,  
Consul General,  
Canadian Consulate General,  
5th Floor,  
500 Boylston Street,  
Boston, Mass. 02116

- 2 -

I realize that, with the exception of media liaison to which we attach first importance at all posts, stronger emphasis may be placed on one aspect than another of the Information Officer's duties according to local circumstances and the post's human and material resources. I think the outline makes plain that the function of the Locally-engaged Information Officer is to do the spadework for the information programme but that objectives must be set for him and his efforts consolidated and capitalized upon by you and other Canada-based officers.

A point which bears stressing is that the information and cultural programme is to be conducted in support of all the posts objective. I know that you, as Head of Post, will maintain close liaison with the Embassy in Washington as well as with the USA and Information Divisions in Ottawa on the direction your information programme is taking generally and the handling of questions of particular importance to Canada/United States relations. You may, of course, expect to receive immediate guidance on such subjects as energy policy or the foreign investment review legislation (to cite recent examples) as well as Washington's and our best efforts to meet your suggestions and requests for materials to supply the day-to-day and special needs of your programme.

I should like your early advice on the amounts you think will be required in 1974/75 to meet the travel and hospitality expenses of your Locally-engaged Information Officer. Because it was not possible for you to foresee these expenditures when preparing your 1974/75 post estimates, we shall make a special arrangement to provide the funds from our own Information Division budget this year. In future years, you should include them in your post estimates in the usual way.

If you consider it desirable, either we or the Embassy in Washington will try to send an officer            to assist in working out the Locally-engaged Information Officer's duties in the light of local circumstances or to participate in the final selection as between screened candidates for the position. In any case, don't hesitate to send a telegram or telephone me if you run into any problems in this venture.

Yours sincerely,

ORIGINAL SIGNED

A. B. Roger,  
Director,  
Information Division

file diary circ chron

cc. MIN PDM PPR

Ottawa, March 25, 1974

MEMORANDUM FOR THE MINISTER

RETURN TO D. S. - FAI

Report by Toronto Star and Canadian Press on  
Recruitment of Locally-engaged Information  
Officer by Canadian Consulate General, Boston

56-1-2-484	
S	—

You may have learnt of a report which has appeared in the Toronto Star and has been put on the wire by the Canadian Press about a poster drawn up by the Canadian Consulate General in Boston and sent to several Canadian universities for display in the university employment service offices. The Consulate General has been authorized to employ a Locally-engaged Information Officer (LEIO) whose duties, under the direction of Canada-based officers, would include liaison with the news media, educational institutions, etc. in the territory of the post. The position at Boston and similar positions at several other United States posts have been established to give the posts the advantage of the services of the sort of officer whose professional qualifications and local contacts in the information field will be comparable to those in the trade field of locally-engaged Commercial Officers and of the senior Program Assistants of the Department of Manpower and Immigration.

2. It would be a decided asset if the LEIO's also had, from the outset, a good knowledge of Canada. With this in mind, the Consulate General in Boston decided that one major source of applicants for its new position was likely to be Americans now pursuing post-graduate studies at Canadian universities who would shortly be returning to the Boston area to take up employment. The poster was headed "Job Opportunity for American Citizens" and gave the importance of a knowledge of Canadian affairs as the reason for drawing the position to the attention of Americans studying at Canadian universities. The Consulate General, upon enquiry from the Toronto Star, repeated this explanation and assured the reporter who called that applications for the position from Canadians resident in the Boston area would be given every consideration. The Director of Information Division, whom the Toronto Star reporter also called, emphasized that it is, in fact, our practice to give Canadians resident abroad, who have the qualifications required, preference in filling locally-engaged staff positions. The Toronto Star included both the Consulate General's and the Director of Information Division's explanatory statements in its report.

.../2

- 2 -

3. I should add that it is unfortunate that the Consulate General did not consult the Information Division before sending out the poster because the poster was not only misleading in implying that the job opportunity was limited to American citizens but was also directed to the wrong employment market. While students of Canadian affairs would have the desired knowledge of Canada, they would be unlikely to have the experience in information and public relations work which are of first importance in filling the locally-engaged Information Officer positions.

4. If you are asked a question in the House about the Toronto Star/Canadian Press report, you may be confident in replying that, far from precluding Canadians resident abroad from applying for locally-engaged staff positions, the usual first step is to canvass the local Canadian community for a qualified applicant, and steps are being taken in this instance to canvass the local Canadian possibilities before anyone is in fact hired.

A. E. RITCHIE

A.E.R.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO  
A

FROM  
De

REFERENCE  
Référence

SUBJECT  
Sujet

GWU

FAI

Your memorandum of February 11

USA - Public Attitudes in Northern New York State

SECURITY  
Sécurité

DATE

NUMBER  
Numéro

UNCLASSIFIED

March 22, 1974

FILE	DOSSIER
OTTAWA 56-12-USA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

FAP  
GWP

CONGENNY  
WASHDC  
CHICAGO  
DETROIT  
BOSTON  
SEATTLE

MAR 25 1974

U.S.A. DIV.	
2W	PC
3	3
4	4
5	5

The account of your conversation with Congressman McEwan makes discouraging reading. Perhaps we can take some comfort from Art Buchwald's advice to Canada that we should become objectionable rather than nice if we wish to be noticed in the United States. Unfortunately, Buchwald's advice stops short of a formula for the automatic transformation of irate notice into sympathetic interest.

2. Among the special information programmes through which we are trying to wreak the transformation ourselves, the campaign to be mounted with the Battelle survey results and the U.S. Public Broadcasting System network television broadcast on Canada should be particularly effective in regions near the Canada/U.S. border. As for continuing programmes by which we are making steady headway in having at least some Americans understand our policies, the Consulates General in New York and Boston do yeoman work in the Canadian studies field. You are familiar with (having made a personal contribution to its success last year) the excellent annual Canada Week held by St. Lawrence University. New York gives every possible assistance to St. Lawrence and to several other universities in organizing this sort of event. Boston does the same, and, with the posting during the past year of an officer who can devote a substantial part of her time to the information programme, Seattle is having some success with the encouragement of Canadian studies in the western border area. Having the staff to do the work is of course the key factor. We hold considerable hope, in our efforts to counteract the sort of attitudes Congressman McEwan reported to you, for the media liaison job to be done by the Locally-engaged Information Officers now being appointed to United States posts. It will be essential that the Department and posts ensure that the aims and objectives of these officers' activities are accurately spelt out; (i.e.), they know what they are doing and why. The answer - training, and we shall do that! The opinions Congressman McEwan's constituents express to him on Canadian energy policies, if not on the location of industries, probably are formed by what the constituents read in their newspapers and see and hear on television and radio. The primary function of the new Locally-engaged Information Officers will be to do the spadework which can result in more accurate reporting about Canada by the American media. In summary,

.../2

- 2 -

it is our hope that the stepping up of public information activities in the United States, now in prospect, will serve to reduce the frequency of receipt of letters reflecting such negative views.

  
Information Division

## G-4U

UNCLASSIFIED

PAI

March 22, 1974

Your memorandum of February 11

56-1-2-USA

USA - Public Attitudes in Northern New York State

4

FAP  
GAP

CONCERNY  
WASHDC  
CHICAGO  
DETROIT  
BOSTON  
SEATTLE

The account of your conversation with Congressman McEwan makes discouraging reading. Perhaps we can take some comfort from Art Buchwald's advice to Canada that we should become objectionable rather than nice if we wish to be noticed in the United States. Unfortunately, Buchwald's advice stops short of a formula for the automatic transformation of irate notice into sympathetic interest.

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.../2

- 2 -

it is our hope that the stepping up of public information activities in the United States, now in prospect, will serve to reduce the frequency of receipt of letters reflecting such negative views.

A. B. ROGER

Information Division

## EXTERNAL AFFAIRS



## AFFAIRES EXTÉRIEURES

file  
56-12-USA  
mk

TO FAI

SECURITY **UNCLASSIFIED**  
Sécurité

FROM **APRL**  
De

DATE **March 26, 1974**

REFERENCE GWU telegram 109 of March 14, 1974 and  
Référence Kelly/Kelley telecon.

NUMBER  
Numéro

SUBJECT **LE IO Positions in the U.S.A.**  
Sujet

<b>FILE</b>	<b>DOSSIER</b>
<b>OTTAWA</b>	
<b>RECEIVED FEDERAL BUREAU OF INVESTIGATION</b>	
<b>MICRON</b>	
67-153-458-	

ENCLOSURES  
Annexes

## DISTRIBUTION

We agree that the LE 10 positions should be at the officer level and equivalent to the Commercial Officer classification. Most of the Commercial Officers in the U.S.A. are university graduates, specialists in commerce, marketing, etc. It would not therefore be equitable to hire a new officer group, whose specification standards are no higher than the Commercial Officer group, at a higher level.

2. Under T.B. Minute No. 704088 of June 2, 1971, Section 3.01(a) "Classification recommendations shall be prepared bearing in mind the need to maintain internal relatively at the post and shall be based on (a) a review of the existing classification structure at the post and (b) a comparison with the classification structures of three other employers with whom the post competes for staff and whose working conditions are comparable. Normally, there should be three major foreign missions at the post."

3. Under the LES Regulations (Section 6.15) "an employee upon his appointment shall be the minimum rate in the range for the class to which he is appointed"....except....." Where it is impossible to recruit qualified employees at the minimum rate in the range, the Head of Post may authorize appointment at a rate higher than the minimum but not in excess of the maximum"

4. Also it should be noted that Buffalo, Cleveland, Dallas, Minneapolis, and Seattle are "B" posts and therefore their classifications are one grade lower than the other consulates and consulates-general in the U.S.A. The salaries of their C.O. positions vary from \$8,544 to \$14,334 p.a., i.e. equivalent to the GS 7, 8, 9 and 10 ranges.

A. C. Kelley

**Staff Relations and  
Compensation Division**



Canadian Embassy

Ambassade du Canada

Office of Information, *file*  
1771 N Street, N.W., SB-1-2-USA  
Washington, D.C. 20036

March 26, 1974

Dear Allen,

In our telephone conversation of March 22 you asked me to send some of my thoughts about salary and grade levels for Locally Engaged Information Officers before I take the route again.

A medium figure of \$14,500-\$15,000 should be all right provided that it is intended only as a guideline and that posts can be flexible upward and downward. I feel that most posts, certainly those with Commercial Officers will understand the concept of Locally Engaged Information Officers. Therefore, I think one criteria which should be used is that LEIO salaries should not be out of line with CO salaries particularly as throughout the U.S.A. the LEIOs will be in the same offices as COs. For example in the Embassy the COs are on the GS scale in the GS10 to 12 range. Locally Engaged Officers elsewhere in the Embassy are generally about GS10 including the Office of Information where the librarian is a GS10. The Congressional Reference Service will start, I believe, some of its university graduates at a GS7 and promote them in due course to GS9 and GS11. From that point on promotion is one GS grade at a time.

Earlier this year the Personnel Advisory Committee discussed at what levels we might have to recruit LEIOs in order to attract the kind of candidates we are looking for. The feeling was that GS9 and 10 with flexibility up to GS11 would probably meet our needs. Of course we will not really know until we are in a position to start recruiting.

.../2

Mr. Allen Roger,  
Director,  
Information Division,  
Department of External Affairs,  
Ottawa, Ontario

- 2 -

\* What experience  
What contacts.

My impression is that the posts should be able to hire the type of person they are looking for perhaps in many cases for less than \$14,500 particularly if they recruit fairly recent university graduates.\* This would be the type of dynamic person who would stay a few years before moving on to something else; unless, of course, the opportunity for more rapid salary increase existed than is built in the normal GS step by step structure. If an older person with experience and approaching mid-career is recruited and this person is particularly well qualified then initial salary would in all likelihood be higher than of medium.

I hope the foregoing is of assistance.

Yours sincerely,



Richard G. Seaborn,  
Counsellor.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*file*  
*56-1-2-USA*  
*MLL*

TO  
À

Miss L. M. Kelly

SECURITY  
Sécurité

FROM  
De

A. B. Roger

DATE

March 19, 1974.

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet

LEIO RECRUITMENT IN THE UNITED STATES

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	6

ENCLOSURES  
Annexes

DISTRIBUTION

GWU

Mr. Roberts  
Mr. Farley

FAP

Washdc-  
(Mr. O'Hagan)

You will be happy to learn that our colleagues in Washington (Messrs. O'Hagan, Percy and Clark) were quite satisfied with the LEIO job description which has been prepared for circulation to Consulates in the USA. However, they have suggested that the covering circular document should include clear references to the officer status, educational or professional qualities, and approximate salary level of the LEIO's to be recruited. They also agree that the assistance of the Embassy might be sought for assistance in recruiting in much the same way as we have agreed to offer departmental assistance.

2. Lastly, the Embassy would be happy to participate in any training course organized later this year for newly recruited LEIO's. Indeed, it was agreed that such a course might best be given jointly in Ottawa and Washington.

*A. B. Roger*  
Information Division.

Outline of Duties — Locally-engaged  
Information Officers in the United  
States

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Under the direction of the Head of Post (or a Canada-based officer designated by the Head of Post), to conduct an information programme in support of post objectives by:

- (1) developing close liaison with news media in the territory of the post — including the daily and weekly press, radio and television stations (both commercial and educational), periodicals and trade publications — with the purpose of achieving wider coverage of Canadian affairs and a more accurate interpretation of Canadian policies;
- (2) developing close liaison with local organizations and societies whose memberships represent interest groups among whom it is important to ensure understanding of Canadian policies and achievements and, for the same purpose, with staffs of local businesses and industries, labour organizations, and political parties, and with municipal, state and federal government officials;
- (3) developing a programme of distribution of Canadian information material, print and audio-visual, to selected audiences — schools, universities, societies, etc. and individuals in positions of influence;
- (4) cooperating with the officer of the Embassy in Washington responsible for academic relations in the encouragement of Canadian studies courses and seminars on Canadian affairs in colleges and universities of the post territory;
- (5) facilitating and promoting Canadian cultural manifestations within the area of the post, such as the visits of artistic groups, showings of graphic art displays and visits of persons prominent in Canadian cultural life.

Within the framework of these duties, to:

- (a) recommend to the Head of Post the action which should be taken by him and other Canada-based officers to consolidate and capitalize upon the spadework done through day-to-day liaison with the media (e.g., individual or group briefings at the post for media representatives, recommendation of a particular media representative for a visit to Canada under the Visits Programme of the appropriate Department, accepting requests for special interviews or radio and television appearances, acceptance of speaking engagements by post officers or by speakers from Canada, extension of hospitality);

- 2 -

- (b) draft for the Head of Post's approval press releases concerning happenings in Canada of particular interest in the post area and post activities and also feature articles or back-ground material covering Canadian subjects of local interest;
- (c) submit to the Head of Post recommendations for the preparation of material by Departments in Ottawa or the Embassy in Washington on subjects of local interest which require the exposition of Canadian Government policy;
- (d) organize press interviews or conferences and radio and television appearances on the occasion of visits to the post's territory by prominent Canadians;
- (e) encourage universities, schools, societies and businesses to stage special events such as "Canada Weeks" and coordinate post participation;
- (f) arrange for prestige, special or promotional showings of Canadian films to selected audiences;
- (g) supervise maintenance of an up-to-date film library and efficient distribution system;
- (h) supervise response to routine information enquiries, written and oral, and the distribution and maintenance of stocks of printed information material;
- (i) submit to the Head of Post suggestions for consideration by Departments in Ottawa as to new subjects and formats for audio-visual and printed material;
- (j) supervise the maintenance of and recommend to the Head of Post acquisitions for a reference library capable of serving the information requirements of the media and the public;
- (k) recommend to the Head of Post and organize appropriate post support for appearances by Canadian performing artists, showings of Canadian paintings, sculpture, etc;
- (l) organize or provide post support and promotional back-up for Canadian exhibits and displays shown in the post area;
- (m) within a budget allotment controlled by the Head of Post, travel to centres in the territory of the post;
- (n) within a budget allotment controlled by the Head of Post, extend hospitality.

NOTE: This listing of possible duties is not intended to be either definitive or exhaustive - rather it is indicative of the scope of a well rounded post information/cultural programme. It should be used to interpret the level and nature of particular post programmes in the light of prevailing and prospective local circumstances.

APRL/M.C. Kelley/6-2456/cef

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES *file*

*56-1-2-USA*

*mk.*

TO  
À

FAI

SECURITY UNCLASSIFIED  
Sécurité

FROM  
De

APRL

DATE February 22, 1974

REFERENCE  
Référence

Your Memorandum of February 12, 1974 to  
GWU

NUMBER  
Numéro

SUBJECT  
Sujet

Job Description - Locally-Engaged Information  
Officers in U.S.A.

FILE	DOSSIER
OTTAWA	
<del>394</del>	
MISSION	
<i>56-1-2-USA</i>	

ENCLOSURES  
Annexes

DISTRIBUTION

--  
The description of proposed duties attached to your Memorandum under reference would appear to warrant a classification equal to the locally-engaged officers of other departments at the post.

2. You may be interested to know the Immigration PA's were hired at the GS 8 level in most of the U.S. posts, (GS 7 at others). Attached is copy of the Commercial Officer salary scale for the USA and also the latest GS salary scale according to which the LEIO's would be paid.

3. The Immigration PA's were a new classification last year and we suggested they should be hired at the GS 8 level. If, after a year's experience their duties would seem to warrant a higher classification, we would reconsider the level.

4. It is suggested the LEIO's should be hired at the GS 8 level wherever it is possible to recruit at this level. Where it is not, a higher classification will be considered.

5. The CO 1 level is only approved at posts where there are several CO's and one has definite senior responsibilities.

cc: GWU

*Miss Kelly*  
*I believe we could*  
*justify a high-level*  
*if we are to get the*  
*degree of professionalism*  
*we hope. Let's discuss*  
*K*

*M. C. Kelley*  
Locally-Engaged Staff  
Abroad Section.

COMMERCIAL OFFICER SALARY SCALES

APRL-76

CENTRE A: ATLANTA, BOSTON, CHICAGO, DETROIT, PHILADELPHIA,  
LOS ANGELES, SAN FRANCISCO, SAN JUAN

CENTRE B: BUFFALO, CLEVELAND, DALLAS, MINNEAPOLIS, NEW ORLEANS,  
SEATTLE

EFFECTIVE: OCTOBER 1, 1973

US \$ PER ANNUM

<u>Classification Centre</u>	<u>Step 1</u>	<u>Step 2</u>	<u>Step 3</u>	<u>Step 4</u>	<u>Step 5</u>	<u>Step 6</u>	<u>Step 7</u>	<u>Step 8</u>	<u>Annual Increment</u>
Commercial Officer A	8904	9066	9228	9390					162 (Semi-Annual)
4 (less 15%)A1	7572	7710	7848	7986					138 (Semi-Annual)
B	8316	8442	8568	8694					126 (Semi-Annual)
(less 15%)B1	7068	7176	7284	7392					108 (Semi-Annual)
Commercial Officer A	9252	9696	10140	10584	11028	11472	11916	12360	444
3 (less 15%)A1	7860	8238	8616	8994	9372	9750	10128	10506	378
B	8544	8964	9384	9804	10224	10644	11064	11484	420
(less 15%)B1	7260	7620	7980	8340	8700	9060	9420	9780	360
Commercial Officer A	11904	12450	12996	13542	14088	14634	15180	15726	546
2 (less 15%)A1	10116	10584	11052	11520	11988	12456	12924	13392	468
B	11028	11532	12036	12540	13044	13548	14052	14556	504
(less 15%)B1	9372	9804	10736	10668	11100	11532	11964	12396	432
Commercial Officer A	13956	14574	15192	15810	16428	17046	17664	18282	618
1 (less 15%)A1	11868	12396	12924	13452	13980	14508	15036	15564	528
B	12768	13350	13932	14514	15096	15678	16260	16842	582
(less 15%)B1	10848	11346	11844	12342	12840	13338	13836	14334	498

GS SALARY REVISION  
EFFECTIVE 1 OCTOBER 1973

	ONE YEAR INCREMENT				TWO YEAR INCREMENT			THREE YEAR INCREMENT		
	1	2	3	4	5	6	7	8	9	10
U.S. GS 1 SCALE "B"	5017 4260	5184 4404	5351 4548	5518 4692	5685 4836	5852 4980	6019 5112	6186 5256	6353 5400	6520 5544
U.S. GS 2 SCALE "B"	5682 4824	5871 4992	6060 5148	6249 5316	6438 5472	6627 5628	6816 5796	7005 5952	7194 6120	7383 6276
U.S. GS 3 SCALE "B"	6408 5448	6622 5628	6836 5808	7050 5988	7264 6180	7478 6360	7692 6540	7906 6720	8120 6900	8334 7080
U.S. GS 4 SCALE "B"	7198 6120	7438 6324	7678 6528	7918 6732	8158 6936	8398 7140	8638 7344	8878 7548	9118 7752	9358 7956
U.S. GS 5 SCALE "B"	8055 6852	8323 7080	8591 7308	8859 7536	9127 7752	9395 7980	9663 8208	9931 8436	10199 8664	10467 8892
U.S. GS 6 SCALE "B"	8977 7632	9276 7884	9575 8136	9874 8388	10173 8652	10472 8904	10771 9156	11070 9408	11369 9660	11668 9912
U.S. GS 7 SCALE "B"	9969 8472	10301 8760	10633 9036	10965 9324	11297 9600	11629 9888	11961 10164	12293 10432	12625 10728	12957 11016
U.S. GS 8 SCALE "B"	11029 9372	11397 9684	11765 9996	12133 10308	12501 10620	12869 10944	13237 11256	13605 11568	13973 11880	14341 12192

	<u>ONE YEAR INCREMENT</u>				<u>TWO YEAR INCREMENT</u>			<u>THREE YEAR INCREMENT</u>		
	1	2	3	4	5	6	7	8	9	10
U.S. GS 9	12167	12573	12979	13385	13791	14197	14603	15009	15415	15821
SCALE "B"	10344	10692	11028	11376	11724	12072	12408	12756	13104	13452
U.S. GS 10	13379	13825	14271	14717	15163	15609	16055	16501	16947	17393
SCALE "B"	11376	11748	12132	12504	12888	13272	13644	14028	14400	14784
U.S. GS 11	14671	15160	15649	16138	16627	17116	17605	18094	18583	19072
SCALE "B"	12468	12888	13296	13716	14136	14544	14964	15384	15792	16212
U.S. GS 12	17497	18080	18663	19246	19829	20412	20995	21578	22161	22744
SCALE "B"	14868	15372	15864	16356	16860	17352	17844	18336	18840	19332

NOTE:

SCALE "B" APPLIES TO PERSONNEL NOT SUBJECT TO INCOME TAX

FAI - action

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

file  
56-2-Washington  
PMR.

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

FROM  
De The Embassy, Washington, D.C.

REFERENCE  
Référence

SUBJECT  
Sujet Job Descriptions - Office of Information

SECURITY  
Sécurité Unclassified

DATE January 21, 1974

NUMBER  
Numéro 58

FILE	DOSSIER
OTTAWA 56-1-2-45A	
MISSION <del>2-3-28</del>	

ENCLOSURES  
Annexes

DISTRIBUTION

EXTOTT GWU  
EXTOTT FAI  
EXTOTT APD  
EXTOTT APO  
EXTOTT APR  
EXTOTT AFP  
EXTOTT AFPC  
EXTOTT GWP

As you are well aware the Office of Information is expected to have a major increase in personnel in 1974/75. The present sixteen employees of the Office are broken down as follows: five Canada based officers (program); one Locally Engaged Information Officer (program); and ten support staff. On the basis of receiving for 1974/75 new personnel resources in the form of one Canada based officer (program) and four Locally Engaged Information Officers (program) we estimate that we would require an additional six support staff. Thus we anticipate the 1974/75 establishment of the Office of Information will be twenty-seven personnel broken down as follows:

Canada based officers	6
Locally Engaged Information Officers	5
Support Staff	16

The information/cultural section 3/3 of the Embassy Country Program and accompanying organization chart are attached as Annex I and provide an explanation of our proposed program activity for 1974/75.

During the December visit to Washington of FAP it was indicated to us that Ottawa would find it helpful if we could provide job descriptions for the personnel of the Office of Information as it will be in 1974/75. In tackling this task in which, the Embassy in general and the Office of Information in particular have had little experience we have had several telephone conversations with Ottawa. With this letter, we send the twenty job descriptions (see Annex II). These cover six Canada based officers (program), five Locally Engaged Information Officers, five support staff positions in the Embassy

.../2

- 2 -

library, and four of the five positions in the Administrative Support Unit. We have assumed that you do not need from us job descriptions of the six stenographers and receptionist/typist.

We have given considerable thought to each of these job descriptions and to the extent possible at this date they reproduce the job content of these positions as we see it once our expansion in 1974/75 is completed and the Office is fully operational within its new structure. We have tried to determine the most appropriate level for each of these positions drawing on past experience, job content and responsibilities assigned to the different levels in the United States Government GS classifications (locally engaged positions in Washington are equated to the GS system and given a GS classification). The locally engaged positions have been considered in the context of the Post Personnel Advisory Committee and subject to later review we are satisfied that the levels are about right.

We would hope that our locally engaged personnel budget allocation for 1974/75 could be calculated on the basis of the position levels set out in this letter and its attachments. It is important that provision be made for both the locally engaged program and support positions. It is our view, after careful consideration that the six additional support positions for the Office of Information for 1974/75 are a minimum requirement for the effective functioning of the program personnel.

The organization chart shows our proposed position levels and numbers for those positions existing in 1973/74. In the expansion most existing positions will be restructured and so the present occupants of positions will not necessarily end up where we have assigned the position numbers of existing positions. The levels of two of the existing locally engaged positions have also changed as in the new structure they will have increased responsibilities.

For Canada based positions the changes and additions we are proposing for your consideration are as follows:

- 1) Media Relations Officer position No. EXT 4086 now AS3 to be converted from AS to FS and to be reclassified as FS2.

.../3

- 3 -

- 2) The new Canada based officer position would be Cultural and Canada Today/d'Aujourd'hui. We would see this as being an experienced FS1 position. We propose to fill this position by transferring the officer currently doing Media Relations (Mr. R.G. Clark) to these functions. This position would next need to be filled in the spring of 1975 when Mr. Clark's posting in Washington will end.

The Media Relations position would need to be filled as early as possible in 1974/75. Ideally perhaps this position could go to an FS2 with media experience although we realize qualified, willing candidates may not be readily available. On the other hand, if the right person could be found within the Ottawa information community agreeable to a single assignment posting of four to five years, this could be a satisfactory way in which to meet our operational needs in the media relations area. We understand from our telephone conversations that this kind of solution would be attractive to you.

The principal qualifications such a person should have would be familiarity with the main lines of Canadian policy today, and the general characteristic of policy of recent years. He needs of course to be informed; he needs also to be quick and to be alert, and he needs particularly to understand the workings of the bureaucracy. This person should know Canada reasonably well, and be sensitive to the nuances of the national mood, or mores. He should be of sufficient maturity, say 35 to 40, to command the attention and presumably the respect of his interlocutors. It is essential of course that these credentials be combined with oral expository and interpretive skills for he will spend a good deal of time, formally and informally--in person and on the telephone--discussing with journalists the directions and developments in Canadian policy. It is axiomatic that the officer doing this work feel comfortable with new people. It would help considerably if this were combined with a fairly developed knowledge of the rules and mechanics of the vocation along with some of the vocabulary. Actual media experience is probably the best assurance of this but there may be compensating factors at work in favour of this without such experience. These evaluative comparisons will need to be made in the selection process.

The details of the position itself one set out in the appropriate job description.

.../4

- 4 -

We would hope that the information sent with this letter will meet your requirements and that it could be worked up by experts into more formal job descriptions in Ottawa if this is called for. Should you wish to discuss any aspect of this material we are, of course, at your disposition.



The Embassy

# ORGANIZATION CHART - ORGANIGRAMME

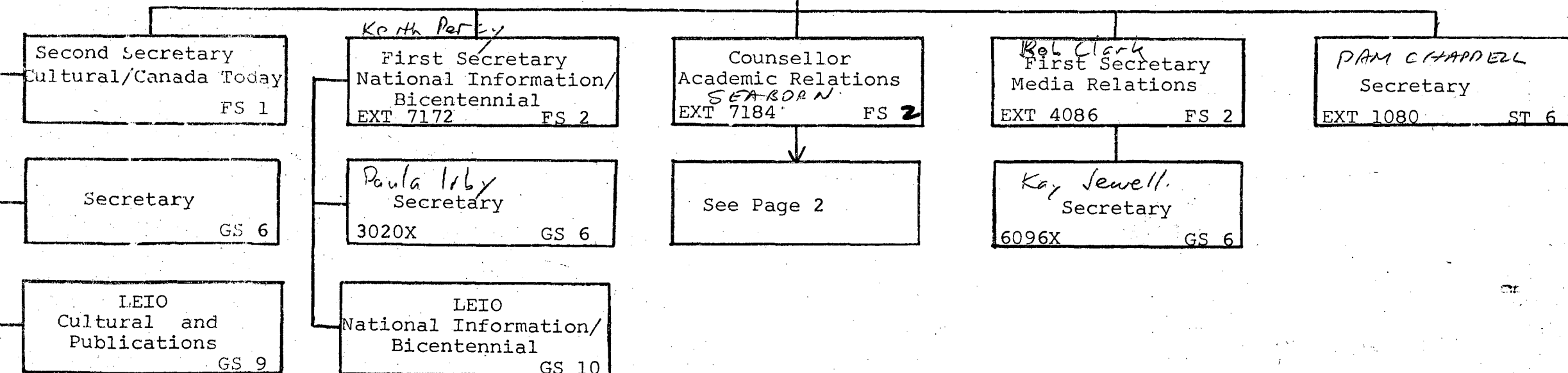
Reports To-No/Relevé de n°
Title/Titre Ambassador
Effective Date/Date d'entrée en vigueur April 1, 1974

Branch/Direction - Post/Mission  
Embassy  
Washington

Chart Title /Titre de l'organigramme Office of Information
Page 1 of 2 Pages
Approved By/Approuvé par

Minister Counsellor  
General & Media  
Relations  
EXT 7177 FS 3

O'HAGAN



# ORGANIZATION CHART - ORGANIGRAMME

PAGE 2

ports To-No/Relevé de n°

title/Titre

Effective Date/Date d'entrée en vigueur

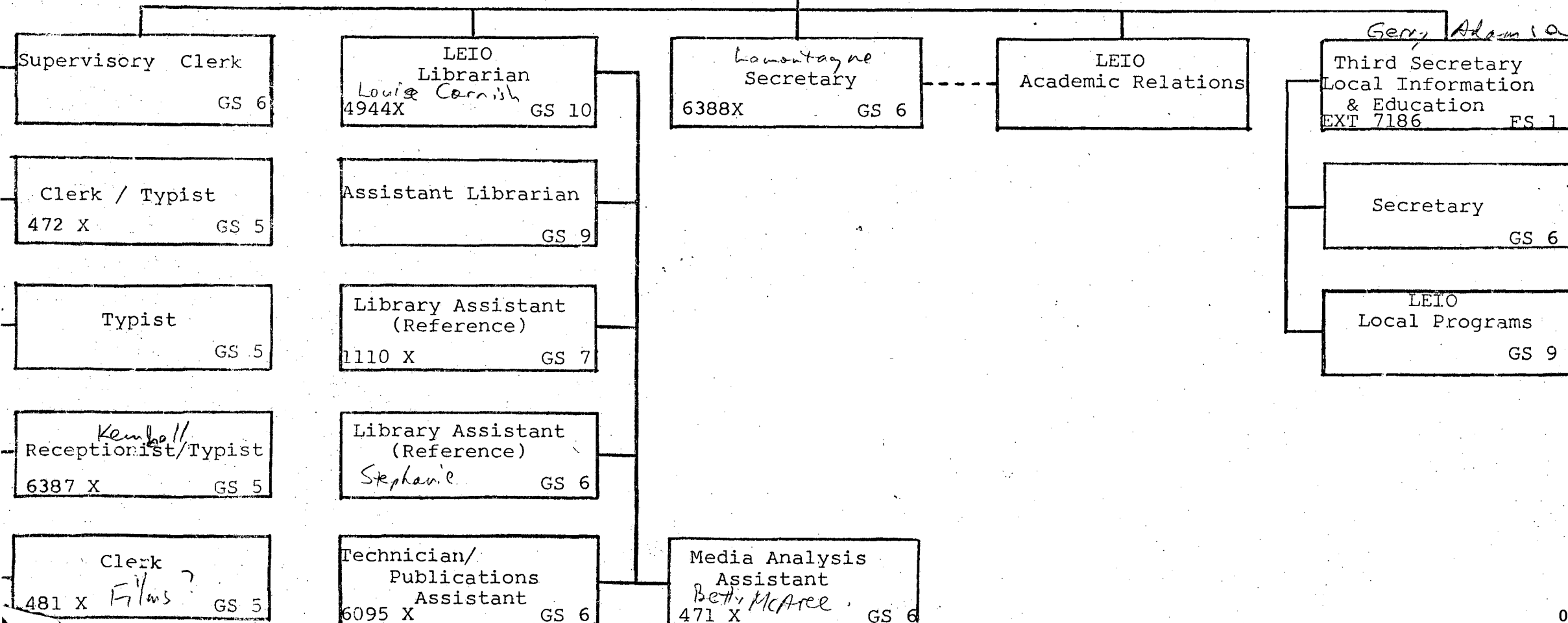
Branch/Direction - Post/Mission

Chart Title /Titre de l'organigramme

Page 2 of 2 Pages

Approved By/Approuvé par

Counsellor  
Academic Relations  
EXT 7184 FS 2



# Canadian Export Association

INCORPORATED 1943

## Association Canadienne d'Exportation

SUITE 1020, COMMERCE HOUSE  
1080 BEAVER HALL HILL, MONTREAL 128, QUE., CANADA  
TELEPHONE (514) 866-4481 TELEX 01-20121

January 29th, 1974

Mr. A. E. Ritchie  
Under Secretary of State for  
External Affairs  
125 Sussex Drive  
Ottawa, Ont. K1A 0G2

56-1-2-USA	
TU	20

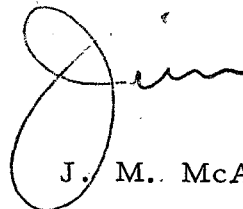
Dear Ed:

We were very sorry that you could not get to our party and particularly to learn about your busted arm.

Hope you have a speedy recovery.

When I get back from Mexico I hope to have an opportunity to tell you how pleased we are with the machinery that is being set up under the guidance of Llyn Stephens, for the U.S. Information Program.

Yours sincerely,



J. M. McAvity

4.2.24(05)

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To / A: FAI  
From / De: ACRA

JAN 15 1975

Att'n:

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

FROM  
De Consulate General, San Francisco

REFERENCE  
Référence APR letter 8753 December 4.74

SUBJECT  
Sujet Official hospitality - François Beaulne

SECURITY  
Sécurité

UNCLASSIFIED

DATE

January 7, 1974

NUMBER  
Numéro

10

FILE	56-1-2-US2	DOSSIER
OTTAWA	3-10-SFO-5	
MISSION		28

cc 56-1-4

ENCLOSURES  
Annexes

DISTRIBUTION

EXTOTT:

PDA  
FAI  
GAP

We noted with great surprise that Mr. Beaulne's allowances had been pro-rated and line object 13403 reduced.

- 1) The reduction in line object 13403 is not understood since this represents indirect representation for heads of post.
- 2) Our telex 2468 of December 16, 1974 reported the following free balances left by Mr. Beaulne's predecessor, Mr. Philip Somerville:

13402 . . . . .	\$745.87
13404 . . . . .	378.00
13405 . . . . .	240.00

*rep. ch. 13403 + 13404 + 13405*

Your pro-rating of Mr. Beaulne's allowances resulted in a reduction of more than 50% of the amount left in the December 16 balance for line object 13402; 80% for line object 13404; and 50% for line object 13405.

We feel that this reduction is unjustified and most detrimental to the public relations programme that this post is building up.

- 3) When he visited your section as part of his pre-posting tour, Mr. Beaulne was never told that his allowances would be pro-rated as a result of his accepting an Initial Outfitting Grant.

Furthermore, your letter APR-8753 was received by this post on December 16, and Mr. Beaulne, operating under the assumption that he could dispose of the balance left by his predecessor, made commitments which he cannot retreat from. In fact, a few days after his arrival in San Francisco on November 12, 1974, Mr. Beaulne was given an advance of \$300.00 for hospitality purposes, which he utilized completely in the process of introducing himself to the personnel of



Government  
of Canada

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

Gouvernement  
du Canada

**ACTION  
REQUEST**

**FICHE DE  
SERVICE**

TO - À

FILE NO. - DOSSIER N°

DATE

FROM - DE

☐ PLEASE CALL  
PRIÈRE D'APPELER

TEL. NO. - N° DE TEL.

EXT. - POSTE

☐ WANTS TO SEE YOU  
DÉSIRE VOUS VOIR

DATE

TIME - HEURE

☐ WILL CALL AGAIN  
DOIT RAPPELER

CALL RECEIVED BY  
MESSAGE REÇU PAR

☐ ACTION  
DONNER SUITE

☐ APPROVAL  
APPROBATION

☐ NOTE & RETURN  
NOTER ET RETOURNER

☐ COMMENTS  
COMMENTAIRES

☐ DRAFT REPLY  
PROJET DE RÉPONSE

☐ NOTE & FORWARD  
NOTER ET FAIRE SUIVRE

☐ MAKE  
FAIRE \_\_\_\_\_ COPIES

☐ SIGNATURE

☐ NOTE & FILE  
NOTER ET CLASSER

*no allowances in AB  
AFPC - all through AIR  
must justify to AIR*

002318

Tredette FCF - paid  
for Consolator - General  
of New Orleans travel &  
hotel bill  
- But not for Francois  
Beaulne.

Government  
of CanadaGouvernement  
du CanadaACTION  
REQUESTFICHE DE  
SERVICE

TO - À

FILE NO. - DOSSIER N°

DATE

FROM - DE

☐ PLEASE CALL  
PRIÈRE D'APPELER

TEL. NO. - N° DE TEL.

EXT. - POSTE

☐ WANTS TO SEE YOU  
DÉSIRE VOUS VOIR

DATE

TIME - HEURE

☐ WILL CALL AGAIN  
DOIT RAPPELERCALL RECEIVED BY  
MESSAGE REÇU PAR☐ ACTION  
DONNER SUITE☐ APPROVAL  
APPROBATION☐ NOTE & RETURN  
NOTER ET RETOURNER☐ COMMENTS  
COMMENTAIRES☐ DRAFT REPLY  
PROJET DE RÉPONSE☐ NOTE & FORWARD  
NOTER ET FAIRE SUIVRE☐ MAKE  
FAIRE COPIES☐ SIGNATURE☐ NOTE & FILE  
NOTER ET CLASSER

002320

- 2 -

the Consulate General, local media, business, and consular personalities, in addition to representing the Canadian government at the annual convention of the American Association of Teachers of French held in Denver, Colorado, from November 24-28, 1974.

- 4) Acceptance by this post of your decision to reduce Mr. Beaulne's allowances would therefore leave him with a ridiculously meagre sum of money to carry on public relations programme until the end of the fiscal year.
- 5) We refer you to our Country Programme for 1975-1976 for details on our information and cultural programme. Mr. Beaulne is responsible for carrying out that programme. He is assisted by a locally-engaged information officer who has no entertainment allowances himself and whose job it is to establish and maintain relations with the media.

We think that it is unreasonable and unrealistic to ask this post to build up a serious and effective public relations programme with an information budget which is inferior to the average budget of High School Student Councils in our territory, and with no representation allowances left for Mr. Beaulne for the remainder of the fiscal year.

- 6) We therefore strongly urge you to reconsider your decision to cut back Mr. Beaulne's allowances, and we ask you to restore those allowances to, or beyond the level that was indicated in the balances left on December 16, 1974.
- 6) Please advise as soon as possible.



Robert M. Adams,  
Consul General

File  
Circ  
Diary  
Chron

Miss L. M. Kelly

March 19, 1974.

A. B. Roger

LEIO RECRUITMENT IN THE UNITED STATES

52-12-USA	
6	—

GWU

Mr. Roberts  
Mr. Farley

FAP

Washdc-  
(Mr. O'Hagan)

You will be happy to learn that our colleagues in Washington (Messrs. O'Hagan, Percy and Clark) were quite satisfied with the LEIO job description which has been prepared for circulation to Consulates in the USA. However, they have suggested that the covering circular document should include clear references to the officer status, educational or professional qualities, and approximate salary level of the LEIO's to be recruited. They also agree that the assistance of the Embassy might be sought for assistance in recruiting in much the same way as we have agreed to offer departmental assistance.

2. Lastly, the Embassy would be happy to participate in any training course organized later this year for newly recruited LEIO's. Indeed, it was agreed that such a course might best be given jointly in Ottawa and Washington.

A. B. ROGER

Information Division.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES MAR 14 1974

To/A FAP  
From/D ACRA

Att'n: A. Hepler

SECURITY UNCLASSIFIED  
Sécurité

DATE 26 Feb/74

NUMBER # 308  
Numéro

TO  
À Under-Secretary of State for External  
Affairs, OTTAWA (FAP)

FROM  
De The Canadian Embassy, Washington D.C.

REFERENCE  
Référence WshDC # 58 of Jan 21/74

SUBJECT  
Sujet Correction to Job Description - Office of  
Information

FILE	DOSSIER
OTTAWA <u>58-1-2-45A</u>	
MISSION <u>6</u> <u>20</u>	

ENCLOSURES  
Annexes

DISTRIBUTION

BY OTT  
GWU  
FAI  
APD  
APO  
APR  
AFP  
AFPC  
GWP

It has just come to our notice that on page three, two-thirds of the way down in paragraph three, there is a sentence which should read as follows: "It is axiomatic that the officer doing this work feel comfortable with news people". In our letter of 21 January, this sentence read "... new people".

DISTRIBUTION  
"by OTTAWA"  
done in ACR

15 MAR 5 1974

DISTRIBUTION  
"by OTTAWA"  
et ce uée par ACR

THE EMBASSY.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO  
A  
FAI

FROM  
De  
GWU

REFERENCE  
Référence

SUBJECT  
Sujet  
USA - Public Attitudes in Northern New York State

SECURITY  
Sécurité UNCLASSIFIED

DATE February 11, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	6

ENCLOSURES  
Annexes

DISTRIBUTION

FAP  
GWP  
CONGENNY  
WASHDC  
CHICAGO  
DETROIT

During conversation on Saturday evening, February 9 with a group of Congressmen in Ottawa under the auspices of the Parliamentary Centre for discussions on Great Lakes water levels several points of interest arose. While the circumstances were not necessarily the best for a comprehensive exchange of views, Congressman Phillip Ruppe, a Republican from Michigan expressed concern about the way in which the United States induced the IJC to take emergency action to raise the level of Lake Superior.

2. Congressman Robert McEwan, a Republican from New York State had a complaint of a different nature and expressed the strongest views. His district runs along the St. Lawrence River for a considerable distance. He claimed to have had a Canadian mother and to be particularly sympathetic to Canada. Nevertheless, the principal theme of his conversation was the growing degree of resentment in his area about Canadian policies.

3. Congressman McEwan said there is a significant rise of isolationism in his area and other parts of the U.S. at the present time. This he thought is engendered by feelings that the U.S. is in difficulties but receives little sympathy or assistance from countries it has earlier helped. Unemployment is high in his constituency but the "North Country" people look across the border and see many conditions which they consider should rightly be theirs or at least shared to better advantage. He pointed out that Federal and Provincial governmental policies have ensured that a considerable number of U.S. industries are located across the river in Canadian territory. In his view they are needed and should have been located in northern New York State. A second area of resentment is Canadian attitudes and policy concerning energy. Many industries and municipalities in his region are dependent on petroleum supplies from Canada. There was an impression that they were not receiving the fair share which a dependable customer should expect. The third area of misunderstanding lies in the defence field. Many persons consider that Canada is free loading and gets an easy ride at USA expense. These and other factors contributed to what he termed a deep resentment and growing hostility towards Canada.

4. Although I was able to correct some of Congressman McEwan's views it seems apparent that we should be examining what could be done to improve the attitudes of those whom he claims share similar opinions of Canada. As you know, we have from time to time raised questions about the possibility of mounting special information programmes either to meet particular problems

- 2 -

UNCLASSIFIED

throughout the United States or to attempt to modify attitudes in particular regions. We should welcome an opportunity of discussing with you whether anything in particular could be done to improve attitudes in certain border regions.



K.W. MacLellan  
Director  
U. S. A. Division

*F. L.*  
CONFIDENTIAL

February 7, 1974

COUNTRY PROGRAMME REVIEW: OVERVIEW

Global Foreign Policy Priorities

56-132-415A

6

A. Introduction

The global inflation of 1973, culminating in oil price increases which go beyond a level Western governments did not expect to reach before 1980, underline the interdependence, fragility and instability of world politics. Canada cannot plan on the basis of confident assumptions about the short-term future, much less the medium-term, although the longer-term is paradoxically somewhat clearer, in the sense that projections point to such urgent research priorities as a systematic examination of renewable sources of energy and other resource potential as they affect Canada's economic and political relations with other countries.

2. Even so, the facts of Canada's geography and of life styles and expectations dictate certain basic priorities for its foreign policy. The inter-relationship between the six themes of "Foreign Policy for Canadians" will vary as the international environment changes, but in the main Canada must continue to exploit that environment for the national interest by the better management of its physical resources, the capital development of its economy, the promotion of its exports, the protection of its territory, coasts and air space, the promotion of its interests abroad, including administration of commercial, foreign aid and immigration programmes, the defence of those interests by collective security arrangements and the strengthening of Canadian unity. At the same time we are

recognizing that the pursuit of these objectives will often lead us into conflict with such other basic interests as the quality of life of Canadian citizens, which will thus require modification of our foreign policy and its reconciliation with our domestic policy.

3. The nature of foreign policy continues to dictate that it be managed on two planes - the functional plane, on which policies are developed and applied globally, and the geographical plane, on which they are viewed mainly in regional and country terms.

B. Functional Plane

4. The external environment has been gradually moving away from a bi-polar military system towards a system of global linkages across various dimensions. But many of these are still fragile and cannot be assumed to be immutable. For example, there are renewed dangers of bilateralism and trading blocs which threaten Canada's dependence on the freest possible trade and inspire continentalist pressures which impinge on its freedom of action. On the other hand as a wealthy, resource-rich country Canada needs to learn to use and control resource diplomacy more comprehensively. The implications for its relations with the OECD group and the USA in particular, will have to be reviewed. The practical impact of science and technology on most external programmes will be increasingly felt, often changing their content and direction, as in domestic spheres of governmental activity.

5. The foremost issue facing Canada extends beyond national boundaries: the need to reconcile and rationalize, within some new or modified international system, the changes and dislocations taking place or about to take place in the world monetary and

trading arrangements and in the economic situation of developing countries, as a result of inflated fuel prices and the use of a basic resource as a tool of political pressure - an innovation which may mean more of such arbitrary policies in future. Related to this is Canada's need to assess its own role as a resource nation against such a background. The ongoing trade negotiations in the GATT and those in the Group of Twenty leading to monetary reform, as well as the scheduled Conferences on Food, Population and the Law of the Sea are elements of the larger problem. These have even wider ramifications for Canada's political and economic viability, sovereignty and independence. The coming months may see new agencies, working groups or conferences under IMF or United Nations auspices designed to cope with these urgent problems on a more immediate basis that will require the allocation of additional resources from the Canadian Government.

6. While these kinds of concerns may increasingly dominate the agendas of international agencies and Canadian functional priorities abroad, Canada will continue to attach the utmost importance to programmes designed to foster national unity, particularly in the Francophone world and other areas where Canada has its ethnic roots. As in the past, high importance will still be attached to the arms control and peace-keeping functions of the UN and to its capacity to develop gradually an international regulatory and law-making role.

7. Changes in the external environment have also led to a questioning of many assumptions underlying foreign policy. Canada's

immigration policy is under fundamental review and its foreign aid policy may soon require a similar review. International trade and commerce can no longer be conducted within the traditional terms of reference of balance of payments, fiscal and monetary stability and neat structures of trade and tariff agreements. Multinational corporations, moreover, are challenging nation states as influential actors on the international stage. Canadian commercial policies need to be more closely related to a broader spectrum of Canadian Government's policies at home and abroad.

8. The managers of foreign policy will have to contend with a growing requirement for programme "services", which are essentially responsive to the requirements of other foreign and domestic programmes and activities. Of high importance is the increasing number of Canadians travelling abroad and the consular services required in their support. The importance of cultural and information programmes to the support of Canada's general relations, trade, aid and immigration programmes is being increasingly recognized and they will demand a larger proportionate share of the Canadian budget.

Administrative support costs can also be expected to grow proportionately with programmes abroad.

C. Geographical Plane

9. There is no question that Canada's most important relationship remains that with the United States, and its most demanding task will be the placing of this relationship on a more realistic and balanced basis with respect to Canada's national aims without damaging the basic premise of "distinctiveness in harmony".

In view of the important 'United States aspect' to many other Canadian bilateral and multilateral relationships and the tendency for programmes to develop autonomously between agencies of Canada and the United States, effective coordination of these relationships is increasingly important to the coherence of Canada-United States relations and Canadian foreign policy in general.

10. In line with the "Third Option", Canada has deliberately encouraged the development of stronger links with other major economic powers, especially the member states of the European Economic Community and Japan. In the case of Western Europe, Canada is exploring the development of institutionalized relations between itself and the EEC embracing a wide range of subjects, although trade between the two has not kept pace with the general growth of EEC trade. The Atlantic Alliance and participation in the European Security and MBFR Conferences are vital components of our relations with all of Europe. In the case of Japan, while we have greatly increased trade, the overall "politicization" of relations with this country has been slow to develop, partly for ethnic and cultural reasons, with the result that Canada has not yet benefitted from this promising relationship as much as it could. Already, however, the need for more effective coordination of Canadian policy towards Europe and Japan has become obvious.

11. Relations with other countries do not fall into clear priority categories. Politically, we have close relations with many Commonwealth and Francophone countries, which are paralleled by significant aid programmes, with the USSR as an Arctic neighbour

and great power, and with China as a developing force in Asia and the world.

12. In the light of the international energy "crisis", with all its implications for the future of resources in international relations generally, Canadian policy would do well to give more attention to expanding relations with the Arab countries, a somewhat neglected area, with Iran and with Mexico, and the Latin American oil-producers, particularly Brazil and Venezuela. The geographically proximate Caribbean, a significant source of raw materials and area of investment for Canada, is also faced with a disintegrating economic situation which could lead to serious political instability and consequent implications for Canadian interests. As far as possible commodity producer groupings of the future are concerned, more attention could also be given to countries such as Indonesia, Australia and South Africa, from a rather different perspective than the traditional one. While the traditional weight Canada has attached to its relations with South Asia is likely to diminish as closer relations are developed with other regions, Canadian credit in the region is nevertheless likely to be drawn upon heavily as these countries struggle to avert domestic dislocation.

D. Management

13. The past year of crisis has underlined the validity of McLuhan's concept of the "global village". Historic distinctions between foreign and domestic policies are becoming increasingly irrelevant. Departments of government at the domestic federal,

provincial and municipal levels, academic labour and commercial agencies, and variety of other interest groups are all developing and implementing international policies, while federal governments and agencies with a specific and broadening mandate in the international sphere are finding it more and more necessary to coordinate their policies. Established methods of management are, however, proving inadequate for the coordination of this spreading mosaic of foreign and domestic policies, with the result that the development of new concepts of government organization and management will become essential to the national interest.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*mk.*

*file*  
*56-1-2-USA*

<i>6</i>	
Unclassified	

TO All Consular Posts in the United States  
A

FROM The Embassy, Washington, D.C.  
De

REFERENCE  
Référence

SUBJECT Canadian Students at U.S. Universities  
Sujet

SECURITY  
Sécurité

DATE February 6, 1974

NUMBER 31  
Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

ATLTA  
BOSTN  
BFALO  
CHCGO  
CLVND  
DALAS  
DTROT  
LNGLS  
MNPLS  
NRLNS  
CNGNY  
PHILA  
SJUAN  
SEATL

EXTOTT(FAI)

We attach, for your information, a list showing the number of Canadian students at universities in your consular territory for the 1972/73 school year, as well as the figures for elsewhere in the United States. The nation-wide figures for 1973/74 are not yet placed on the computer of the firm which provides this information. Those posts with immigration offices might wish to ensure that these offices receive a copy.

The total figures for each university have been broken down into undergraduates (U), graduates (G), and others (O).

*H. E. Adamson*  
*for* The Embassy.

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CANADIAN STUDENTS AT UNIVERSITIES IN U.S.A.

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>
U.S.A.	5,357	3,959	363	9,679
Atlanta	153	151	41	345
Boston	477	462	41	980
Chicago	492	685	41	1,218
Cleveland	153	124	5	282
Dallas	110	73	9	192
Detroit	667	331	31	1,029
Los Angeles	490	295	19	804
Minneapolis	356	56	10	422
New York/Buffalo	639	759	81	1,479
New Orleans	52	34	2	88
Philadelphia	116	185	15	316
San Francisco	774	388	33	1,195
San Juan		1		1
Seattle	681	293	20	1,018
Washington, D.C.	179	118	14	311

ATLANTA

Georgia:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
Emory University, Atlanta		2		2	
Georgia Institute of Technology, Atlanta	1	3		4	
Georgia State University, Atlanta		1	7	8	
Georgia, University of, Athens	3	5	3	11	
Shorter College, Rome	1			1	
West Georgia College, Carrollton	<u>1</u>	<u>4</u>	<u>—</u>	<u>5</u>	
	6	15	10	31	31

Florida:

Barry College, Miami	1			1	
Central Florida Community College, Ocala	1			1	
Embry-Riddle Aeronautical University, Daytona Beach	2			2	
Florida Atlantic University, Boca Raton			20	20	
Florida College, Temple Terrace	1			1	
Florida State University, Tallahassee	7	20		27	
Florida, Univ. of, Gainesville	2	13		15	
Jones College, Jacksonville	1			1	
Miami-Dade Jr. College, Miami	12			12	
Miami, University of, Coral Gables	18	10		28	
Nova University, Fort Lauderdale		1		1	
Rollins College, Winter Park	1	1		2	
St. Leo College, St. Leo	1			1	
St. Petersburg Jr. College, Clearwater	1			1	
St. Petersburg Jr. College, St. Peters.	3			3	
Santa Fe Community Coll., Gainesville	1			1	
South-Eastern Bible Coll., Lakeland	1			1	
South Florida, University of Tampa	7	1		8	
Stetson University, Deland	4			4	
Tampa, Univ. of, Tampa	1	1		2	
West Florida, Univ. of, Pensacola	<u>1</u>	<u>—</u>	<u>—</u>	<u>1</u>	
	66	47	20	133	133

North Carolina:

Appalachian State University, Boone	1			1	
Duke University, Durham	3	16	1	20	
East Carolina Univ., Greenville		2		2	
North Carolina State Univ. at Raleigh	12	12		24	
North Carolina, Univ. of, at Chapel Hill	2	24	5	31	
North Carolina, Univ. of, at Charlotte	3			3	
North Carolina, Univ. of, Greensboro	1	3		4	
Wake Forest Univ., Winston-Salem	1	1		2	
Warren Wilson College, Swannanoa	<u>1</u>	<u>—</u>	<u>—</u>	<u>1</u>	
	24	58	6	88	88

South Carolina:

Bob Jones University, Greenville	29	2	2	33	
Columbia Bible College, Columbia	7			7	
Erskine College, Due West	1			1	
Furman University, Greenville		1		1	
South Carolina, Univ. of, Columbia	<u>1</u>	<u>5</u>	<u>—</u>	<u>6</u>	
	38	8	2	48	48

FORWARD

- 2 -

U      G      O      Total

FORWARD

300

Tennessee:

Aquinas Jr. College, Nashville	1			1
East Tennessee State Univ., Johnson City	1		2	3
Freed-Hardeman College, Henderson	1			1
George Peabody Coll. for Teachers, Nashville,		1		1
Knoxville College, Knoxville	1			1
Lincoln Memorial Univ., Harrogate	1			1
Meharry Medical College, Nashville		2		2
Memphis State University, Memphis	9	1	1	11
Middle Tennessee State Univ., Murfreesboro	1	2		3
Tennessee, Univ. of, Knoxville	3	12		15
Vanderbilt Univ., Nashville	<u>1</u>	<u>5</u>	<u>-</u>	<u>6</u>
	19	23	3	45

45

345

BOSTON

aine:

Bowdoin College, Brunswick  
Colby College, Waterville  
Husson College, Bangor  
Maine, Univ. of, Orono  
Nasson Coll., Springvale  
Westbrook College, Portland

<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>
2			2
1			1
6			6
7	19	4	30
1			1
4			4
21	19	4	44

44

Massachusetts:

American International College,  
Springfield  
Amherst Coll., Amherst  
Andover Newton Theo. School, Newton  
Centre,  
Atlantic Union College, South Lancaster  
Babson College, Babson Park  
Berklee Coll. of Music, Boston  
Berkshire Christian Coll., Lenox  
Berkshire Community Coll., Pittsfield  
Boston Coll., Chestnut Hill  
Boston University, Boston  
Brandeis University, Waltham  
Clark University, Worcester  
Clarke Sch. for the Deaf, Northampton  
Eastern Nazarene Coll., Wollaston  
Episcopal Theo. Sch., Cambridge  
Framingham State Coll., Framingham  
Gordon College, Wenham  
Harvard University, Cambridge  
Holyoke Community College, Holyoke  
Lasell Jr. College, Auburndale  
Lowell Technological Inst., Lowell  
Massachusetts Inst. of Technology,  
Cambridge  
Massachusetts, Univ. of, Amherst  
Massachusetts, Univ. of, Boston  
Merrimack College, North Andover  
Mt. Holyoke College, South Hadley  
New England Institute, Boston  
Northeastern University, Boston  
Pine Manor Jr. College, Chestnut Hill  
Simmons College, Boston  
Smith College, Northampton  
Springfield College, Springfield  
Springfield Technical Community Coll.,  
Springfield  
Swedenborg School of Religion, Newton  
Tufts University, Medford  
Wellesley College, Wellesley  
Wheaton College, Norton  
Wheelock College, Boston  
Worcester Polytechnic Inst., Worcester  
Worcester State College, Worcester

5			5
3			3
	1		1
9		1	10
4	3		7
9		25	34
1		1	2
1			1
5	9	1	15
8	129		137
17	14		31
5	3		8
	1		1
5			5
	2		2
1			1
21		1	22
91	132	3	226
1			1
1			1
2			2
57	80		137
3	6		9
		2	2
4			4
2			2
1			1
41	5		46
3			3
1	1	1	3
4	1		5
7	2		9
1			1
	1		1
6	11		17
4			4
1			1
2	1		3
2			2
2			2
330	402	35	767

767

FORWARD

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- 2 -

U      G      O      Total

FORWARD

811

New Hampshire:

Colby Junior College	1			1	
Dartmouth College, Hanover	33	6		39	
Franklin Pierce College, Rindge	1			1	
New England College, Henniker	2			2	
New Hampshire, Univ. of, Durham	<u>20</u>	<u>3</u>		<u>23</u>	
	57	9		66	66

Rhode Island:

Barrington College, Barrington	2			2	
Brown University, Providence	31	23	1	55	
Rhode Island College, Providence	1			1	
Rhode Island School of Design, Providence	1	1		2	
Rhode Island, Univ. of, Kingston	2	1		3	
Zion Bible Inst., East Providence	<u>14</u>	<u>—</u>	<u>—</u>	<u>14</u>	
	51	25	1	77	77

Vermont:

Bennington College, Bennington	1			1	
Green Mountain College, Poultney	1			1	
International Training, School for, Brattleboro		2		2	
Lyndon State College, Lyndonville	1			1	
Middlebury College, Middlebury	4			4	
Norwich University, Northfield	2			2	
Trinity College, Burlington	1			1	
Vermont, Univ. of, Burlington	<u>8</u>	<u>5</u>	<u>1</u>	<u>14</u>	
	18	7	1	26	<u>26</u>
					980

# CHICAGO

## Illinois:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
Aurora College, Aurora	1			1	
Chicago Theo. Sem., Chicago		2		2	
Chicago, Univ. of, Chicago		50		50	
Concordia Teachers Coll., River Forest	4	1		5	
Eastern Illinois Univ., Charleston	2	1		3	
George Williams Coll., Downers Grove	7	3		10	
Hebrew Theo. College, Skokie	2	1		3	
Illinois Inst. of Technology, Chicago	2	9		11	
Illinois State University, Normal	2			2	
Illinois, Univ. of, Chicago Circle Campus	21	3		24	
Illinois, Univ. of, Medical Center, Chicago		1		1	
Illinois, Univ. of, Urbana Campus	2	78		80	
Judson Coll., Elgin	1		1	2	
Loyola University of Chicago	2	5		7	
Lutheran Sch. of Theo. at Chicago		1		1	
McCormick Theo. Sem., Chicago		1		1	
Moody Bible Inst., Chicago	23		1	24	
Northern Illinois Univ., Dekalb	1	8		9	
Northwestern University, Chicago		1		1	
Northwestern University, Evanston	4	42		46	
Olivet Nazarene Coll., Kankakee			3	3	
Oregon Bible Coll., Oregon	1			1	
Parkland Coll., Champaign	2			2	
Principia College, Elsau	2			2	
Roosevelt Univ., Chicago	1			1	
Rosary College, River Forest	3			3	
Southern Illinois Univ., Carbondale	10	12	1	23	
Southern Illinois Univ., Edwardsville	1	3		4	
Trinity Christian Coll., Palos Heights	45		3	48	
Trinity College, Deerfield	3			3	
Triton College, River Grove	1			1	
Western Illinois University, Macomb	1	1		2	
Wheaton Coll., Wheaton	10	4		14	
	154	227	9	390	390

## Indiana:

Anderson College, Anderson	4		1	5	
Associated Mennonite Biblical Sems., Elkhart		11		11	
Bethel College, Mishawaka	1	2		3	
Butler University, Indianapolis	1			1	
Christian Theo. Sem., Indianapolis		3		3	
Concordia Sr. College, Fort Wayne	5			5	
Fort Wayne Bible Coll., Fort Wayne	2			2	
Franklin College, Franklin	1			1	
Goshen College, Goshen	17			17	
Grace Theo. Sem. & Coll., Winona Lake		1		1	
Holy Cross Jr. College, Notre Dame	1			1	

FORWARD

390

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U      G      O      Total

FORWARD

390

Huntington College, Huntington	2			2	
Indiana State Univ., Terre Haute			7	7	
Indiana University, Bloomington	83	128	1	212	
Marion College, Marion	1			1	
Notre Dame, Univ. of, Notre Dame	17	12		29	
St. Francis College, Fort Wayne	1	3		4	
Taylor University, Upland	5			5	
Tri-State College, Angola	2			2	
	<u>143</u>	<u>160</u>	<u>9</u>	<u>312</u>	312

Iowa:

Cornell College, Mount Vernon	1			1	
Graceland College, Lamoni	20			20	
Iowa Central Community Coll., Fort Dodge Campus	1			1	
Iowa State Univ. of Science & Technology, Ames	7	19		26	
Iowa, Univ. of, Iowa City		22		22	
Morningside College, Sioux City	2			2	
Northern Iowa, Univ. of, Cedar Falls	2	1		3	
Northwestern College, Orange City	1			1	
Parsons College, Fairfield	1			1	
Southwestern Community College, Creston	1			1	
Wartburg Theo Sem., Dubuque		2		2	
	<u>36</u>	<u>44</u>		<u>80</u>	80

Kansas:

Bethel College, North Newton	2			2	
Fort Hays Kansas State College, Hays		1		1	
Hesston College, Hesston	3			3	
Kansas State University, Manhattan	1	1		2	
Kansas, Univ. of, Lawrence Campus	7	18		25	
Sterling College, Sterling	1			1	
Tabor College, Hillsboro	17		1	18	
Wichita State University, Wichita		3		3	
	<u>31</u>	<u>23</u>	<u>1</u>	<u>55</u>	55

Kentucky:

Asbury Theo. Sem., Wilmore		14		14	
Kentucky, Univ. of, Lexington	2	5		7	
Louisville, Univ. of, Louisville	1	2		3	
Western Kentucky Univ., Bowling Green	2			2	
	<u>5</u>	<u>21</u>		<u>26</u>	26

FORWARD

863

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U      G      O      Total

FORWARD

863

Missouri:

Calvary Bible Coll., Kansas City	1			1
Central Bible College, Springfield	2	1		3
Central Inst. for the Deaf, St. Louis		2		2
Covenant Theo. Sem., St. Louis		2		2
Gradwohl Sch. of Laboratory Technique, St. Louis			1	1
Logan Coll. of Chiropractic, St. Louis	7	2		9
Marillac Coll., St. Louis	1		3	4
Missouri, Univ. of, Columbia	5	22		27
Missouri, Univ. of, Kansas City	4	1		5
Missouri, Univ. of, St. Louis	1	1		2
Nazarene Theo. Sem., Kansas City		3	1	4
Park Coll., Parkville	2			2
St. Louis University, St. Louis	5	5	1	11
Washington University, St. Louis, Mo.		13		13
Webster College, St. Louis	1			1
William Jewell College, Liberty	1			1
William Woods College, Fulton	2			2
	32	52	6	90

90

S. Wisconsin:

Beloit College, Beloit,	1			1
Cardinal Stritch College, Milwaukee		2		2
Paper Chemistry, Inst. of, Appleton		2		2
Marquette University, Milwaukee	2	4		6
Medical College of Wisconsin, The, Milwaukee		1		1
Milton College, Milton	1			1
New Tribes Bible Inst., Waukesha	2	5	5	12
New Tribes Inst., Fredonia	1	1	2	4
Sacred Heart Sch. of Theology, Hales Corners		3		3
St. Norbert College, West de Pere	2			2
Wisconsin Coll.-Conservatory, Milwaukee	1			1
Wisconsin, Univ. of, Madison	52	127	5	184
Wisconsin, Univ. of, Milwaukee	10	4	1	15
Wisconsin, Univ. of, Oshkosh	1		1	2
Wisconsin, Univ. of, Stevens Point	2			2
Wisconsin, Univ. of, Whitewater	1	1		2
	76	150	14	240

240

Nebraska:

Concordia Teachers College, Seward	3			3
Creighton University, The, Omaha		1		1
Grace Bible Institute, Omaha	10		1	11
Kearney State College, Kearney	1		1	2
Nebraska, Univ. of, Lincoln	1	7		8
	15	8	2	25

25

1,218

CLEVELAND:

Ohio:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>
Akron, Univ. of, Akron	16	2	1	19
Antioch Coll., Yellow Springs	8		1	9
Bluffton Coll., Bluffton	3			3
Bowling Green State Univ., Bowling Green	31	6		37
Case-Western Reserve Univ., Cleveland	12	28		40
Cincinnati Bible Sem., Cincinnati	1			1
Cincinnati, Univ. of, Cincinnati	2	8		10
Cleveland Inst. of Art, Cleveland	1			1
Cleveland Inst. of Music, Cleveland	2			2
Cuyahoga Community Coll., Cleveland	1			1
Dayton, Univ. of, Dayton	1			1
God's Bible Sch. & Coll., Cincinnati	3			3
Hebrew Union Coll. - Jewish Inst. of Religion, Cincinnati		5		5
John Carroll Univ., Cleveland	1	1		2
Kettering Coll. of Medical Arts, Kettering	2			2
Malone Coll., Canton		1		1
Marietta Coll., Marietta	2			2
Miami Univ., Oxford	2	2		4
Notre Dame Coll., Cleveland	1			1
Oberlin Coll., Oberlin	5	2		7
Ohio State Univ., Columbus	35	51	2	88
Ohio Univ., Athens	10	15	1	26
Wittenberg Univ., Springfield	1			1
Wooster, Coll. of, Wooster	4			4
Xavier Univ., Cincinnati		2		2
Youngstown State Univ., Youngstown	<u>9</u>	<u>1</u>	<u>-</u>	<u>10</u>
	153	124	5	282

DALLAS

Texas:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>
Abilene Christian Coll., Abilene	8	3		11
Baylor Univ., Waco	3	1		4
Dallas Theo. Sem., Dallas		7		7
East Texas State Univ., Commerce	1		2	3
Hardin-Simmons Univ., Abilene	1			1
Houston, Univ. of, Houston	28	6	3	37
Lamar University, Beaumont		1		1
Lee College, Baytown	1			1
Le Tourneau College, Longview	6			6
Lubbock Christian College, Lubbock	1			1
North Texas State Univ., Denton	14	3	1	18
Northwood Inst., Cedar Hill	2			2
Our Lady of the Lake Coll., San Antonio		1		1
Pan American Univ., Edinburg	1			1
Rice Univ., Houston	4	5		9
St. Mary's Univ. of San Antonio, San Antonio	1	3		4
St. Thomas, Univ. of, Houston	1			1
Sam Houston State Univ., Huntsville	1	1		2
San Antonio Coll., San Antonio	1			1
South Texas Jr. Coll., Houston	1			1
Southern Methodist Univ., Dallas	1	1	1	3
Southwestern Baptist Theo. Sem., Fort Worth		3		3
Stephen F. Austin State Univ., Nacogdoches		1		1
Tarrant County Jr. Coll., Fort Worth	1			1
Texas A & M Univ., College Station	4	14		18
Texas Christian Univ., Forth Worth	2			2
Texas Tech University, Lubbock, Texas	3			3
Texas, Univ. of, Austin	9	20	1	30
Texas, Univ. of, El Paso	2			2
Texas, Univ. of, Houston		1		1
Texas Woman's Univ., Denton	10	2		12
Trinity Univ., San Antonio	1			1
West Texas State Univ., Canyon	2			2
	<u>110</u>	<u>73</u>	<u>8</u>	<u>191</u>

DETROIT

Michigan:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
Adrian College, Adrian	2			2	
Alma College, Alma		1		1	
Andrews University, Berrien Springs	24	7	3	34	
Art Sch. of the Society of Arts & Crafts, Detroit,	9			9	
Calvin College, Grand Rapids	149	2	3	154	
Calvin Theo. Seminary, Grand Rapids	2	11	3	16	
Central Michigan Univ., Mt. Pleasant	3	8		11	
Concordia Lutheran Jr. Coll, Ann Arbor	11			11	
Cranbrook Acad. of Art, Bloomfield Hills		1		1	
Detroit Bible College, Detroit			2	2	
Detroit Inst. of Technology, Detroit	1			1	
Detroit, Univ. of, Detroit	50	35	6	91	
Eastern Michigan Univ., Ypsilanti	70	6		76	
General Motors Inst., Flint	79			79	
Grand Valley State Coll., Allendale	1			1	
Highland Park Coll., Highland Park	1			1	
Hillsdale Coll., Hillsdale	4			4	
Hope College, Holland	1			1	
Kalamazoo Valley Community Coll., Kalamazoo	1			1	
Kendall Sch. of Design, Grand Rapids			2	2	
Marygrove College, Detroit	1	1	1	3	
Michigan State Univ., East Lansing	26	54	1	81	
Michigan, Univ. of, Ann Arbor	48	102		150	
Monroe County Community Coll., Monroe	2			2	
St. Clair County Community College, Port Huron,	9			9	
Spring Arbor Coll., Spring Arbor	12			12	
Wayne State Univ., Detroit	149	88	10	247	
Western Michigan University, Kalamazoo	12	14		26	
Western Theo. Seminary, Holland		1		1	
	667	331	31	1,029	1,029

LOS ANGELES

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
Arizona:					
Arizona State University, Tempe	52	17	1	70	
Arizona, Univ. of, Tucson	45	20	3	68	
Arizona Western College, Yuma	1			1	
Grand Canyon College, Phoenix	1			1	
Northern Arizona University, Flagstaff	11			11	
Pima Community College, Tucson	2			2	
	112	37	4	153	153

California:

Ambassador College, Pasadena	18	5		23	
Art Center Coll. of Design, Los Angeles	10			10	
Bakersfield Coll., Bakersfield	3			3	
Biola Coll., La Mirado	1			1	
Talbot Theo. Sem., La Mirada		1		1	
Brooks Institute, Santa Barbara	3	2	2	7	
California Hosp. Sch. of Nursing, Los Angeles			1	1	
California Inst. of Technology, Pasadena	2	21	1	24	
California Lutheran Coll., Thousand Oaks	1			1	
California State Univ., Fullerton	2			2	
California State Univ., Long Beach	93	34		127	
California State Univ., Los Angeles	1			1	
California State University, Northridge,	3			3	
California, Univ. of, Irvine		1		1	
California, Univ. of, Los Angeles	74	67		141	
California, Univ. of, Riverside	12	10		22	
California, Univ. of, San Diego	14	20	1	35	
California, Univ. of, Santa Barbara	45	18		63	
Chapman College, Orange	1			1	
Claremont Graduate Sch., Claremont		2		2	
El Camino Coll., El Camino College	2			2	
Fuller Theo. Sem., Pasadena		4		4	
Glendale College, Glendale	1			1	
Loma Linda Univ., La Sierra Campus	29	3		32	
Loma Linda Univ., Loma Linda Campus	15	27	1	43	
Long Beach City Coll., Long Beach	1			1	
Los Angeles Coll. of Chiropractic, Glendale	1			1	
Loyola Univ. of Los Angeles & Marymount Coll, Los Angeles	4			4	
Northrop Inst. of Technology, Inglewood	5		3	8	
Occidental Coll., Los Angeles	1			1	
Orange Coast Coll., Costa Mesa	1			1	
Pasadena City Coll., Pasadena	2			2	
Pasadena College, Pasadena	3			3	
Pepperdine University, Los Angeles	10	3		13	
Redlands, Univ. of, Redlands	1	1		2	
San Diego, Univ. of, Sch. of Law, San Diego,		2		2	

FORWARD

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U      G      O      Total

FORWARD

153

Southern California, Univ. of, Los Angeles	7	20	3	30	
U.S. International Univ., San Diego	2	4	2	8	
Ventura College, Ventura	1			1	
Whittier College, Whittier	1			1	
Woodbury College, Los Angeles	<u>4</u>	<u>1</u>	<u>—</u>	<u>5</u>	
	374	246	14	634	634
 Nevada:					
Nevada, Univ. of, Las Vegas	3			3	3
 New Mexico:					
Eastern New Mexico Univ., Portales		1	1	2	
New Mexico State Univ., Las Cruces	1	6		7	
New Mexico, Univ. of, Albuquerque	<u>—</u>	<u>5</u>	<u>—</u>	<u>5</u>	
	1	12	1	14	<u>14</u>
					804

# MINNEAPOLIS

## Minnesota:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
Augsburg College, Minneapolis	3			3	
Bethel College & Seminary, St. Paul	6	6		12	
Concordia College, Moorhead	2		1	3	
Concordia College, St. Paul	2			2	
Gustavus Adolphus College, St. Peter	1			1	
Macalester College, St. Paul	1			1	
Mankato State College, Mankato	2	5	1	8	
Minnesota, Univ. of, Technical Coll., Crookston	3			3	
Moorhead State College, Moorhead	6			6	
Rainy River State Jr. Coll., Inter- national Falls	6		1	7	
St. Benedict, College of, St. Joseph	1			1	
St. Cloud State College, St. Cloud	1	1		2	
St. John's University, Collegeville	2	1		3	
St. Paul Bible College, Bible College	1			1	
St. Scholastica, Coll. of, Duluth	3			3	
United Theo. Sem. of the Twin Cities, New Brighton,	—	<u>1</u>	—	<u>1</u>	
	40	14	3	57	57

## North Dakota:

Jamestown College, Jamestown	5			5	
Mary College, Bismarck	1			1	
Mayville State College, Mayville	4			4	
North Dakota, Univ. of, Grand Forks	163	22	5	190	
Northwest Bible College, Minot	<u>2</u>	—	—	<u>2</u>	
	175	22	5	202	202

## South Dakota:

North American Baptist Sem., Sioux Falls		7		7	
South Dakota Sch. of Mines & Technology, Rapid City	4	1		5	
South Dakota State Univ., Brookings	3	2		5	
South Dakota, Univ. of, Vermillion	—	—	<u>1</u>	<u>1</u>	
	7	10	1	18	18

## Upper Wisconsin:

Wisconsin, Univ. of, Eau Claire	3			3	
Wisconsin, Univ. of, La Crosse	2	1		3	
Wisconsin-Stout, Univ. of, Menomonie	<u>1</u>	<u>1</u>	—	<u>2</u>	
	6	2	0	8	8

## Upper Michigan:

Lake Superior State Coll., Sault Ste. Marie	60			60	
Michigan Technological University, Houghton Branch	<u>32</u>	<u>2</u>	—	<u>34</u>	
	92	2	0	94	<u>94</u>

FORWARD

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U      G      O      Total

FORWARD

379

Montana:

Great Falls, Coll. of, Great Falls  
Montana State Univ., Bozeman  
Northern Montana College, Havre

6			6
28	6		34
<u>2</u>	<u>—</u>	<u>1</u>	<u>3</u>
36	6	1	43

43

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NEW ORLEANS

Alabama:

St. Bernard College, St. Bernard  
Troy State University, Troy  
Tuskegee Institute, Tuskegee Institute

<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
1			1	
1			1	
<u>1</u>	-	-	<u>1</u>	
3	0	0	3	3

Arkansas:

Arkansas, Univ. of, Fayetteville Campus  
Harding College, Searcy  
Ozarks, College of The, Clarksville

	2		2	
4			4	
<u>1</u>	-	-	<u>1</u>	
5	2	0	7	7

Louisiana:

Louisiana State Univ., Baton Rouge  
Louisiana State Univ., New Orleans  
McNeese State University, Lake Charles  
Southwestern Louisiana, Univ. of,  
Lafayette  
Tulane Univ. of Louisiana, New Orleans

6	11		17	
10	1		11	
1			1	
1			1	
<u>5</u>	<u>5</u>	-	<u>10</u>	
23	17	0	40	40

Mississippi:

Mississippi, Univ. of, Jackson Campus

	1		1	1
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Oklahoma:

Oklahoma City Univ., Oklahoma City  
Oklahoma State Univ., Stillwater  
Oklahoma, Univ. of, Norman  
Oklahoma, Univ. of, Oklahoma City  
Southeastern State Coll., Durant  
Spartan Sch. of Aeronautics, Tulsa  
Tulsa, Univ. of, Tulsa,

1	1		2	
1	3		4	
11	8	1	20	
	1		1	
1			1	
1			1	
<u>6</u>	<u>1</u>	<u>1</u>	<u>8</u>	
21	14	2	37	<u>37</u>
				88

BUFFALO AND NEW YORK

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>
Alfred University, Alfred	1	1		2
Berkeley-Claremont School, The, New York	1			1
Canisius College, Buffalo	13	4		17
Bernard Baruch College, New York		1		1
Graduate Center, New York		21		21
Colgate Rochester/Bexley Hall/Crozer Seminary, Rochester,			3	3
Columbia Inst. of Chiropractic, New York	1			1
Barnard College, New York	2			2
Columbia University, New York	17	95	2	114
Teachers College, New York		38	1	39
Cooper Union, New York	1			1
Cornell University, Ithaca	31	57	1	89
Cornell University Medical Coll., New York		2		2
Dalcroze School of Music, New York		1		1
Elmira College, Elmira	3			3
Fordham University, New York		5	8	13
Hamilton College, Clinton	2			2
Hobart & William Smith Colls., Geneva	1			1
Houghton College, Houghton	21	1		22
Immaculate Conception Sem., Troy	2			2
Jewish Theo. Seminary of America, New York	4			4
Juilliard School, New York	7	6		13
Keuka College, Keuka Park	2			2
King's College, Briarcliff Manor	4			4
Brooklyn Center, New York	1			1
Merriweather Campus, Greenvale	3	1		4
Manhattan College, New York	1			1
Manhattan School of Music, New York	6	1		7
Manhattanville College, Purchase	1	1		2
Marymount College, Tarrytown	1			1
Marymount Manhattan College, New York	2			2
Medaille College, Buffalo	1			1
New Rochelle, Coll. of, New Rochelle	1			1
New School for Social Research, New York		1		1
New York Sch. of Interior Design, New York		1		1
New York University, New York	18	59	15	92
Nyack College, Nyack	6	1	1	8
Pace College, New York	1			1
Pace College - Westchester, Pleasantville	1			1
Parsons School of Design, New York	2			2
Paul Smith's College, Paul Smiths	3			3
Pratt Institute, New York	3	3		6
RCA Institutes, New York			1	1
Rensselaer Polytechnic Inst., Troy	45	4		49
Rochester Inst. of Technology, Rochester	10	2		12
Rochester, Univ. of, Rochester	10	27	1	38
Rockefeller Univ., The, New York		2		2
St. Bonaventure Univ., St. Bonaventure	1	1		2
St. Lawrence University, Canton	43	1		44
St. Vladimir's Orthodox Theo. Sem., Tuckahoe		5		5
Sarah Lawrence College, Bronxville	4			4
Skidmore College, Saratoga Springs	3			3
Agriculture, Coll. of, at Cornell Univ.	48	27		75
Ceramics, Coll. of, at Alfred Univ.	1	1		2

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Downstate Medical Center, New York	1			1	
Environmental Science & Forestry, Coll. of, Syracuse	2	6		8	
Genessee Community Coll. at Batavia	1			1	
Human Ecology, Coll. of, at Cornell Univ.	1	8		9	
Industrial & Labor Relations, Sch. of, at Cornell Univ.		5		5	
Jamestown Community Coll. at Jamestown	1			1	
Maritime Coll., Forst Schuyler	1			1	
State Univ. Coll. at Brockport	7	1	2	10	
State Univ. Coll. at Buffalo	2			2	
State Univ. Coll. at Cortland		1		1	
State Univ. Coll. at New Paltz	1			1	
State Univ. Coll. at Oneonta	1			1	
State Univ. Coll. at Oswego	12	2		14	
State Univ. Coll. at Potsdam	1			1	
State Univ. Coll. of Arts & Sciences, Geneseo		1		1	
State Univ. Coll. of Arts & Sciences, Plattsburgh	2			2	
State Univ. of New York at Albany		2		2	
State Univ. of New York at Binghamton	1	10	2	13	
State Univ. of New York at Buffalo	116	108	21	245	
State Univ. of New York at Stony Brook		22		22	
Upstate Medical Center, Syracuse	1	1		2	
Veterinary Coll. at Cornell Univ.		3		3	
Syracuse Univ., Syracuse	22	58	3	83	
Utica College, Utica	3			3	
Union Coll. & Univ., Albany		1		1	
Union Coll. & Univ., Schenectady	1			1	
Union Theo. Sem., New York		1		1	
Vassar College, Poughkeepsie	3			3	
Wagner College, New York	1			1	
Watchtower Bible Sch. of Gilead, New York			11	11	
White Plains, Coll. of, White Plains	1			1	
Woodstock College, New York		1		1	
Yeshiva University, New York	<u>17</u>	<u>7</u>		<u>24</u>	
	527	612	69	1,208	1,208
Connecticut:					
Bridgeport, Univ. of, Bridgeport	3			3	
Connecticut, Univ. of, Storrs		10		10	
Hartford, Univ. of, West Hartford	4			4	
Southern Connecticut State Coll., New Haven	3	6	8	17	
Trinity College, Hartford	1			1	
Western Connecticut State College, Danbury	1			1	
Yale University, New Haven	<u>51</u>	<u>59</u>		<u>110</u>	
	63	75	8	146	<u>146</u>
FORWARD					1,354

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U      G      O      Total

FORWARD

1,354

New Jersey:

Bergen Community College, Paramus	1			1	
Beth Medrash Govoha, Lakewood	6	1		7	
Drew University, Madison		2	2	4	
Jersey City State Coll., Jersey City	1			1	
Monmouth Coll., West Long Branch	1			1	
Montclair State Coll., Upper Montclair	1			1	
Newark Coll. of Engineering, Newark	1		1	2	
Northeastern Collegiate Bible Inst., Essex Fells	1		1	2	
Princeton Theo. Sem., Princeton		2		2	
Princeton University, Princeton	33	46		79	
Ramapo Coll. of New Jersey, Mahwah	2			2	
Rutgers, The State Univ., New Brunswick	1	19		20	
Seton Hall Univ., South Orange	1	1		2	
Stevens Inst. of Technology, Hoboken	<u>—</u>	<u>1</u>	<u>—</u>	<u>1</u>	
	49	72	4	125	<u>125</u>
					1,479

PHILADELPHIA

Delaware:

Delaware, Univ. of, Newark  
Wesley College, Dover

<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>
15	9		24
<u>1</u>	<u>—</u>	<u>—</u>	<u>1</u>
16	9	0	25

25

Pennsylvania:

Allentown Coll. of St. Francis De  
Sales, Center Valley  
Baptist Bible Coll. of Pennsylvania,  
Clarks Summit  
Bloomsburg State College, Bloomsburg  
Bryn Mawr College, Bryn Mawr  
Carnegie-Mellon Univ., Pittsburgh  
Curtis Inst. of Music, Philadelphia  
Drexel Univ., Philadelphia  
Dropsie Univ., Philadelphia  
Duquesne University, Pittsburgh  
Lehigh Univ., Bethlehem  
Mary Immaculate Sem., Northampton  
New Church Coll., Acad. of the, Bryn  
Athyn  
Pennsylvania Acad. of Fine Arts,  
Philadelphia  
Pennsylvania State Univ., University  
Park  
Pennsylvania, Univ. of, Philadelphia  
Philadelphia Coll. of Textiles &  
Science, Philadelphia  
Pittsburgh, Univ. of, Pittsburgh  
Reformed Episcopal Church, Theo. Sem.  
of the, Philadelphia  
Robert Morris College, Coraopolis  
St. Francis College, Loretto  
St. Joseph's College, Philadelphia  
Swarthmore College, Swarthmore  
Temple University, Philadelphia  
Villanova Univ., Villanova  
Westminster Theo. Sem., Philadelphia

1			1
4			4
1			1
4	2		6
1	10	1	12
4			4
1	5		6
	3		3
1	5		6
5	4		9
	1		1
12		2	14
	1		1
1	50	5	56
41	53	6	100
5			5
	30		30
2		1	3
2			2
	1		1
1			1
4			4
	4		4
8	2		10
<u>2</u>	<u>5</u>	<u>—</u>	<u>7</u>
100	176	15	291

291

316

<u>SAN FRANCISCO</u>	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
California:					
California, Univ. of Berkeley	7	64		71	
California State Univ., Chico	1			1	
California State Univ., Fresno	1			1	
California State Univ., Sacramento	2			2	
California State Univ., San Francisco	18	5	1	24	
California State Univ., San Jose	3	7		10	
California, Univ. of, Davis	21	13		34	
California, Univ. of, San Francisco	2	22		24	
California, Univ. of, Santa Cruz	6	1		7	
City College of San Francisco	1			1	
De Anza College, Cupertino	1			1	
Diablo Valley College, Pleasant Hill	2			2	
Foothill College, Los Altos Hills	1			1	
Fullerton Jr. College, Fullerton	23		6	29	
Golden Gate Baptist Theo. Sem., Mill Valley		1	1	2	
Kaiser Foundation Rehabilitation Center, Vallejo		2		2	
Mennonite Brethren Biblical Sem., Fresno		6		6	
Mills College, Oakland	2			2	
Naval Postgraduate School, Monterey		1		1	
Notre Dame, College of, Belmont	1			1	
Pacific College, Fresno	8	1		9	
Pacific, Univ. of The, Stockton Campus	4	3		7	
San Francisco Art Inst., San Francisco	1			1	
San Francisco, Univ. of, San Francisco	10	2	1	13	
Santa Clara, Univ. of, Santa Clara	7	4		11	
Stanford University, Stanford, Calif.	<u>17</u>	<u>86</u>	<u>2</u>	<u>105</u>	
	139	218	11	368	368
Colorado:					
Colorado College, Colorado Springs	3			3	
Colorado School of Mines, Golden	6	1		7	
Colorado State Univ., Fort Collins	7	15		22	
Colorado, Univ. of, Boulder Campus	15	24		39	
Colorado, Univ. of, Colorado Springs Center	3	1	1	5	
Colorado, Univ. of, Denver Center	4	3		7	
Denver, Univ. of, Denver	23	1	9	33	
Northern Colorado, Univ. of, Greeley	15	7		22	
Southern Colorado State College, Pueblo	2			2	
Western State College of Colorado, Gunnison,	<u>3</u>	<u>—</u>	<u>—</u>	<u>3</u>	
	81	52	10	143	143
Hawaii:					
Church College of Hawaii, Laie, Oahu	7			7	
Hawaii, Univ. of, Honolulu	27	25		52	
Hilo College, Hilo	2			2	
Kapiolani Community Coll, Honolulu	2			2	
Kauai Community College, Lihue	<u>1</u>	<u>—</u>	<u>—</u>	<u>1</u>	
	39	25	0	64	<u>64</u>
FORWARD					575

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U      G      O      Total

FORWARD

575

Nevada:

Nevada, University of, Reno Campus  
Reno Jr. College of Business, Reno

3	1		4
<u>1</u>	<u>—</u>		<u>1</u>
4	1		5

5

Utah:

Brigham Young University, Provo  
L.D.S. Bus. College, Salt Lake City  
Southern Utah State Coll, Cedar City  
Utah State Univ., Logan  
Utah, Univ. of, Salt Lake City

416	60	6	482
5			5
6			6
45	8	4	57
<u>10</u>	<u>17</u>	<u>—</u>	<u>27</u>
482	85	10	577

577

Wyoming:

Casper College, Casper  
Northwest Community College, Powell  
Wyoming, Univ. of, Laramie

3			3
1			1
<u>25</u>	<u>7</u>	<u>2</u>	<u>34</u>
29	7	2	38

38

1,195

SAN JUAN

U      G      O      Total

Puerto Rico:

Catholic Univ. of Puerto Rico, Ponce

1

1

1

SEATTLE

Alaska:

Alaska, Univ. of, Fairbanks

<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
18	4	2	24	24

Idaho:

Boise State College, Boise  
Idaho State Univ., Pocatello  
Idaho, Univ. of, Moscow  
North Idaho Coll., Coeur D'Alene  
Northwest Nazarene College, Nampa  
Ricks College, Rexburg

3			3	
9	2		11	
8	4		12	
2			2	
11	1		12	
<u>176</u>	<u>—</u>	<u>—</u>	<u>176</u>	
209	7	0	216	216

Montana:

Carroll College, Helena  
Montana Coll. of Mineral Science &  
Technology, Butte  
Montana, Univ. of, Missoula  
Rocky Mountain College, Billings

1			1	
10			10	
22	7		29	
<u>2</u>	<u>—</u>	<u>—</u>	<u>2</u>	
35	7	0	42	42

Oregon:

Conquerors Bible Coll., Portland  
Eastern Oregon Coll., La Grande  
George Fox College, Newberg  
Lane Community College, Eugene  
Lewis & Clark College, Portland  
Mt. Angel Seminary, St. Benedict  
Mt. Hood Community Coll., Gresham  
Multnomah Sch. of the Bible, Portland  
Oregon State Univ., Corvallis  
Oregon Technical Inst., Klamath Falls  
Oregon, Univ. of, Eugene  
Oregon, Univ. of, Portland  
Pacific Univ., Forest Grove  
Portland Community Coll., Portland  
Portland State Univ., Portland  
Portland, Univ. of, Portland  
Reed College, Portland  
Warner Pacific College, Portland  
Western Conservative Baptist Sem.,  
Portland  
Western Evangelical Sem., Portland

4			4	
1			1	
2			2	
4			4	
1	1		2	
	1		1	
2			2	
2			2	
18	24		42	
2			2	
33	76	1	110	
	2		2	
5	6		11	
1			1	
4			4	
2		2	4	
12			12	
2	1		3	
	4		4	
<u>—</u>	<u>1</u>	<u>—</u>	<u>1</u>	
95	116	3	214	214

Washington:

Central Washington State College,  
Ellensburg  
Columbia Basin College, Pasco  
Gonzaga University, Spokane  
Lower Columbia College., Longview  
Northwest College, Kirkland  
Olympic College, Bremerton

2			2	
1			1	
16	4		20	
1			1	
3			3	
3			3	

FORWARD

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U      G      O      Total

FORWARD

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Pacific Lutheran University, Tacoma	1		1	2	
Puget Sound, Univ. of, Tacoma,	15	1		16	
Seattle Pacific College, Seattle	25	3		28	
Seattle University, Seattle	1			1	
Walla Walla Coll., College Place	111	3	2	116	
Washington State Univ., Pullman	30	27	1	58	
Washington, Univ. of, Seattle	117	120	12	249	
Western Washington State Coll., Bellingham	<u>16</u>	<u>5</u>	<u>1</u>	<u>22</u>	
	342	163	17	522	<u>522</u>
					1,018

WASHINGTON, D.C.

District of Columbia:

	<u>U</u>	<u>G</u>	<u>O</u>	<u>Total</u>	
American University	26	5	1	32	
Catholic University of America	4	27	1	32	
Federal City College	1			1	
Gallaudet College	66	2	1	69	
George Washington University	7	8	1	16	
Georgetown University	7	2		9	
Howard University	2	1		3	
Immaculata College of Washington	1			1	
Johns Hopkins School of Advanced International Studies		7		7	
Strayer College	1			1	
U.S. Department of Agriculture Graduate School		<u>1</u>	<u>-</u>	<u>1</u>	
	115	53	4	172	172

Maryland:

Capitol Inst. of Techonology, Kensington	1			1	
Columbia Union College, Takoma Park	9			9	
Goucher College, Towson	1			1	
Johns Hopkins Univ., Baltimore	8	28		36	
Maryland, Univ. of, College Park	22	15	2	39	
Towson State College, Baltimore	1		1	2	
Washington Theo. Coalition, Silver Spring		<u>3</u>	<u>-</u>	<u>3</u>	
	42	46	3	91	91

Virginia:

Eastern Mennonite College, Harrisonburg	9	2		11	
Lynchburg College, Lynchburg			2	2	
Presbyterial Sch. of Christian Education, Richmond	2	1		3	
Richmond College, Richmond	1			1	
Sweet Briar College, Sweet Briar	1			1	
Union Theo. Sem. in Virginia, Richmond		1		1	
Virginia Commonwealth Univ., Richmond	1			1	
Virginia Polytechnic Inst. & State Univ., Blacksburg		7		7	
Mary Washington College, Fredericksburg	4			4	
Virginia, Univ. of, Charlottesville	<u>2</u>	<u>8</u>	<u>-</u>	<u>10</u>	
	20	19	2	41	41

West Virginia:

Bethany College, Bethany	2			2	
West Virginia University, Morgantown	<u>-</u>		<u>5</u>	<u>5</u>	
	2		5	7	<u>7</u>
					311

56-1-2-USA	
10	

*San Francisco*

OTTAWA, March 25, 1974

*Russell*

Dear Ken,

Thank you for your letter of February 21 about Tom Johnston. I subscribe fully to your views and indeed am carrying that ace up my sleeve against the day that I find it playable.

Also thanks for the bit by Art Finley on your 103rd Chimo lunch. Praise of that institution has filtered this far even without my intervention. It is most thoughtful of you to have skipped No. 100. I doubt very much that I shall be able to get back to celebrate it before you leave. Perhaps we should shelve it permanently, perhaps as they do with the football and hockey stars when, as my secretary says, they go to grass. I suggest you join me in the grass and let it be shelved for both of us.

We hear that you are bound for Milan and I understand that you and Gerda are looking forward to the move. I would guess that you would welcome a posting to Europe and Milan is fairly strategically located for getting about.

I expect you will be up the Gatineau for some time this summer and we are looking forward to getting together with you both. In some ways it does not seem like six months since we left. San Francisco is so much a part of us that we could go back tomorrow and just pick up as if we had left on one of my peregrinations but I guess we would be looked at as latter-day Rip Van Winkles. Not much time to moon really.

I am kept fully occupied - sometimes a bit more than I bargained for.

All the best,

Yours sincerely,

**J.S. NUTT**

J.S. Nutt.

Mr. Kenneth G. Ramsay,  
Consul and Trade Commissioner,  
Canadian Consulate General,  
SAN FRANCISCO.

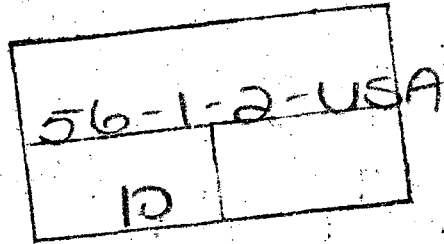
CANADIAN CONSULATE GENERAL



CONSULAT GÉNÉRAL DU CANADA

Commercial Division  
One Maritime Plaza  
San Francisco  
California 94111

February 21, 1974



Dear Jim,

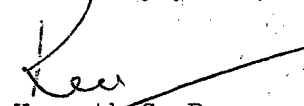
I have a little thought to place in your ear on a personal basis because it may not, appropriately, come from me. I should also hasten to advise that I have no authority, even by implication, to pass the comment on to you nor have I said that I intend to pass it on to you.

You know my high regard for Tom Johnston and his competence. As I see the information program for the United States developing into an empire (I have some reservations about the effectiveness of the empire as I deem it to be planned), I cannot help but think what a tremendous contribution to information work Tom Johnston would have to make. It would seem, logically, that if there is to be overall management of an information program, then there would be a position for an information officer to be stationed by zone in the United States and San Francisco would make a logical headquarters for the West Coast zone.

It is my view that Tom Johnston's talents are far from fully utilized as NFB representative in San Francisco. This came particularly to my attention in the course of a one hour conversation with him yesterday when Philip Somerville and I discussed with him the publicity plans connected with the Ambassador's upcoming visit on March 28. Tom put in his usual performance of steady, sound, good advice which we plan to follow to the letter. In the course of his comments, I heard him make reference to (it could be said that he did it jokingly) an interest in the position of information officer on the West Coast. From my observation of the way he can pull something together, make things happen, get on with people, meet the public, etc. etc., he would make an ideal person for any such slot at any level which we could persuade him to accept.

I plant the thought with you to explore if you think it worthwhile in whatever way you think it would be best explored.

Sincerely yours,

  
Kenneth G. Ramsay  
Consul and Trade Commissioner

Mr. Jim S. Nutt  
Director General  
Western Hemisphere Affairs  
Dept. of External Affairs  
Ottawa, Ontario K1A 0G2

002361

## Our Man in San Fran. — ART FINLEY

MAR 15 1974

Consider the last Chimo Luncheon given by Kenneth Ramsay, Canadian Consul and Trade Commissioner here in SF. The consular offices are on the 11th floor of what must be the ugliest structure in California, the Alcoa Building. This is a 25-storey monstrosity which makes Vancouver's Tower of Darkness look pretty by comparison. On the outside of the dark glass facing of the building, there are huge X braces made of structural aluminum. Sixteen interlocking Xs on each face of the building are all the same drab dark grey colour as the glass walls they criss-cross. The bleak squatting toad of architecture contrasts starkly with a near neighbour, the daring-dazzling-different skyscraper called the Transamerica Pyramid.

Meanwhile, back to the eleventh floor of the Alcoa Building. Canada's offices of the Consulate General occupy much of the floor space. Unlike the building exterior, the interior space is elegant, hospitable, and a good example of new Canadian design.

Consul Ken Ramsay tells a dining room full of industry and manufacturing representatives that each of them has a tie to Canada, either personally or professionally. This reporter has talked to each of the guests and has already determined the Canadian link, except in the case of two men from Alyeska, the Alaskan oil pipeline company. This is still uncertain.

*only to him.*

Ken explains the meaning of the Eskimo word "Chimo", then offers "Chimo" as a toast before luncheon, with a good red wine. The wine is identified as Andres Similkameen Superieur, from B.C. Each guest is supplied with about a liter of Similkameen, just adequate in quantity to span the meal. I tell Ken how much George Bain (the Toronto newspaperman and wine authority) enjoyed this variety when it was introduced to him on my programme in 1972.

The Consul answers, "OK, let me introduce YOU to something new: a foot-long egg from Alberta!"

True. The luncheon guests learn that the slices of hard boiled egg decorating our salads were cut from a new product called the Highland Frozen Hard Boiled Egg.

From the consulate kitchen, a helper produces what looks like a shelled, cooked egg. Its diameter is that of a regular large egg, but it is more than 12 inches long. The "egg" is made in one pound segments and then frozen, by Highland Produce Ltd. of Two Hills, Alberta. It will be on sale across Canada, soon.

The guests wisecrack about the trouble a chicken would have in laying such and "egg", and Ken explains the obvious: it's a convenience food made of eggs and extruded from a machine like a hot dog is, with yolk on the inside and white on the outside. Some wit names it a "henfurter."

Dessert . . . good Canadian Black Diamond cheese . . . winds up this pleasant Chimo Luncheon.

Afterwards, a tour of the consular offices. The opportunity to read any or all of 14 different newspapers, from all the provinces. The latest paper is an airmail edition of the Toronto Globe & Mail, just 24 hours old. Yes, there are slightly older copies of the Province and the Sun available. No Columbian, no Lions Gate Times, and no Georgia Straight though.

Ken says "Shake hands with Philip Somerville, the Vice

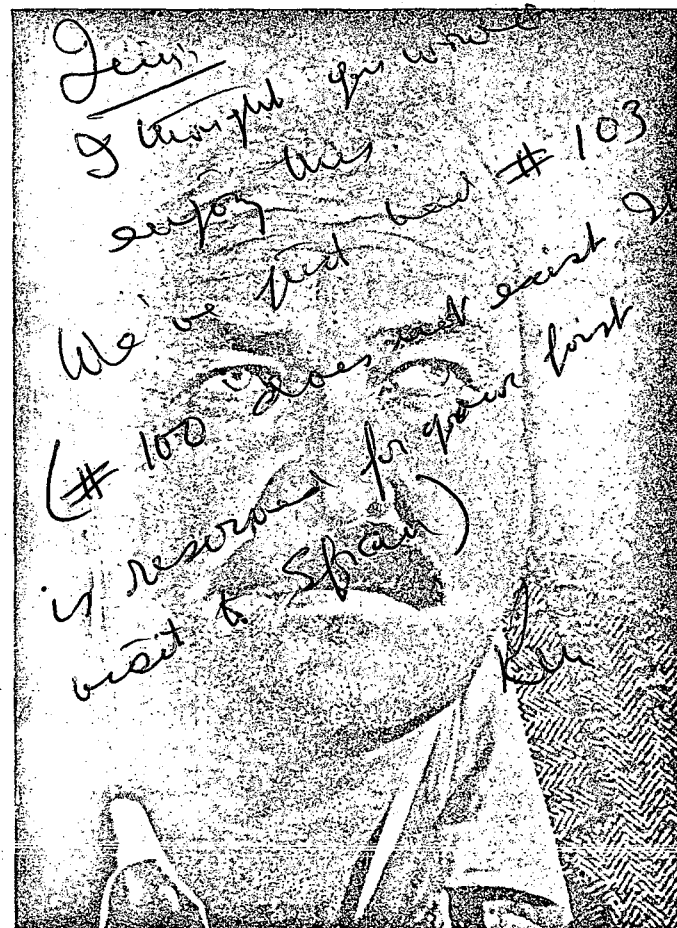
Consul and Public Information Officer." We shake. I show him a letter from a listener (to my KGO programme) who has asked about statistics on U.S. immigration to Canada during the past year.

Philip has all the figures at his fingertips. "This office is responsible for Northern California, Nevada, Utah, Wyoming, Colorado and Hawaii," he answers. "And our application total is down a little from 1972 to 1973. U.S. members have fallen for the past three years, while applications from the U.K. have been going up during the same period."

In actual numbers, Somerville says that the SF office gets about 250 applications per month from families which want to move North. In the processing, 77% of the applications are accepted and 23% are conditionally rejected. The judgement is still made on the basis of the familiar point system.

Says Somerville, "The refusal rate is low because of the number of highly skilled applicants, and that's the kind of immigrants we're looking for!" Conclusion: Canada is a great place to visit, and you really WOULD want to live there!

I say, "I know!"



## CANNON

Those piercing, narrow-slit pair of eyes belong to William Conrad. As the portly private investigator Frank Cannon who takes on the bad guys Monday nights on CBC-TV's Cannon, he has developed this 'tough-guy' look to the point where even some viewers have been known to confess!

*Miss Kelly file mk.*

**ACTION COPY**

NNNN

OTT034

UNCLASSIFIED

FM CONGEN BSN JAN 28/74 NO 24

TO EXT OTT FAI

REF OUR LETTER 433 OF DEC 21/73

SUBJ ASSOCIATION OF CDN STUDENTS IN BOSTON

(24)

56-12-USA	
6	20

OUR EFFORTS IN HELPING CDN STUDENTS IN ORGANIZING THEMSELVES NOT ONLY TO FILL THEIR OWN NEEDS BUT ALSO ESPECIALLY TO FORM AN ACTIVE CDN FOCUS POINT FOR THEIR FELLOW AMERICAN STUDENTS AND AN OUT OF THE CONSULATE CANADIAN INFORMATION ACTIVITY GROUP, ARE GOING VERY WELL. A SOCIAL GATHERING IS TO BE ORGANIZED AT HARVARD UNIVERSITY IN ABOUT THREE WEEKS. WE WOULD THEREFORE APPRECIATE RECEIVING BY THE END OF THIS WEEK A RESPONSE TO OUR LETTER UNDER REFERENCE.

FILE ACTC DIARY CIRC CHRON MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1.2-45A	
FM/DE	OTTAWA	EXT AFF	FAI-291	JAN 30/74	UNCLASS

TO/A BOSTON

INFO

JAN 30 22 01 '74  
TCR/TDO  
CONCENTRE  
EXTERNAL AFFAIRS

DISTR.

REF

YRTEL 24 JAN 28

SUB/SUJ

(ASSOC OF CDN STUDENTS IN BOSTON)

1. REGRET DELAY IN REPLYING BECAUSE OF ABSENCE OF OFFICER CONCERNED ON LEAVE. ALSO REGRET UNABLE TO PROVIDE FUNDS SINCE ANY CONTRIBUTION HOWEVER SMALL TO NON-GOVERNMENTAL ORGANIZATION CONSTITUTES GRANT AND REQUIRES TREASURY BOARD AUTHORITY. UNDERSTANDABLY BECAUSE OF IMPOSSIBILITY OF MEETING ALL REQUESTS ANY GRANT TO PRIVATE ASSOC IS SUBJECT TO QUESTION BY TB AND WE WOULD NOT/NOT FEEL JUSTIFIED IN PUTTING FORWARD SUBMISSION FOR VERY SMALL AMOUNT REQUIRED BY STUDENTS ASSOC.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APProuvé

SIG..... L.M. KELLY/dw

FAI

2-9580

SIG..... R.H.N. ROBERTS

file diary circ chron

MEMORANDUM

FFR

UNCLASSIFIED

PAI

January 30, 1974

Your memorandum of January 15; GCU memorandum  
of January 23

Projection of Canada's Image in the United States

56-1-2-45A	
36	—

As you know from your previous discussion with us, we are enthusiastic about the idea of regular interviews with the Minister for broadcast on Radio Canada International's service to the United States.

2. Since some of the posts in the United States may not be as well equipped as others to reproduce the texts of the interviews immediately, we agree with GCU that it would be preferable to run off the texts here and send them to the posts in the quantities they wish to have. We believe each post should receive its own supply rather than have the Embassy make the distribution to the mailing list for Canadian Press Comment. It seems to us that press releases issued and followed up by individual posts would have more impact and that the posts would appreciate being given a very good information tool to use to the best advantage in their own territories.

R. H. N. ROBERTS  
Information Division

PDH  
PDF  
MIN  
GWP  
PAP  
GCU

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

*file  
muk.*

MEMORANDUM

*FAI*

*Everybody is getting in  
on your act. Who is supposed to  
be carrying the ball?*

TO  
À FPR

SECURITY  
Sécurité UNCLASSIFIED

FROM  
De GWU

DATE January 23, 1974

REFERENCE FPR Memorandum of January 15, 1974  
Référence

NUMBER  
Numéro

SUBJECT Projection of Canada's Image in the United States  
Sujet

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

GWP  
PDM  
PDF  
MIN  
FAP  
FAI

At the Heads of Post Meeting last fall, we were made aware of Radio Canada International's heightened awareness of the U.S.A. audience and their intention to beam more programme material to the south. We understand that in addition to live programming, they hope to expand their transcription service to domestic radio stations for broadcast.

2. Your proposal for the Minister to be interviewed regularly by RCI strikes us as a good one, and we support the concept and agree on the advantages as outlined in paragraph 2.

3. We would suggest, rather than telexing the text to all posts in the United States and having them reproduce it for distribution, it might be preferable:

- to reproduce it here in quantity and send it in bulk to posts for distribution, or
- send only to the Embassy which could distribute it to the mailing list for Canadian Press Comment. This weekly summary of Canadian editorial opinion is distributed nationally to key media officials, academics, government officials, politicians, and others interested in Canadian affairs. The format could be similar to the recently produced "Canada Report" on energy.

*FAI*

K. W. McLELLAN

U.S.A. Division

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



*file  
mkt.*

*Mande*

TO  
A

GWU

FROM  
De

FPR

REFERENCE  
Référence

SUBJECT  
Sujet

Projection of Canada's Image in the United States

SECURITY RESTRICTED  
Sécurité

DATE January 15, 1974

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

SWP  
PDM  
PDF

MIN- Mr. Church  
Mr. Malone  
Mr. Graham

FAP  
FAI

As you are perhaps aware, Radio-Canada International is developing a short-wave broadcast service to the United States which, if it is successful, will be a useful vehicle to project Canada's image to U.S.A. audiences. Several months ago Radio-Canada International approached me about the possibility of having the Minister give a regular periodic interview -say every six to eight weeks- on subjects of current international and Canadian foreign policy interest for broadcast on this service. In my subsequent discussions with Radio-Canada International we explored the following ideas to derive the maximum effectiveness and publicity from these proposed interviews:

*18/1/74*

*Mr. Roberts*  
*Mr. Roger o/k*  
*I think it*  
*is a good idea.*  
*Do you think*  
*we might send*  
*a memo*  
*endorsing it*  
*right now - or*  
*perhaps Mr.*  
*Gorham has*  
*already discussed*  
*it with us and*  
*knows our views.*

- a) Questions to be asked the Minister would be submitted in advance so that divisions concerned could prepare necessary briefing material for the Minister.
- b) Either we or Radio-Canada International would prepare a transcript of the interview.
- c) Prior to the broadcast of the interview the transcript would be sent to all posts in the United States which would then publish it in their usual press release format timed to coincide more or less with the broadcast.
- d) At the same time we would publish the transcript here as a press release and send it to other posts as a PST/TEP.

2. This scheme would have the following advantages.

- a) It would provide Radio-Canada International with high quality material for their broadcasts and enable us to get our *message* across in an authoritative and official manner.
- b) It would give our posts in the U.S.A. a reason for sending out a press release of an interview with the Minister beamed to the U.S.A. At the same time it would advertise Radio-Canada's service and hopefully increase its audience.

....2

*mkt.*

- c) Publication here would enable the Minister to publicize particular points of view or policy positions which are sometimes difficult to get across by means of questions in the House or by speeches.
- d) Dissemination by PST/TEP to our posts abroad would provide them with periodic ex cathedra statements of policy which would be useful to them in their diplomatic contacts.

3. Radio-Canada International is anxious to get a programme along these lines underway as soon as possible. I have discussed the matter informally with Mr. O'Hagan in Washington who expressed a good deal of interest and I am also very interested in pressing on with the idea. I should be grateful, therefore, to have your comments.

R. V. GORHAM

Press Office

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO/A *FAP*  
FROM/DE: *ACRG*  
JAN 28 1974  
ATTN *m. Stephens*

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

FROM  
De The Embassy, Washington, D.C.

REFERENCE  
Référence

SUBJECT  
Sujet Information/Cultural Programs in the  
United States in Five Years

SECURITY  
Sécurité **RESTRICTED**  
(with attachment)  
DATE January 22, 1974  
NUMBER  
Numéro 102

FILE	DOSSIER
OTTAWA <i>56-1-2-USA</i>	
MISSION <i>36</i>	55-1-CDA <i>38</i>

ENCLOSURES  
Annexes

DISTRIBUTION

BY OTTAWA:

EXTOTT FAI  
EXTOTT FAC  
EXTOTT GWU  
EXTOTT GWP

BY POST:

Info:

ATLTA  
BOSTN  
BFALO  
CHCGO  
CLVND  
DALAS  
DTROT  
LNGLS  
MNPLS  
NRLNS  
CNGNY  
PHILA  
SFRAN  
SJUAN  
SEATL

At the request of the Ambassador the Embassy  
recently looked into the future and attempted to envisage  
where the information/cultural programs might be in five  
years. Attached for your information is the result.

*2-46*  
*Ref*  
The Embassy

DISTRIBUTION  
"by OTTAWA"  
done in ACR

JAN 25 1974

DISTRIBUTION  
"par OTTAWA"  
effectuée par ACR

Ext. 4078/811  
(Admin. Services Div.)

002369

"RESTRICTED"

INFORMATION/CULTURAL PROGRAMS AT THE END OF THE FIVE  
YEAR PERIOD APRIL 1, 1974 - MARCH 31, 1979

The information/cultural programs would be an integral part of the Canadian effort to raise the level of American consciousness and knowledge of Canada and its people. They would be of major importance in reaching Americans in all walks of life and in particular in reaching chosen groups of influential or potentially influential Americans, with the message that Canada is distinct from the United States but seeks to live in harmony with it. They would be making a major contribution to creating groups of informed Americans who would in time become a powerful "Canada" lobby within the United States.

The five year period should see a major expansion of the information/cultural programs of the Canadian Government in the United States. The main instruments for executing these programs would be the Office of Information of the Embassy and the consular posts. The Office of Information should increase from 16 personnel in 1973/74, to 27 personnel in 1974/75 (promised already) to about 45 personnel by 1978/79. Consular posts would need considerable strengthening in resources particularly in areas of concentration and where Canada Centers would be established. Appropriate headquarters elements would have to be provided with resources adequate to handle policy matters and provide the greatly enhanced back-up services that the information/cultural programs would require.

The media relations program would continue to receive very high priority with some increase in Embassy resources and considerably greater resources would have been made available to selected consular posts. This would have resulted in a more systematic and sustained cultivation of key media people and an enlarged capacity to service media requests for information and other assistance. We would have been providing material for radio and television since 1975/76.

A strengthening of the Embassy resources in the area of academic relations is scheduled in 1974/75. The increased capacity for this program will concentrate on those universities and colleges who have or might be persuaded to introduce Canadian study programs or courses with Canadian content. This program would continue to have a high priority and have received additional resources at both the Embassy and consular posts. By 1979 the Government should be half way through a program of endowing ten institutions with endowments of \$1,000,000 or more to assist the growth and development of Canadian studies. A substantive program of book donations, faculty exchanges, scholarships, seminars, etc. would be in

place. There would be a small but important Research Center for Canada-United States Studies in Canada.

The cultural program would go from birth in 1974/75 to young manhood in 1978/79. Four Canada Centers would have been established (perhaps Boston, Washington, Chicago, San Francisco) and work would have started on three more (perhaps New York, Los Angeles, Dallas). Programs and procedures would have been established for a vigorous program of support for Canadian performing and visual arts promotion in the United States. This would include forms of subsidies and other financial assistance appropriate to the United States environment.

A much strengthened general information program would exist conducted at the local and regional level by the consular posts with coordination and guidance provided from the Embassy. This program would include a speakers' bureau, speakers' kit, exhibitions and participation in a wide range of festivals, Canada weeks etc. The Embassy and all posts with a Canada Center would have strong audio/visual programs including films, tapes, records and other material related to the requirements of target audiences such as universities and high schools.

Two hundred additional senior high schools would be reached each year with presentations of 100 books on Canada. Former recipient schools who continued their interest in Canada would receive ten new books each year. An organized system, subsidized on occasion, of visits of high school teachers and students to Canada would be in operation.

A sustained program of suggestions and assistance with regard to curriculum development related to Canadian content would be underway with state education authorities across the United States.

A Policy Notes containing news of Canadian policy developments of importance in the bilateral context would reach a carefully selected target audience every two weeks. The monthly publication Canada Today/D'Aujourd'hui could have a circulation of 250,000 with an average of 12 pages per issue. A more intellectual and thoughtful publication, appearing quarterly, might have started in 1977/78. Extracts of important Canadian editorials would be sent out weekly by air to 10,000 key persons largely concentrated in the media, business and academic areas. Speeches and important policy papers could be reproduced and distributed rapidly with sophisticated equipment and to computer controlled mailing lists.

The United States Bicentennial in 1976 would have provided a major impetus to the academic liaison, cultural and audio visual programs with the main benefits felt nationally and in certain regions while at the regional and local level the major benefits would have been in the media relations and information programs.

The various programs would have been developed and would be carried out with appropriate components in each instance to take into account and reach effectively franco and francophile Americans.

The Library of the Embassy, those of posts with Canada Centers and to a lesser extent those of other posts would be strong resource centers supporting program activities. There libraries would be equipped to respond to our various publics with in depth reference services, moderate but good holdings of contemporary Canadian books, government documents, newspapers, etc. They would have facilities which would encourage their use by Americans and Canadians.

Effective interconnecting systems of nationwide coordination between programs and between posts would be functioning. Academic liaison would be reinforced by cultural and information programs as occasions arose. Major events would be contributed to by most programs. A heightened awareness of Canada and things Canadian would have resulted which would provide indirect support to the media relations program nationally and locally. The media relations program would be oriented concurrently, particularly at the local level, as required to the assisting of other programs.

In summary the information/cultural program would have become an important element in the conduct of Canada's foreign policy vis-à-vis the United States. It would provide a dynamic reflection of Canada and Canadians and of their national goals and aspirations.

-----

If the new resources made available over and above 1974/75 projected levels were limited then priority would be given to augmenting resources assigned to media relations, academic liaison and cultural programs with accompanying increases in support staff, including the Library, made available to help service these programs.

-----

If resources were reduced from the level projected for the 1974/75 program there would be little change in current program activity as some programs are undermanned now; the bicentennial would make unavoidable demands; and Ottawa plans to implement a modest cultural program which would have resource implications.

-----

If our 1973/74 level resources were reduced the embryo national information program would have to be suspended; the local information program including films would have to be further reduced; and because of increasing bicentennial activities and unavoidable cultural demands the academic relations program would have to be reduced. An alternative would be to drop completely whole programs particularly if the reduction in resources were to include a Canada based officer.

ANNEX I

*Jan. 15/74*

<i>52-1-2-4512</i>	
<i>6+</i>	<i>—</i>

COUNTRY PROGRAM  
OF THE OFFICE OF INFORMATION  
1974/75  
ACCOMPANYING ORGANIZATION CHART

PAGE \_\_\_\_\_

PROGR  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

Information/cultural activity, as an instrument of national policy, increasingly reflects the paramountcy of the United States in the external perceptions and preoccupations of Canadians. If the third option theme of living distinct from but in harmony with the United States is to be understood as well as widely known by Americans it will call for an extended and sustained Government effort over many years.

We believe this theme as expressed in Canadian national goals and policies could benefit from sensitive skillfully managed programs. Increasing attention will be paid to coordination of objectives and programs of the Embassy and fifteen consular posts. Results will be dependent to a considerable degree on the sustained efforts of all posts in this regard and on whether posts receive the increased resources, human and financial, that programs in the information/cultural area require to have substance. There may also be, as there was at the time of the August 15/71 surcharge, a parallel role in helping counter, or at very least highlight, effects of measures inimical to Canada's interests or to explain Canadian measures viewed in the United States as inimical to United States interests.

As part of the "New Look" in information/cultural activity, the Office of Information of the Embassy together with Canadian consular posts in the United States must receive significant increases in their resources in 1974/75 and beyond. This plan of action is based on the manning levels for 1974/75 which have been given to the Embassy.

The media in the United States is a uniquely powerful force 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 be at all times not only systematic and informed but also outreaching and engaging.

	73/74	74/75	75/76	76/77
PROGRAM PERSONNEL TIME TEMPS PERSONNEL DE PROGRAMME	6.0	11.0	12.0	14.0
SUPPORT PERSONNEL TIME TEMPS PERSONNEL DE SOUTIEN	10.0	16.0	19.0	

These figures are final.  
They are subject to  
confirmation when Country Program completed

002375

PAGE \_\_\_\_\_

PROGRAM  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

We will need to continue to emphasize our media relations in 1974/75 and into the future. The addition of a national information officer in 1973/74 will enable us to provide greater assistance in this area to consular posts than was possible in the past. The major cost-intensive initiatives contemplated in this area are a return visit to Canada of the Today Show and the Martin Agronsky Evening Edition type of program. Budget requests of 180,000 and 20,000 respectively for these initiatives have been made. We hope to make a start on a more systematic system of contacts with the major network news and public information programs. We will continue to publish our weekly Canadian Press Comment which now has a circulation of 1500 unless this is taken on by Ottawa. In conjunction with the consular posts we plan to increase the time we spend on arranging media visits to Canada and expect that this will result in increased visits of United States media representatives. The Minister-Counsellor will continue to devote as much of his time as possible to media relations. To the extent possible we will free the Media Relations Officer dealing with Washington based correspondents from other duties. A portion of the increased resources of the Library will go to strengthening this program.

Our relations with universities, particularly those that have or might be persuaded to introduce Canadian studies programs or courses with Canadian content, will continue to have high priority and will receive increased attention. The practice, started in 1973/74, of supportive and developmental visits in conjunction with consular posts will be continued. Assistance to the Association for Canadian Studies in the United States (ACSUS) will be maintained. The fiscal year may start with a major regional ACSUS sponsored conference at the University of Texas. A developing interest in Canadian studies on the part of at least one United States federal agency will be encouraged particularly as it could lead to a major infusion of money by 1975/76. Compilation of data on who does what and where on a systematic basis will be started. The Counsellor will be responsible for academic liaison, some supervision and matters relating generally to our expansion. A Locally-Engaged Information Officer will be assigned to this program and additional assistance will be forthcoming from the Library.

The information and audio visual program in our consular territory will be strengthened. This program will be carried out under the direction of a Canadian based FSO. As at present the same FSO will have local and national responsibility for the High

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School Book Presentation Program. In this connection policy guidance will be provided to consular posts. We will continue to work closely with the various United States national education associations whose active participation makes this program possible.

If agreement is received on a recommendation made to Ottawa, we would expect to be working with ACSUS on the preparation of an annotated bibliography designed for teaching Canada at the secondary and elementary school levels.

The additional resources required to make this program possible will be a Locally-Engaged Information Officer with support staff rather than 50% of the time of a clerk as at present. The program will be supervised by the Counsellor.

The National Information Officer will help strengthen Canadian media relations activities in the field (i.e. outside of Washington based correspondents). He will also be providing advice and assistance to consular posts with their information programs.

We will continue our most visible, and successful, national information tool that we have developed. This is the Embassy publication Canada Today/D'Aujourd'hui which appears ten times a year. Serious production delays have been overcome and this activity should take less time in the future for a Canada based officer. Its distribution now exceeds 27,000 and our target for April 1, 1974 is 35,000 with a continued growth in circulation in 1974/75. We also plan to convert to a more sophisticated computer stored mailing list. The costs will increase with rising circulation and higher postage rates. A greater use of colour, which we have found to be highly effective, will also add to the publishing budget.

We expect to publish on a periodic basis as needed a policy oriented Canada Report dealing with matters of importance to Canada in our relations with the United States in a bilateral or multi-lateral context. The target audience will be the Members of Congress, but a selective distribution will also be made to Administration officials, media representatives, business and academics in Washington, and elsewhere in the country.

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By 1974/75 we hope to have completed preparations for the radio version of Canada Today/D'Aujourd'hui. If monies are allocated and we are satisfied that we have a viable product then we will start the production and marketing in 1974/75 with a goal by 1976/77 of 500 user AM stations across the country. We will work where feasible with Radio Canada-International Service to avoid any duplication and share material although there will be limitations to the extent that this can be done since they use shortwave broadcasting exclusively.

The greater outreach of the national information program is based on the assumption that this activity will receive the services of a Locally-Engaged Information Officer as opposed to the present 50% time of a clerk.

Cultural activity in the narrow sense of the term has been limited since its formal inception as an Embassy program in 1968 as the officer concerned has had major academic liaison as well as bicentennial responsibilities. With additional resources and the making of the United States a "Program Country" for cultural relations we will move from our present selective supportive and responsive role to a more active one.

We would hope that at least two collections of contemporary Canadian prints could be made available for use in the United States. We are reasonably confident we could have one shown in a major Washington gallery and that in our consular territory several universities would agree to an exhibition. We are confident many other posts could use effectively this and other visual arts exhibitions.

The welcome visits of Canadian performing arts groups to Washington under commercial auspices will continue. These visits allow us to extend our contacts in the Congress and Administration although they place a severe strain on our representational resources. This situation also applies to the consular posts. Policy guidance from Ottawa coupled with greater coordination between posts as to what hospitality might be extended would assist in easing this problem.

In the context of the United States Bicentennial, we have recommended to Ottawa that Canada mount with the John F. Kennedy Center for the Performing Arts a major Canadian Festival. This

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would be in 1975/76 but there would be considerable work to be done in 1974/75.

The Embassy and some consular posts will need additional resources if any significant cultural program is to be mounted in the United States. This requirement will start in 1974/75 with the naming of the United States as a Program Country and could become critical if it is decided to proceed with one or more cultural centers and/or the cultural component is to be a significant part of Canada's participation in the United States Bicentennial in 1976. Until policy decisions are made and the nature of the resulting programs known it is not possible to forecast resource requirements at the national or local level although they could be considerable.

The demands of the 1976 United States bicentennial have already made themselves felt and have resulted in some reduction in the time we have allocated to other programs. We would expect that by early 1974/75 some decisions will have been taken which will indicate the scope and direction of Canadian participation in the bicentennial. Anything other than a decision for non-participation, which we would judge unlikely, means that there will be no avoiding assigning additional resources to this area. Unless these resources are forthcoming through a staff increase on-going, long term high priority activities of proven value will have to be cut-back or eliminated.

The actual assignment of these program activities to Canada based and locally engaged program officers is fairly complex given the numbers of personnel and variety of programs involved. We will be writing separately on this subject providing proposed job descriptions. This information will cover the new Canada based officer position.

We have in the past and in the New Look exercise made major proposals aimed at broadening and deepening the capacity of our Library upon which increasing demands, in terms of both volume and sophistication, are being made. This unit is not now able to serve as we would like the reasonable requests made on it by the Information/Cultural program and other programs of the Embassy. The first priority for additional support staff in the Office of Information is for a professionally trained reference librarian to be our Assistant Librarian.

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To meet the program and service demands now made or which will be made on the Library from within the Office of Information with expansion, the rest of this large and multi-faceted Embassy, departments in Ottawa and the general American public the Library will require support staff additional to the Assistant Librarian. We would judge that for 1974/75 one such staff position should be added.

The Office of Information programs which will benefit most from these increased Library resources are media relations, academic relations and responses to public enquiries. In the larger Embassy context benefits should be available to the congressional liaison and provincial interests programs. The library will continue its mission wide book and periodical purchasing, distribution and retrieval functions, for which staff resources were not provided with the integration of these functions in the Library in 1972.

At present the Office of Information has sixteen employees which we break down as follows: five Canada based officers (program); one Locally-Engaged Information Officer (program); and ten support staff which includes four secretaries, one receptionist (we have separate premises) and a clerk. We have based this action plan for our program for 1974/75 on the basis of receiving new personnel resources in the form of one Canada based officer (program), four Locally-Engaged Information Officers (program) and six support staff. Several existing positions would have to be restructured as the duties involved would alter. As a result we would see the staff of twenty-seven for 1974/75 composed of: six Canada based officers (program), five Locally-Engaged Information Officers (program) and sixteen support staff. The functions of the Library do not easily lend themselves into a division between program and support personnel but of the six staff planned for the Library we consider one to be program and six support. We have made provision for an administrative support unit which would provide the administrative back up to the eleven program officers and the Library. The Organization Chart reflects how we plan to structure the Office of Information to carry out the programs set out above.

We will still not be in a position in 1974/75 to undertake the full range of programs proposed in the New Look. We will be

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delaying until staff and finances can be provided such possible programs as a speakers bureau, speakers kit, the possibility of a publication aimed at a different audience than Canada Today and extensive local information work in areas such as exhibitions and films. The degree of the requirement for more sustained support for other Embassy programs from the Library should be clearer by 1975/76 and will doubtless call for further strengthening of the Library.

We look forward to the challenges and increased program activity this expansion of our resources will make possible in 1974/75. We realize that we will have much to do in organizing for this increase and in seeking and finding the kind of staff which will be called for. These challenges, including that of the physical plant, will be of particular concern to the Office of Information and the Post Central Administration but will also affect other parts of the Embassy and divisions and agencies in Ottawa. The expansion will clearly be a major Embassy priority.

We all know that there is a great reserve of goodwill and attitudinal empathy for Canada in the United States. Equally, we know there is a thick fog of ignorance. We are not ever likely to be successful in dissipating all of it, but by engaging the important institutions and agencies already active in telling the Canadian story, and by reinforcing where necessary, modifying and harmonizing where appropriate, it is possible to be prudently optimistic about the growing effectiveness of information in servicing the national interest and telling what it means that Canada wishes to live distinct from but in harmony with the United States.

JOB DESCRIPTION - OFFICE OF INFORMATION 1974/75

1. Counsellor (Academic Relations)
2. LEIO Academic Relations
3. Local Information and Education Officer
4. LEIO Local Programs
5. LEIO Librarian
6. Assistant Librarian
7. Library Assistant (Reference)
8. Library Assistant (Reference)
9. Technician/Publications Assistant
10. Media Analysis Assistant
11. Supervisory Clerk
12. Clerk
13. Typist
14. Clerk/Typist
15. National Information/Bicentennial Officer
16. LEIO National Information/Bicentennial
17. Media Relations Officer
18. Cultural/Canada Today Officer
19. LEIO Cultural and Publications
20. Minister-Counsellor

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PROPOSED JOB DESCRIPTION

January 7, 1974

COUNSELLOR - ACADEMIC RELATIONS - FS 2

Under the general direction of the Minister

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Serves as Deputy Head of the Office of Information and assists with general and media relations as required by operational circumstances.

Is responsible for the national program of academic relations with United States universities and colleges with the main emphasis on the promotion and development of Canadian studies particularly in the humanities and social sciences.

Makes policy recommendations to the Ambassador and Ottawa concerning all aspects of the relations of the Embassy and consular posts with United States universities, colleges, national education and academic associations, secondary and primary schools.

Manages, directs, plans, and supervises all aspects of Embassy activity in the area of post-secondary, secondary and primary education.

Is responsible, to the extent required by different program activities, for the coordination of the activities of the fifteen consular posts in matters related to universities and colleges.

Provides policy guidance to the fifteen consular posts in matters related to universities and colleges.

Works closely with the Association for Canadian Studies in the United States and if acceptable to the Executive Council of the Association takes part in Council meetings as an ex-officio member of the Council.

Organizes and carries out visits to universities and colleges with a view to promoting, developing, assisting, encouraging and advising on Canadian studies as appropriate. Some visits are made to specific institutions for specific purposes such as meeting key faculty and administrators, giving a lecture or participating in a seminar. Other visits will be made in company of an officer from the appropriate consular post to a series of institutions in a program designed to meet national and local priorities.

Every two years contributes to and participates in the biennial conference of the Association for Canadian Studies in the United States. Contributes to, attends and participates in, as appropriate, other academic conferences devoted to Canada. Contributes to, attends and participates in as appropriate other academic conferences, panels, seminars and the like whose content or participants might be useful to the growth of Canadian studies. Recommends and organizes or coordinates official Canadian hospitality and Ministerial participation related to academic conferences in the United States. Assists Canadian exhibitions and/or exhibitors associated with academic conferences. Arranges for and/or provides other facilitative assistance to academic conferences as he may judge appropriate and possible.

Makes recommendations and conducts negotiations as needed as to recipients of gifts of Canadian books throughout the United States the drawing on advice of the appropriate consular posts. These donations may be major presentations made by the Department of External Affairs, Canada Council Book Kits of 200 books (about 75 per year) and special presentations to up to 100 institutions on an ad hoc basis of particular books or series of books which he

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believes should be available in university libraries. Directs and takes management decisions on the implementation of book gift programs by the Academic Relations LEIO of the Embassy and the consular posts.

Makes recommendations as to where Chairs of Canadian studies or Canadian study programs might be endowed by the Canadian Government (about \$1,000,000 per endowment.)

Makes recommendations to Ottawa and suggestions to universities and consular posts concerning visiting Canadian lectures, faculty exchanges and related matters. Directs and takes management decisions on the implementation of these programs by the Academic Relations LEIO of the Embassy and consular posts.

Directs and takes management decisions on all other aspects of the work Academic relations LEIO of the Embassy including the organization and maintenance of a data system which identifies what is taking place where and what progress or lack of it is being made in Canadian studies at universities throughout the country; and general correspondence with universities and individual faculty members.

Makes policy recommendations and supervises the officer responsible for the local information/audio visual program; and the secondary and primary education relations programs including the High School Book Presentation Program which places shelves of 100 Canadian books in 200 carefully selected senior high schools throughout the United States.

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Makes policy recommendations concerning the Library to the Minister and provides direction to the Embassy Librarian. Reports to the Minister on the functioning and work of the Librarian and the five other Library staff.

Supervises the work of the Administrative Support Unit headed by the Supervisory Clerk.

Makes recommendations to the Minister as to the content of the input of the Office of Information into the Embassy Country Program for the United States and personnel and administrative matters related to the Country Programming exercise.

Prepares the Country Program of the Office of Information and associated paperwork and followup.

Prepares reports for the appropriate Canadian authorities on significant events and trends in the United States academic world.

PROPOSED JOB DESCRIPTION

January 9, 1974

LEIO - ACADEMIC RELATIONS GS 10

Under the direction of the Counsellor

(Academic Relations)

SB 112-457

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Is responsible for assisting the Counsellor as required in all matters relating to the academic relations program.

Within the above framework is responsible for the organization, preparation and maintenance of a data system which identifies throughout the United States what courses or part courses on Canada are being taught, where teaching on Canada is taking place, what faculty is involved and generally what changes take place from academic year to academic year in the area of teaching about Canada.

Provides advice as to possible suitable universities for major presentations of Canadian books under the book presentation programs of the Department of External Affairs, the Canada Council Book Kit Program (about 75 kits of 200 books per year) and special book presentations to up to 100 universities on ad hoc basis of particular books or series of books which the Counsellor decides should be available in university libraries.

Carries out Embassy role in implementation of all university book presentation programs.

Recommends books to the Counsellor and Librarian for purchase by the Embassy Library.

Prepares replies to general correspondence from university professors.

Makes the detailed program arrangements for the visits by the Counsellor to universities and colleges for the purpose of promoting, developing, assisting, encouraging and advising on Canadian Studies Program. Within the consular territory may accompany the Counsellor on more important visits and may conduct on his own other visits.

Makes the detailed arrangements of Canadian lectures at universities, faculty exchanges and related matters in the consular territory of the Embassy and assists in these matters consular posts as required.

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Assists the Counsellor in preparing official Canadian contributions to the biennial conference of the Association for Canadian Studies in the United States, other academic conferences devoted to Canadian studies and other such academic conferences, panels, discussions, whose content and participants might be useful to the growth of Canadian studies. Makes arrangements as required for Canadian exhibitions and/or exhibitors, associated with academic conferences. Arranges for and/or provides other facilitative assistance to academic conferences as may be judged appropriate and possible.

Contributes to the coordination of academic relations nationwide by providing advice to consular posts within the framework of national program and specifically works closely with consular posts to the degree considered appropriate in each individual instance in programs such as data gathering, book presentations of all kinds, general correspondence, academic conferences of all kinds, visiting lecturers, faculty exchanges and visits by the Counsellor throughout the United States.

Assists in the preparation of the Country Program.

PROPOSED JOB DESCRIPTION

January 15, 1974

LOCAL INFORMATION AND EDUCATION OFFICER FS1

Under the direction of the Counsellor.

Is responsible for all aspects of the local information and audio visual programs and primary and secondary school programs in the consular territory of the Embassy and certain national aspects of education at the secondary school level.

Is responsible for proposing policy recommendations at the national level for the High School Book Presentation Program which provides shelves of 100 books on Canada to 200 carefully selected United States high schools each year. Provides guidance to, coordinates and works with the 15 consular posts and the national education associations through whom this program is carried out.

Provides guidance to, coordinates and works with the 15 consular posts in regard to the annual contest for a two week tour of Canada for the best use made of these books for 15 students and teacher teams, including arrangements for the judging of up to 200 contest entries by an independent panel of judges. Manages the implementation of the program in the consular territory of the Embassy.

Maintains liaison with national education associations on behalf of the Embassy and consular posts. Recommends in which annual meetings of education associations Canada should participate with a small exhibition and/or an information booth.

Makes policy recommendations concerning the local information programs and manages and directs the LEIO (Local Programs) in the carrying out of these activities. This includes but is not limited to mounting of or participation by the Embassy

in information exhibitions in the Embassy's consular territory be they organized, by the Embassy or by Canadian exhibitors or otherwise; the audio visual program of the Embassy directed at schools, universities, film clubs, film festivals, service clubs and the general public; prestige film showings organized by the Embassy on a periodic basis; and Embassy speakers for schools, service clubs, and other similar bodies.

Organizes appropriate Embassy representation at, and hospitality for when appropriate, amateur sporting events in which Canadian teams or individuals are participating.

Makes policy recommendations and organizes exchanges with the exception of university faculty, cultural personalities and media representatives. Organizes official, semi-official or private exchange visits between Canada and the United States with emphasis on consular territory of Washington but extending to other regions as and when required either direct or through consular posts. Works with the State Department on these exchanges.

Manages information activities (displays, film showings, receptions etc.) on Embassy premises working as appropriate with the Cultural Officer.

Organizes speakers and programs for school groups visiting the Embassy.

Works with the Librarian to ensure that policies and procedures followed result in a satisfactory and expeditious handling of general requests for information on Canada.

Ensures with the clerk/messenger that sufficient information and office supplies are maintained to meet ongoing requirements.

Assists with the national program of academic relations with United States universities and colleges as required.

Directs and takes management decision on all aspects of the work of the LEIO (Local Programs) for three quarters of his time.

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Prepares reports for the appropriate Canadian authorities on significant events and trends in secondary and primary education in the United States.

PROPOSED JOB DESCRIPTION

January 8, 1974

LEIO - LOCAL PROGRAMS GS-9

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Under the direction of the Local Information and Education Officer (LI/EO) for three quarters of his time and under the direction of the Media Relations Officer for one quarter of his time.

Is responsible for assisting the LI/EO as required in all matters relating to local information and education programs for three quarters of his time.

Within the above framework is responsible for the organization, preparation and maintenance of data systems for local or national use as appropriate on:

- a) high schools which have received gifts of Canadian books under the High School Book Presentation Program including information as to whom is responsible in each school for the books, the use made of the books, schools who have entered the associated contest for a trip to Canada, winners of the trips to Canada etc.
- b) schools in the consular territory of the Embassy who teach about Canada or are interested in teaching about Canada.
- c) national education associations and staff members of interest to Canada.

Assists the LI/EO in carrying out the High School Book Presentation Program with particular responsibilities for the implementation of the program in the consular territory of the Embassy and has responsibility for the detailed organization of the contest for the best use made of these books. The latter includes national coordination of up to 200 student-teacher project entries, pre-screening and classification of the entries for the judges and arrangements for the judging itself.

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Assists the LI/EO in maintaining liaison with national education associations and organizes Canadian participation in information booths and/or exhibitions at annual national education association meetings when these are in the Washington area.

Is responsible for preparing replies to general inquiries from school teachers.

Carries out local information programs including Embassy participation in exhibitions organized by the Embassy, other Canadian exhibitors or others.

Organizes, advises on and carries out the Embassy audio visual program directed at schools, universities, film clubs, film festivals, service clubs, etc. Assists in organizing periodic prestige film showings. Is responsible for the maintenance and up-keep of the Embassy film library and equipment.

Speaks on Canada at primary and secondary schools and on occasion to service clubs.

Speaks to school groups who visit the Embassy.

Organizes information activities (displays, film showings, receptions, etc.) on Embassy premises.

Assists the LI/EO in organizing exchange visits between Canada and the United States.

Assists in organizing appropriate Embassy representation at amateur sporting events in which Canadian teams or individuals are participating.

Assists with the national program of academic relations with United States universities and colleges as required.

Is responsible for assisting the Media Relations Officer with the Embassy weekly publication "Canadian Press Comment".

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Reads each week the daily editorials in 10 - 15 Canadian newspapers and in CBC-IS weekly summary of Canadian editorial opinion for possibly significant comment on the subjects chosen by the Media Relations Officer for coverage in CPC.

Suggests to the Media Relations Officer which editorials and excerpts thereof might be used in CPC.

Supervises the typing, reproduction and distribution of CPC.

JOB DESCRIPTION

January 7, 1974

LEIO - LIBRARIAN GS10

Under the direction of the Counsellor (Academic Relations) and as a qualified librarian.

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Is responsible for the development, management and functioning of the Library of the Canadian Embassy in Washington and for providing service to American and Canadian users, including the program officers of the Office of Information and other actions of the Embassy.

Plans (short and long term) and establishes policies and procedures for all library functions.

Plans and coordinates with the Assistant Librarian procedures and policies designed to meet the particular needs of the programs administered by the Office of Information (Media Relations, Academic Relations, National Information, Local Information, Publications, Cultural and Bicentennial).

Prepares the budget for all types of publications required by the Embassy thus reflecting the integrated administrative structure of the Embassy.

Ensures the integration and co-ordination of technical services with public services.

Supervises the five other members of the library staff including job assignment, training and evaluation.

Evaluates Embassy library services in relation to all user communities.

Is responsible for the collection development of the Library which includes selection and acquisition of new publications, subscriptions, vertical file material.

Maintains liaison with officers of the Embassy to determine user needs and to organize and monitor current awareness systems.

- 2 -

Works with the Assistant Librarian, as an integral part of the Office of Information, to ensure the provision of reference and research assistance to the enquiring public on all levels, United States, Canadian and foreign government offices, and the Office of Information and other Embassy staff in accordance with library policy guidelines as approved by the Counsellor.

Provides advice on library services to consular posts in the United States as required.

Maintains liaison with other libraries and librarians including the librarian of the Departmental Library in Ottawa with particular regard to library systems which will strengthen cooperation and co-ordination between the Embassy and Headquarters Library.

PROPOSED JOB DESCRIPTION

January 7, 1974

ASSISTANT LIBRARIAN GS9

Under the direction of the Librarian and as  
a qualified librarian, preferably a Canadian  
or with Canadian related experience.

52-112-15A	
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Is responsible for the management and development of the Embassy Library to provide library service to American and Canadian users, including the program officers of the Office of Information and other sections of the Embassy.

Supervises the two Library Assistants (reference) in providing reference and research service (i.e. the public service function as defined by Embassy library policy) in response to enquiries by telephone, letter, visitors to the library. Included as part of the Embassy library user community are the public on all levels, United States, Canadian and foreign government offices and Embassy staff.

Directs and assists as required the Library Assistant (reference GS 6) in carrying out the policies and procedures designed to meet the particular needs of the programs administered by the Office of Information (Media Relations, Academic Relations, National and Local Information, Publications, Cultural and Bicentennial).

Is responsible, using established procedures of the Embassy library, for cataloguing library materials, including Canadian government documents, maintaining vertical file authority files and assigning subject headings to materials.

Assists the Librarian in the selection and acquisition of books and periodicals for the Embassy library collection.

Together with the librarian and assisted by the Library Assistant (reference GS 7) reads and clips Canadian newspapers, magazines, bulletins for items of interest for the vertical files. Assists in the preparation of indexes and bibliographies in accordance with library policy.

Performs a variety of miscellaneous duties as needed.

Assumes complete charge of the library in the absence of the librarian.

PROPOSED JOB DESCRIPTION

January 9, 1974

LIBRARY ASSISTANT GS7

Under the supervision of the Assistant Librarian and Librarian and as a person with library related experience and/or Canadian background.

52-1-2-48A
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Assists in providing reference and research service in response to inquiries by letter, telephone and visitors to the library in accordance with Embassy library policy.

Is responsible for answering reference letters, directing letters to the Librarian, Assistant Librarian and other Embassy officers, other branches of the Canadian government and consulates as appropriate in accordance with established guidelines.

Is responsible for answering the major portion of telephone inquiries assisted by the other Library Assistant, (reference GS 6). Included is the screening of calls to ensure that quick and/or urgent reference inquiries receive immediate attention and are separated from questions that entail more detailed answers. These in turn are directed to the Assistant Librarian as appropriate.

Assists the Library Assistant (reference GS 6) as required in carrying out the policies and procedures designed to meet the particular needs of the programs administered by the Office of Information.

Scans Canadian newspapers, periodicals and other material for items of interest for the vertical files.

Maintains an inventory of information materials, including Canadian government documents, held for distribution outside the Embassy.

Performs a variety of clerical and miscellaneous duties, including temporary assistance with circulation control and inter-library loan as needed.

PROPOSED JOB DESCRIPTION

January 8, 1974

52-1-2-154

LIBRARY ASSISTANT GS6

Under the supervision of the Assistant Librarian and Librarian and as a person with library related experience and/or Canadian background.

Assists in providing reference and research service in response to enquiries by telephone, visitors to the library and Embassy staff in accordance with Embassy library policy.

Carries out with the assistance of the Assistant Librarian as required the policies and procedures designed to meet the particular needs of the programs administered by the Office of Information (Media Relations), Academic Relations, National and Local Information, Publications, Cultural and Bicentennial).

Is responsible for assisting the Library Assistant (reference, GS 7) in answering telephone enquiries. Included is the screening of calls to ensure that quick and/or urgent reference enquiries receive immediate attention and are separated from questions that entail more detailed answers. These in turn are directed to the Assistant Librarian or the Library Assistant (reference, GS 7) as appropriate.

Assists the Assistant Librarian and the Library Assistant (reference GS 7) in maintenance of the vertical files by clipping and mounting of articles for the files.

Assists the Assistant Librarian and the Library Assistant (reference GS 7) in the preparation of bibliographies, indexes and other forms of access to reference material.

Assists the Assistant Librarian and the Library Assistant (reference GS 7) in answering enquiries from Embassy staff, in accordance with Embassy library policy.

Performs a variety of clerical and miscellaneous duties, including temporary assistance with circulation control and inter-library loan, as needed.

JOB DESCRIPTION

January 7, 1974

TECHNICIAN/PUBLICATIONS ASSISTANT GS6

Under the direction of the Librarian and as a person with library related experience and/or appropriate office experience

Is responsible for non-professional aspects of library technical services as they pertain to publications, both monograph and serial.

Maintains the ordering system for the Embassy library according to established library policy and procedure. This involves ordering, as directed by the Librarian, monographs and serials, both United States and Canadian, and United States government documents for the Embassy library and maintaining appropriate files to monitor orders.

Assists the Librarian in the preparation of the annual list of orders for books and subscriptions placed through the Headquarters Library in Ottawa.

Processes new books received by the Embassy library, ascertaining source of the publication (i.e. our order, Headquarters library, gift, exchange), preparing books for cataloguing and assisting in the labelling and pocketing of books when catalogued by the Assistant Librarian.

Is responsible for check-in and distribution of all serials received by the Embassy library using established guidelines and procedures. Included in maintenance of serials record check-in system is monitoring of titles to ascertain which need renewal or claiming and assisting Librarian in preparation of renewal lists.

Sorts Canadian government documents received by Embassy library as a full depository library according to guidelines governing those library retains and those library sends to other libraries. In consultation with the Assistant Librarian

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processes documents retained for addition to library collection.

Maintains circulation system of Embassy library according to established procedures. This includes checking out books, filing circulation cards, keeping statistics of materials circulated, sending overdue notices when necessary, checking materials in.

Assists in filing of catalogue cards using ALA rules and Embassy library procedures.

Assists Librarian in preparation of bills for library publications to be sent to Embassy Finance Office for payment.

Performs a variety of miscellaneous duties, including temporary coverage of telephone and helping visitors in the library, as needed.

JOB DESCRIPTION

January 7, 1974

MEDIA ANALYSIS ASSISTANT GS6

Under the direction of the Librarian

52-1-2-45A	
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Is responsible for providing articles from United States and Canadian newspapers and periodical publications, as well as from the AP and CP wire services, to the program officers of the Office of Information and the other sections of the Embassy.

Scans selected United States newspapers for articles which mention Canada using established guidelines.

Prepares a daily type-written summary of headlines of major articles on Canada in the United States newspapers for distribution to each Information officer.

Distributes a xerox set of articles from U.S. newspapers to Information officers using established procedures.

Maintains the chronological files of articles from the U.S. press and the U.S. newspapers in accordance with established guidelines.

Ensures that Canadian editorials arrive promptly on the desk of the Media Relations officer for their further processing in preparing the Embassy publication "Canadian Press Comment".

Assists the Media Relations officer by clearing, editing and circulating the AP wire and both copies of the CP wire services according to established procedures thus ensuring that the appropriate desk officer receives subject articles needed.

Scans the Congressional Record for mention of Canada using appropriate indexes and alerts Minister Counsellor/Information to these articles.

Maintains vertical file materials on U.S. subjects for USA files. This includes using established procedures and guidelines to select materials ( in close consultation with the Librarian) and assign subject headings.

-2-

Assists in maintaining current awareness services by filling requests for articles from both U.S. and Canadian newspapers and periodicals including those from table of contents of Congressional Quarterly and National Journal.

Performs other miscellaneous tasks as needed, including monitoring of press coverage of special issues.

PROPOSED JOB DESCRIPTION

January 15, 1974

SUPERVISORY CLERK GS6

52-1-2-45A	
C	—

Under the direction of the Counsellor and other officers as operational requirements dictate

Heads the Administrative Support Unit of the Office of Information and is responsible on a day to day basis for the ongoing administration of the Office.

Orders office supplies, maintains attendance records, distributes checks, keeps track of the Office's changes against Embassy budget items, forwards bills for payment, orders information/cultural supplies, maintains inventory controls for office and information/cultural supplies.

Ensures office reproduction and envelop addressing equipment is properly maintained and serviced.

Is point of contact for locally engaged employees with the Post Central Administration.

Schedules work so that support to the program officers is available as and when needed. This includes: secretarial/typing assistance for the Office as required by absences and/or peak load periods; preparation of envelopes for mailings of all kinds (e.g. press releases, speeches, Canadian Press Comment, Canada Report etc.); and reproduction of Office publications of all kinds.

Supervises the work of the Receptionist/Typist.

Supervises the work of the Clerk

Supervises the work of the Clerk/Typist

Supervises the work of the Typist

Prepares, in consultation with others as required, the budget submission of the Office of Information for the Office's programs and the Office's part of the general Embassy budget.

JOB DESCRIPTION

January 14, 1974

CLERK GS5

56-1-2-45A	
C	—

Under the direction of the Supervisory Clerk

Sorts and distributes the bulk of the incoming mail for the Office of Information. The Office receives most of its mail and the Library virtually of its about 400 periodicals at the 1771 N Street address.

Maintains, services and ships films in support of the audio visual program.

Using the addressograph machine, addresses, stuffs and meters on a weekly basis the 1500 copies of the Embassy publication "Canada Press Comment".

Using selected addressograph plates as directed makes address and meters special mailings of press releases, ministerial speeches etc.

Reproduces and collates press releases and ministerial speeches.

Wraps parcels and makes arrangements with UPS or REA Express for shipment of packages throughout the United States.

Arranges, as required, for servicing of the re-production equipment and does in house maintenance on such equipment.

Occasional typing of addresses as operational requirements dictate.

Occasional messenger duties.

Performs other duties as directed.

PROPOSED JOB DESCRIPTION

January 15, 1974

TYPIST GS5

52-1-2-NSA	
6	—

Under the direction of the Supervisory Clerk

Does typing for the Office of Information in general and in particular assists in handling the overflow typing from the Minister Counsellor and other ten program officers.

Assists the program officers' secretaries with reproduction.

Relieves the Receptionist/Typist on the switchboard.

Addresses labels and stuffs envelopes for Students Kits nos 1 and 2, for Teachers' Kits and Teachers' Kits Augmented.

Types addresses, notes address changes and related matters involved in keeping up to date the mailing list (about 30,000) of the Embassy publication Canada Today/D'Aujourd'hui.

Addresses envelopes and stuffs envelopes for mailings of speeches, press releases and the like.

Fills in for secretaries on leave.

Stuffs and meters Office of Information outgoing mail for the United States.

Performs other duties as directed.

PROPOSED JOB DESCRIPTION

January 14, 1975

CLERK/TYPIST GS5

52-1-2-USA	
6	-

Under the direction of the Supervisory Clerk

Performs typing and clerical duties for the Office in general and the library in particular including general correspondence, answers to reference letters, catalogue cards, labels for materials distributed by the library.

Assists in filing Statistics Canada publications and all library vertical file material to ensure its efficient retrieval according to library procedures.

Sorts and distributes library mail using established guidelines.

Does xeroxing of materials needed by library staff to fill requests for information and to maintain library files.

Assists in clipping and mounting of newspaper articles for library staff, with particular consideration for Media Relations clerk.

Is responsible for collection maintenance, (e.g. shelving of all material - books, periodicals, newspapers).

Performs a variety of miscellaneous duties, including answering the telephone and temporarily assisting with circulation control, as needed.

Performs other duties as directed.

PROPOSED JOB DESCRIPTION

January 10, 1974

NATIONAL INFORMATION/BICENTENNIAL OFFICER FS2

Under the direction of the Minister

52-1.2-154	
4	—

Is responsible for the national information and bicentennial programs.

Makes policy recommendations concerning information activities generally which are national in scope although they may in practice be carried out by individual consular posts. Coordinates such programs with consular posts as appropriate.

Develops and manages a speakers' program to meet requests from and to initiate opportunities to speak to influential United States audiences. To this end maintains liaison with national organizations such as the Council on Foreign Relations. Works with consular posts in this program as required and appropriate. Participants are selected Embassy officers and other Canadians prepared to be engaged on behalf of official purposes.

Develops and manages a speakers' manual for use by Embassy and consular officers in their speech making duties.

Makes appropriate policy recommendations, drawing on the advice of consular posts, for Canadian participation in exhibitions, Canada festivals, weeks, etc. which are information oriented when these are of more than local significance. Assists consular posts with advice, guidance and on occasion his physical presence in major local events of this nature.

Makes policy recommendations, drawing on the advice of consular posts, concerning national aspects of audio visual programs.

Maintains liaison with consular posts, in consultation with the Media Relations Officer, on matters relating to their media relations activity and provides advice and assistance as required and appropriate.

Works in conjunction with consular posts and the Media Relations Officer, and in the development of media contacts of potential value to posts and the Embassy in regional media centers where posts are located and in media centers where there is no Canadian consular post (e.g. Portland, Denver, Phoenix, Houston, Milwaukee, St. Louis, Louisville, Cincinnati, Pittsburgh, Miami). This is part of the national program to sensitize influential media representatives to Canadian concerns and subjects of interest to or of importance to Canada in a bilateral context.

Assists consular posts in reaching media representatives by special visits called for by urgent and important problems affecting Canada's image in a particular area.

Rewrites and adapts information on Canada for the special interests and requirements of the media and works with consular posts in developing opportunities to place this material outside of Washington.

Develops and implements public relations activities through appropriate national agencies and organizations for the promotion of the spread of information on Canada.

Seeks out opportunities for the promotion of Canadian material in United States public and private television within the constraints of copyrights, step-up changes and other related matters.

Works with CBC-IS in developing outlets for CBC-IS radio materials designed for the United States. Advises CBC-IS as to possible appropriate kinds of radio material for the United States.

Supervises the periodic Embassy publication "Canada in the United States Press"

Oversees periodic revision, done on a contract basis, of the Embassy publication "Register of Prominent Canadians in the United States".

Supervises any Embassy involvement in helping to publicize the Olympics and related activities.

- 3 -

Provides and coordinates the input of the Office of Information for visits of the Ambassador outside of Washington.

Is responsible for preparing Embassy policy recommendations concerning possible Canadian bicentennial programs in the context of Canadian participation in United States bicentennial programs of national significance.

Acts as Embassy adviser to the Ottawa Inter-departmental Committee chaired by PDM on Canadian participation in the United States bicentennial.

Maintains liaison with United States federal agencies and private groups involved in national bicentennial planning and programs. These agencies and groups include the American Revolution Bicentennial Administration, the Department of State, the National Endowment for the Humanities, the Smithsonian Institution, the Department of the Interior, the John F. Kennedy Center, the Afro-American Bicentennial Commission, the Peoples Bicentennial Commission and the Folger Shakespearean Library.

Follows developments with the appropriate bodies with a view to making policy recommendations for possible Canadian participation in bicentennial activities of regional and local significance in the consular jurisdiction of the Embassy.

Directs the flow of information available in Washington to consular posts and the appropriate Canadian authorities on national and other bicentennial programs and developments when this information might be of interest in itself or in relation to Canadian participation in the bicentennial.

Follows through consular posts and by other means bicentennial programs and developments throughout the United States of a regional or local interest.

Follows and reports on bicentennial plans and programs of other countries.

Directs and manages the Embassy participation in projects related to the bicentennial except for those in the

- 4 -

academic area and the Canadian Festival of the Arts at the John F. Kennedy Center in Washington. These include audio visual programs prepared for the United States by the NFB; a special national television series for foreign participants in the bicentennial; the Smithsonian Institution national folklore festival; and state visitors.

Is responsible for the Office of Information role in information programs designed for french speaking Americans.

Works with the Counsellor (Academic Relations) regarding bicentennial events taking place at universities.

Supervises the preparation of the budget submission of the Office of Information.

Directs the LEIO GS10 (National Information/Bicentennial). This includes supervising the organization and maintenance of a data system on bicentennial programs of the United States, Canada and other countries.

PROPOSED JOB DESCRIPTION

January 8, 1974

LEIO - NATIONAL INFORMATION/BICENTENNIAL GS 10

Under the direction of the National Information  
Bicentennial Officer (NI/BO)

56-12-JSA	
6	-

Is responsible for assisting the NI/BO as required in all matters relating to national information and bicentennial programs.

Within the above framework is responsible for the organization, preparation and maintenance of a data system on bicentennial programs of United States federal, state or local government and agencies and the private sector of possible interest to Canadian federal, provincial and municipal governments and private Canadian groups and individuals; Canadian bicentennial programs from all levels of the governmental and private sectors; and bicentennial related activities of Canadian government offices in the United States.

Assists the NI/BO in maintaining liaison with United States federal agencies and private groups involved in national bicentennial planning and programs.

Maintains liaison with appropriate bodies involved in bicentennial planning and programs of a regional and local significance in the consular territory of the Embassy with a view to advising the NI/BO of events to be considered for possible Canadian participation.

Maintains liaison with the consular posts and other appropriate bodies on bicentennial programs and developments of a regional and local interest throughout the United States.

Maintains liaison with other Embassies on possible bicentennial programs of other countries.

Is responsible for assisting the NI/BO in carrying out Embassy participation in Canadian projects related to the bicentennial except for those in the academic area.

Maintains liaison with consular posts on their information programs which may fit into national programs or be more regional or local in scope.

Assists the NI/BO in the development and carrying out of the speakers' program and provides advice as to possible influential audiences and opportunities.

Prepares material for and maintains up to date the speakers' manual for use by Embassy and consular officers in their speech making duties.

In consultation with, as appropriate, the LEIO (Local Programs) and Local Information and Education Officer provides advice to the NI/BO with regard to his responsibilities in the areas of exhibitions, festivals, audio visual programs and the like.

Assists the NI/BO in his media relations responsibilities with consular posts outside of Washington.

Is responsible for the detailed program arrangements for visits by the NI/BO to the consular posts and within the territory of consular posts in the carrying out of all aspects of his national information and bicentennial responsibilities.

Assists in the rewriting and adaptation of information on Canada for the special interests and requirements of the media and in developing opportunities to place this material.

Assists in developing public relations activities through appropriate national agencies and organizations.

Assists in developing opportunities for increased Canadian content in United States public and private television.

Assists CBC-IS and NI/BO in developing outlets for CBC-IS radio materials designed for the United States.

Prepares on a periodic basis the Embassy publication "Canada in the United States Press".

Makes recommendations on and carries out the Embassy role in helping to publicize the Olympics and related activities.

- 3 -

Assists in the preparation of the input of the Office of Information for visits of the Ambassador outside of Washington.

Assists on a periodic basis as operational requirements dictate the Media Relations Officer and in the preparation of "Canada Report".

PROPOSED JOB DESCRIPTION

January 10, 1974

MEDIA RELATIONS OFFICER FS 2

Under the direction of the Minister

52-1-2-45A	
6	-

Is responsible for assisting the Minister as required in all matters relating to the media relations program, for producing the periodic Embassy publication on policy matters "Canada Report" and for the weekly Embassy publication of selected extracts of Canadian editorial opinion "Canadian Press Comment" (CPC).

Promotes and develops relations with the United States, Canadian and foreign media (print, radio and television) with the main emphasis on the Washington based media. This includes the over 4000 persons representing media outlets from throughout the United States, about 20 Canadian journalists and about 200 foreign media representatives based in Washington.

Provides informed and official replies to queries from journalists on matters relating to policy.

Supervises and directs all aspects of Embassy activity in selecting, preparing and distributing outgoing information in the form of press releases, press kits, texts of speeches, background papers, etc. for the media.

Plans, manages and assists in all arrangements for interviews, press conferences (e.g. Canadian Ministers on official visits) and other media-related projects at the Embassy.

Recommends and provides assistance to journalists participating in the Department's Visits Programme.

Provides all necessary assistance to journalists visiting or being assigned to Canada.

Facilitates White House press accreditation for new members of Canadian press corps in Washington.

Maintains liaison with the press offices of the White House, State Department, Treasury and other key federal agencies.

Makes recommendations concerning and administers requests from correspondents to interview government officials in Ottawa.

Oversees the monitoring of wire services, print and broadcast media to alert Embassy and Ottawa of significant developments.

Assists journalists with custom's clearances, contacts, visa information and all other assistance properly sought from an Embassy.

Manages and produces the weekly Embassy publication CPC which places significant extracts of Canadian editorial opinion of substance in the hands of 1500 media representatives and other influential Americans.

Decides in consultation with other officers as needed subjects to be covered in CPC each week.

Makes the final choice of material to be included in each CPC.

Directs the work of the LEIO (Local Programs) who assists with the preparation of CPC for one quarter of his time.

Manages, produces and provides editorial direction on and as when needed basis for "Canada Report" which is a four page prestige publication designed to convey to the Members of Congress Canadian policy on important matters of bilateral or multilateral concern between Canada and the United States.

Directs the writer/researcher retained on a contract basis to prepare initial copy for "Canada Report".

Ensures that the relevant comments and observations of the Ambassador, other interested officers and appropriate Canadian authorities are incorporated in each issue of "Canada Report".

- 3 -

Directs the designer/production manager retained on a contract basis for "Canada Report" in all matters relating to design, layout and printing.

Supervises the distribution of "Canada Report" which in addition to being sent to Members of Congress also goes to about 1000 selected media representatives, academics and Administration officials with this additional distribution being adjusted for each issue according to the policy matters covered.

Directs the work of the LEIO (Cultural and Publications) who assists with the preparation of "Canada Report" for one quarter of his time.

Prepares reports as required for appropriate Canadian authorities on significant trends and developments in the United States in media related public policy area.

PROPOSED JOB DESCRIPTION

January 8, 1974

CULTURAL/CANADA TODAY OFFICER FS 1  
Under the direction of the Minister

52-1-2-43A	
C	—

Is responsible for producing the major Embassy and Office of Information publication "Canada Today/ D'Aujourd'hui" (CT/A). This is a six to twelve page multi-colour publication which appears ten times a year and currently has a circulation of about 30,000.

Directs the work of the writer/editor retained on a contract basis for CT/A.

Provides suggested topics and recommends appropriate reading material on each topic.

Is responsible for suggesting changes in emphasis to the writer/researcher in order that Canadian concerns and issues may be properly reflected.

Is responsible for clearing articles, as appropriate, with interested Canadian authorities and for seeing that their views are reflected within the editorial policy of CT/A which is that the views expressed in the publication are not necessarily those of the Canadian Government.

Circulates copy to the Minister and other officers of the Office of Information for comments and incorporates such comments as appropriate.

Is responsible for seeking final approval for each issue of CT/A from the Ambassador.

Directs the work of the designer/production manager retained on a contract basis and decides, in consultation with other officers as required, on final design and layout of each issue.

Manages periodic campaigns to increase the selective mailing list.

Recommends annual budget requirements, currently over \$100,000, and is responsible for recommending and authorizing financial disbursements within the agreed budget.

Is responsible for cultural programs.

Makes policy recommendations to the Minister concerning all aspects of the Embassy's cultural program which is concentrated in the consular territory of the Embassy but in certain instances may have nation-wide aspects.

Directs, plans and supervises the Embassy's cultural program. This includes assisting Canadian performing arts groups or individuals in appearances in the Washington area and in organizing regional or national tours; assisting Canadian visual artists in finding galleries who will mount exhibitions of their works; arranging for exhibitions of the work of Canadian artists on Embassy premises; arranging for official Embassy hospitality connected with the arts of Canada in the Washington area; and providing other facilitative assistance as appropriate.

Is responsible for the major Embassy role in a Canadian Festival of the Arts to be held at the Kennedy Center in the Autumn of 1975. This is a major element of the Canadian celebration of the United States bicentennial. In a two week period it will include appearances in the three theatres of the Kennedy Center of English and French language theatre companies, a ballet company, a dance company, an orchestra, pop groups, soloists, etc. There will be concurrent film festival in the Kennedy Center cinema. Also in the Kennedy Center at this time is to be a major exhibition of Canadian art, a major fashion presentation and related social events.

Makes recommendations concerning tours of American cultural personalities to Canada visiting under official or semi-official auspices.

- 3 -

Participates in, for the Office of Information and for the Embassy, the development and planning of a Canada Center for cultural/information activities scheduled to be incorporated into the new Chancery building.

Manages cultural events of all kinds held on Chancery premises, working as appropriate with the Local Information and Education Officer.

Responsible for art on the Chancery premises including actively seeking more art from Ottawa.

Carries out the Embassy role in cultural events having a relationship to or taking place at universities.

Coordinates Canadian cultural activity in the United States with consular posts and cultural organizations in Canada and the United States as and when appropriate.

Assists, when operation requirements require it, the Media Relations Officer in certain of his duties.

Directs for two thirds of his time the LEIO GS 9 with Cultural and Publications responsibilities. This includes supervising the organization and maintenance of a data system on Canadian performing and visual artists and groups who have or wish to give presentations in the United States.

Prepares reports on significant cultural events and trends in the United States for appropriate Canadian authorities.

PROPOSED JOB DESCRIPTION

January 8, 1974

LEIO - CULTURAL AND PUBLICATIONS GS-9

Under the direction of the Cultural Officer  
for three quarters of his time.

52-1-2-45A	
6	—

Is responsible for assisting the Cultural Officer as required in all matters relating to cultural programs and the Embassy publication "Canada Today/d'Aujourd'hui" (CT/A).

Within the above framework is responsible for the organization, preparation and maintenance of a data system on:

- a) Canadian performing and visual artists and groups who have or wish to give presentations or hold exhibitions in the United States.
- b) United States cultural facilities and organizations and media critics of possible interest, help or importance to the Canadian cultural program in the United States.

Is responsible for assisting the Cultural Officer in carrying out the Embassy's cultural program. This includes assisting Canadian performing arts groups and individuals appearing in Washington; participating in making arrangements for regional or national tours; assisting visual artists in finding galleries; organizing exhibitions of the work of Canadian artists on Embassy premises; organizing official Embassy hospitality related to cultural events; and providing other facilitative assistance as appropriate.

Is responsible for assisting as required in the arrangements for the Canadian Festival of the Arts to be held at the Kennedy Center in the autumn of 1975.

Arranges tours of Canada by American cultural personalities visiting under official or semi official auspices.

...2

- 2 -

Assists in the development and planning of a Canada Center for cultural/information activities scheduled to be incorporated in the new Chancery building.

Is responsible for the detailed arrangements of cultural events of all kinds held on Chancery premises.

Maintains liaison with consular posts and cultural organizations in Canada (including the Canada Council Touring Office) and the United States with a view to facilitating the coordination of Canadian cultural activity in the United States.

Works on a day to day basis with the writer/editor of CT/A in the development of story ideas, vets copy and suggests changes.

Advises as to which Canadian sources might provide suitable material and which Canadian authorities should be consulted as to the suitability of content.

Works closely with the designer/production manager of CT/A on all matters relating to design, layout, printing and distribution.

Builds actively the mailing list of CT/A, currently about 30,000, by extending its readership to selected influential Americans.

Is responsible for ensuring that all changes in address, new addresses and other relevant information about those who receive CT/A is properly incorporated on the computerised mailing list.

Administers for the Embassy the CT/A budget which in 1973/74 was about \$100,000 and will grow.

... 3

- 3 -

Under the direction of the Media Relations Officer for one quarter of his time.

Is responsible for assisting the Media Relations Officer as required in all matters relating to the periodic Embassy publication concerned with policy matters "Canada Report".

Provides material to the writer/researcher who prepares the initial copy for "Canada Report".

Works with the designer/production manager for "Canada Report" as required and vets final copy before printing.

Is responsible for distribution of "Canada Report" and for assembling from the appropriate Embassy officers the names for inclusion for each mailing.

Rôle of the Minister Counsellor (Information)

Under the General Direction of the Ambassador

Serves as advisor to the Ambassador on all aspects of public affairs; counsels and collaborates with the Head of Chancery and other senior officers of the Embassy, as well as colleagues generally, on public affairs/public relations questions.

Plans, manages and directs, and provides policy guidance as appropriate for all programmes carried out by the Office of Information. These programmes embrace academic relations including the promotion of Canadian studies; other education including the High School Book Presentation Programme; cultural; bicentennial; national information; media relations; local information; and Embassy publications.

Provides editorial as well as policy guidance for Embassy publications Canada Today/d'aujourd'hui, Canada Report, Canadian Press Comment.

Is responsible directly and through officers under his direction for the work and conduct of the staff of the Office of Information whose projected complement will be 27 employees in 1974/75.

Oversees and plays active rôle in Embassy's media relations programmes in Washington, in New York and selectively throughout the country. In practice this means monitoring contact with syndicated columnists, commentators, television producers and executives of news organizations with a view to ensuring their Canada-consciousness is periodically refreshed; this conditioning can obviously be helpful when issues of substance arise. This includes continuing contact, cultivation of and availability to the more influential editorial writers, columnists and television commentators nation-wide in the U.S. In practice this means in the great majority of cases those based in Washington and New York which are headquarters for most of the nationally important media figures, although relations are maintained with a certain number of persons in other centres, notably Boston, Chicago and Los Angeles.

Manages selection and annual visits to Canada of prominent editors, writers, broadcasters.

...2

## ANNEX II

- 2 -

Provides advice and often material assistance to individual Canadian journalists on temporary assignment in U.S., and Canadian corporate media representatives contemplating or taking initiatives in the U.S.

Co-ordinates and supervises liaison with 15 consular posts in the U.S. on all areas of public affairs--information, academic relations, education, culture. Provides guidance, comment and suggestions to posts in his own direct contacts with them and through the Academic Relations and National Information officers.

In addition to regular pattern of contacts in relevant divisions and with officers of External Affairs, e.g. FAI, FPR, GWU, and frequent ad hoc dealings elsewhere in government, has consultation rôle vis-à-vis FAP on information/cultural activities in the U.S. as a whole; and is consulted by PDM on important public affairs questions that have implications for Canada/U.S. relationship.

Provides advice and often material assistance to various Federal institutions and entities, Provincial Premiers and governments and private organizations and groups in Canada on aspects of information/cultural work in the U.S. This includes the public affairs side of Prime Ministerial and Ministerial visits; and visits of Provincial Premiers and Provincial government figures; Federal and Provincial programmes with implications or extensions in the United States; activities of Canadian companies, associations and individuals of all kinds.

Makes recommendations concerning proposed Ambassadorial representational travel in U.S., and possible acceptance of invitations to Ambassador having a public affairs dimension. Provides advice and guidance to the Ambassador on his visits outside of Washington; oversees directly or through consular posts media contact and other public affairs aspects of these visits and makes suggestions as to appropriate content of speeches.

Supervises management of speaking programme for officers of the Embassy.

General responsibility to ensure that programmes of the Office of Information and Canadian information/cultural programmes elsewhere in the United States support as appropriate other Canadian activity and that the image of Canada which they project reflects accurately Canadian government objectives, priorities and policies.

GWU/E.R. Johnston/2-9682/isa

FAR

GWU

UNCLASSIFIED

January 8, 1974

Alumni from Canadian Universities

56-1-2-USA	
10	—

You may recall seeing the attached memorandum of November 8 (and the reminder of December 3) suggesting that the Department obtain from Canadian universities the addresses of graduates now living in the United States. The Embassy in Washington has supported the thought of adding such names to the mailing list for Canada Today.

2. Undoubtedly other uses for the names could be found, particularly as the "New Look" information programme gets underway. Such information might be useful to our colleagues in consular affairs as well as to the information programme.

3. Would it be appropriate and possible for FAR to undertake this project?

E. R. JOHNSTON

U.S.A. Division

FAC - Mr. Warren.

OTTAWA, KIA 0G2

January 4, 1972

*5 class sup RA*  
56-1-2-USA  
61-1

The Deputy Minister,  
Department of Indian Affairs  
and Northern Development,  
Centennial Tower,  
400 Laurier Ave. W.,  
Ottawa, KIA 0H4

Proposed Research Project on American Indians

Further to our letter of December 22, 1971 concerning the oral history project which Dr. Herbert T. Hoover of the University of South Dakota proposes to conduct in Canada, we now enclose a copy of a letter dated December 6, 1971 which Dr. Hoover addressed to our Embassy in Washington.

We should be glad to know in due course of any decision you may take in response to Dr. Hoover's request.

(Signed) K. W. MACLELLAN

Under-Secretary of State  
for External Affairs

OTTAWA, KIA 002

December 22, 1971

The Deputy Minister,  
Department of Indian Affairs  
and Northern Development,  
Centennial Tower,  
400 Laurier Ave. W.,  
Ottawa, KIA 0H4

Proposed Research Project on American Indians

Attached is a copy of letter No. 1909 of December 7, 1971, from the Canadian Embassy in Washington, and enclosure, concerning an oral history project which Dr. Herbert T. Hoover of the University of South Dakota proposes to conduct in Canada. You will note that Dr. Hoover hopes to receive financial assistance from the Rockefeller Foundation and would like to receive a letter indicating that the Canadian Government is aware of, and approves, the project.

The Embassy also asks to be informed if research grants for such projects are available from Canadian sources, and, if so, what are their terms and conditions.

We should be grateful for your comments. If Dr. Hoover's proposal meets with your approval, perhaps you would consider so informing him by means of a letter which the Embassy could forward to him.

(Signed) K. W. MACLELLAN

Under-Secretary of State  
for External Affairs

FILE ACTC DIARY CIRC CHRON

MESSAGE

PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. NO D'ORIG.	DATE	FILE/DOSSIER 56-1-2-USA 36	SECURITY SÉCURITÉ UNCLASSIFIED
OTT - FAI	EXT AFF	FAI-3421	DEC 31/73		

FM/DE

TO/A WASHINGTON

INFO

DISTR.

REF TELCONS SEABORN/KELLY  
SUB/SUJ CDN STUDENTS

AS DISCUSSED YOU ARE AUTHORIZED TO PURCHASE FOR DOLLARS 150 COMPUTER PRINT-OUT OF LIST SHOWING NUMBERS OF CDN STUDENTS AT AMERICAN UNIVERSITIES. AGREE YOU SHOULD MAKE INFO AVAILABLE TO MAND I WITH SUGGESTION THAT DEPT MAKE FUTURE PURCHASES SINCE INFO AS VALUABLE FOR ITS OPERATION RETRIEVAL PROGRAM AS FOR YOUR AND CONSULATES PURPOSES. CODE 291-144-015-2-POST CODE-000-29103.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG L.M. Kelly  
M. KELLY/GM

FAI

2-9580

SIG D.B. HICKS

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

TO  
A

APD APD AFPC FAP FAI FPO CRO PDMI ACR  
ACL PSS AFB FCF FCP ICER APR

SECURITY UNCLASSIFIED  
Sécurité

FROM  
De

GWP

DATE December 31, 1973

**REFERENCE**  
*Référence*

Johnston telecons December 28

NUMBER  
Numéro

**SUBJECT**  
*Sujet*

Review of staffing and programs at  
U.S.A. Missions; 1974-75

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
26	

ENCLOSURES  
Annexes

## DISTRIBUTION

PDA  
APP  
AFP  
~~FAP~~  
ACP  
CRP  
FCP  
PSP

This is to confirm a meeting on January 3 at 2:00 p.m. in the sixth floor board room of Tower A to review External Affairs programmes and staffing at U.S.A. posts in the coming year. While we will be looking at 1974 activities, we think this will also provide timely exercise prior to the Country Programme Review which will shortly study 1975-76 programmes.

2. We have had an opportunity to review within the Division the staffing and organization of posts, an exercise which has shown that most posts are in reasonably good condition although in need of modest assistance either in re-organizing or in staffing. We would be grateful if all participants could come prepared to speak to problems that may exist at posts. We intend to deal with the missions by regions, in the following order:

1. West Coast Los Angeles, San Francisco, Seattle
2. South Dallas, Atlanta, New Orleans, San Juan
3. Midwest and Border Minneapolis, Chicago,  
Detroit, Cleveland, Buffalo
4. East Coast Boston, New York, Philadelphia,  
Washington

3. Coffee will be served and a silver collection will be taken.

J. S. Nutt  
Bureau of Western  
Hemisphere Affairs

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO/A: *FAI*  
FROM/DE: ACRG  
JAN 3 1974  
ATTN: *Mr. Hicks*

SECURITY  
Sécurité UNCLASSIFIED

DATE  
December 21, 1973

NUMBER  
Numéro 433

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
<i>36</i>	<i>620</i>

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

FROM  
De Consulate General, Boston  
REFERENCE  
Référence

SUBJECT  
Sujet Association of Canadian Students in Boston

ENCLOSURES  
Annexes

DISTRIBUTION

Boston is well known for its educational facilities, and for years Canadian students have been quite numerous in the Boston area, attending mostly higher education institutions such as Harvard, Boston University, the Berklee College of Music, the Massachusetts College of Art, the University of Massachusetts, the Massachusetts Institute of Technology and Northeastern University. There exists no organization at the moment bringing together all these Canadian students. We have noticed in meeting with some of them that two constant comments they make are how it is difficult for them to get in contact with other Canadian students other than those in their immediate surroundings, and also because of their daily contacts with American students how they would like to do something to increase the knowledge about their country as there is evidently a strong need for this.

2. A movement originating from Harvard is now beginning to emerge in view of creating such an association. We believe its success to be important for numerous young Canadian citizens in and around Boston. We note in particular the impact in its own environment which such a group could have. Indeed, an active Canadian student body in Boston seems to us to be essential supplement to official information activities. We view such an organization not only as a center to help fellow Canadians, but also as a focus point for American students wishing to get in contact with young Canadians whether to help them in their academic work when useful or simply to get to know Canadians better. We are assured that a well organized group could be the source of Canadian information activities which could fit in very well with our own programmes.

3. A first meeting has already been arranged by the Information Officer with a number of students and teachers of Harvard University

*AFF says  
constitutes  
a grant  
or a  
contribution  
to a non-  
government  
organization.  
Basically,  
amount is  
too small.  
TB approval  
go into estimate  
go back to TB  
every time.*

-2-

for January. The Harvard students hope to bring together as many of their 238 Canadian colleagues following this meeting, and then enlarge the organization to the other major institutions of Boston. As all this is at its beginning no funds are available for even buying enough stamps and paper to contact Canadian students in Boston of which this Consulate is now in the process of completing a list. We would like to provide them with a basic \$50.00 to cover minimum expenses but our information budget, as you know, doesn't even have \$50.00. Could we count on FAI to provide us with this amount as we consider these activities to be part of our information programme. In case of a favourable answer we would appreciate receiving the coding before the second week of January.



The Consulate

GWU/E.R. Johnston/2-9682/ak

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
À

K.W. MacLellan through I.W. Robertson

SECURITY UNCLASSIFIED  
Sécurité

FROM  
De

E.R. Johnston

DATE December 14, 1973

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet

New Look - U.S.A.

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
13	

ENCLOSURES  
Annexes

DISTRIBUTION

I was surprised enough by Mr. O'Hagan's projected increase in programme and support staff for the Washington information programme to draft the attached memorandum from GWP to FAP. It is, however, more than a reaction to Mr. O'Hagan's suggestions as you can see and, while I would like to see it sent, I think it should benefit from your combined wisdom.

2. Having written much of the "New Look" for Washington, I do not want to be seen in a position where I am contesting my own projections, or the alterations made to the programme by my colleagues now charged with its implementation. I do, however, feel strongly that this division has responsibilities that require it to be more firmly in <sup>involved in</sup> control of all programmes in the United States. We have been angered and frustrated by other departments amending programmes that create additional burdens for us; if we seriously wish to bring outside departments to be more cooperative, surely we must show that our own house is tidy and all the members of the family cooperate.

3. Mr. O'Hagan's suggestions may be quite valid, but I would be reluctant at this point to let them go ahead to the chancery study consultants in this raw form.

4. Your views, please.

E.R. Johnston,  
U.S.A. Division.

I agree with the need for FAP Bureau to discuss with us its ideas, before the Country Prog. I also believe info and political policy are related to a special degree & therefore GWU should have a major "input".

ERJ Jan 2

I assume your memo is now over-looked by the int'ls we have concerned about renewal of the USA posts. I am as adverse to most of the suggestions made by Wamdc but perhaps we should discuss this.

TO: FAP

UNCLASSIFIED

FM: GWP

December 14, 1973

REF: Mr. O'Hagan's letter of Dec.3 to Mr. Stephens

SUBJ: Expansion of Information Programme - Washington

Mr. O'Hagan's letter comes to us as somewhat of a surprise in terms of the projected expansion for the information programme in Washington vis à vis a new Chancery. I do not think they should be submitted to the consultants before we have discussed them. I consider it essential that there be a continuing dialogue with this Bureau on what your Bureau thinks is suitable for expansion particularly in the United States and also for the Caribbean, and Latin America. We are most apprehensive for the coming year that we will not have sufficient support staff to meet the total needs of U.S.A. missions, and that post and headquarters budgets will be severely strained to meet costs associated with all programmes, not the least of them being the "New Look."

2. We are most anxious to ensure that our total programme with the United States is carried out to maximum effect, with the greatest amount of efficiency. We are mindful that the Embassy has done excellent work over the past five years in the field of information and we very much support the principle of the programmes now in effect and proposed. As the responsible geographic bureau, however, we are also mindful of the contributions in other functional areas and the concomitant demands for resources they create. As you ~~well~~ know, this Bureau is charged with the responsibility of ensuring an equitable distribution of resources and this can only be done through cooperation and coordination, based on mutual trust and confidence, with all interested divisions and

.../2

- 2 -

Bureau to Bureau

departments.

3. ~~We are quite prepared~~ <sup>show your wish</sup> ~~in fact, we are anxious~~ to see the New Look programme succeed and to this end I would propose a departmental meeting early in the New Year, preferably before Country Programme Review for the United States missions, for the purpose of assessing the Treasury Board approval of the New Look and how we may use available resources now and in the next three years to make it work. Such a meeting would clearly require a major contribution from your Bureau, and would also benefit from the participation of <sup>selected</sup> ~~the~~ functional and administrative bureaux and divisions.

4. With your agreement, I would be happy to convene and chair such a meeting; alternatively, given the dimensions of the programme and its ramifications in other areas - including the new Chancery - it might be more appropriate to have an assistant under-secretary chair the meeting.

J.S. Nutt,  
Director-General,  
Bureau of Western Hemisphere Affairs.

① *Send copy to G.I.P.*

② *326 Washington Institute Planning Study*

*FAC  
AFBM  
JAFR*



① *GWU*

Canadian Embassy

*Mr. Johnston*

Ambassade du Canada

1746 Massachusetts Avenue N.W.  
Washington, D. C. 20036

DEC 11 1973

3 December 1973

A.F.P.

*DEC 15 1973*

Dear Llyn,

You indicated to Dick Seaborn that you would like from me for a forthcoming meeting some thoughts as to what facilities should be included in a new Embassy building to meet the needs of the Office of Information as it might be several years hence.

U.S.A. D.V.	
2	PC
3	3
4	4
5	5

May I say at the outset that much of what follows presupposes a location that is at once reasonably accessible by the general public and not inconveniently distant from the city centre. If it were significantly otherwise, then you will appreciate that the information components of the Embassy might need to be looked at differently.

First of all, having regard for the need to allow for a certain amount of expansion, we would be well advised to plan for office space for at least 50 - 60 employees. We foresaw a complement of 40 - 45 employees under an optimum programme as expressed in our New Look submission.

We would need a large library area with provision for study desks, reading tables, map storage, sorting tables etc. Currently we offer a modest reference and lending service and over half our holdings are housed elsewhere in the Embassy due inter alia to severe space limitations. The library would likely stay a reference one but with some lending to supplement to other library resources available in Washington.

... 2

Mr. L.A.D. Stephens,  
Director General,  
Bureau of Public Affairs,  
Department of External Affairs,  
OTTAWA, Ontario

- 2 -

? We would need a cinema/theatre with capacity for 35 mm projection and a modest stage. I think that 150 - 200 seats would be the minimum if we are to be in a position to receive tour groups and show films on Canada at short intervals. This area should also be equipped for press conferences including recording and amplifying equipment.

Close to the cinema/theatre should be an exhibition area common to all sections of the Embassy which could be used for functions of various kinds. I would judge that this area should be able to hold up to 300 people.

We would need a conference room for staff meetings of the Office of Information and working sessions of various kinds. This would be linked to the exhibition area so it can be used on occasion for overflow purposes.

The cinema/theatre, exhibition area and conference room should have easy access to the cafeteria which a new Embassy will need. Additionally the Office of Information could usefully have its own small kitchen facilities.

The cinema/theatre exhibition, conference area should also have installed during construction, facilities required to receive radio and land television feeds. There might well be a need for even fuller electronic capacity than this with consequent spatial implications, but that can await further enquiry.

does this need to be in such expensive location?   
 why not storage  
cos.

We need considerable storage space for information materials, paintings, films, etc. Linked to this we would need generous space for photocopy and other reproduction equipment, mail sorting and the like.

We would need a particularly attractive reception area. It is an open question in my mind at this point whether this should be a common area with the tourism, consular and immigration services. In the final analysis this may depend on the overall configuration of the Embassy complex.

In these various aspects it might be useful to know what has been done and learned from the Cultural Centre experience in Paris. A simple transposition cannot, of course, be made as we wish to be incorporated into the same

. . . . 3


- 3 -

building as the other elements of the Embassy and the milieu in which we operate is quite different from that in France. When time permits we will look into the information experience of the newer large Chanceries here such as the Australian and German.

A further idea which has already been conveyed by the Embassy is our bicentennial letter in July is that the new Chancery be designed and sited so that a small public park is part of the building program. Besides bordering on a street this park could also provide an entrance to those parts of the Chancery most frequently visited by the public.

These are our preliminary ideas which we hope will be helpful to you and which might best be seen as the beginning of a dialogue that will permit us to refine our thoughts and make further suggestions.

Sincerely,

  
Richard O'Hagan  
Minister-Counsellor  
(Information)

Canadian Embassy



file  
pmk

Ambassade du Canada

TO/A	FAI
FROM/DE	ACRG
DEC 18 1973	
Will Kelly	

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

12 December 1973

56-1-2-USA	
31	6

J-42

Dear Maude,

The Country Program for the Embassy as a whole is in the process of being put together. In the meantime, you might be interested in the section prepared by the Office of Information covering Information/Cultural Programs. This is in line with the integrated structure of these activities at the Embassy.

You might wish particularly to look at the role proposed for the new Canada based officer position. You may have some suggestions as to how we should present a detailed description of what we hope this officer will do. In preparing this Program we have tried to anticipate the demands which will be placed on the Embassy by the United States Bicentennial and Canadian participation in the Bicentennial. We feel that this will call for an able, experienced, dynamic officer. We also expect that the cultural component of our Bicentennial participation will be substantial.

The proposals for program activity are, of course, not engraved on stone and adjustments could be made as pressures make themselves felt in one area or another of our program activities. While the actual activities might change I expect that the priorities assigned to the various areas (e.g. media relations, academic liaison bicentennial, cultural etc.) will remain as set out. In addition, new program activities unforeseen at the time of drafting could affect the allocation of manpower.

I am also sending copies to GWU (E.R. Johnston) and FAC (Mr. Tovell). Mr. Stephens will receive one on his arrival next week.

Yours sincerely,

Richard G. Seaborn  
Counsellor

Miss M. Kelly (FAI)  
Department of External Affairs,  
OTTAWA.

**TERRITORY COVERED  
TERRITOIRE DE LA RESPONSABILITÉ**

COUNTRY UNIT United States  
UNITÉ

**B) OTHER TERRITORIES COVERED FROM COUNTRY UNIT  
AUTRES TERRITOIRES SOUS LA RESPONSABILITÉ DE L'UNITÉ**

**PROGRAM  
PROGRAMME**

**TERRITORIES  
TERRITOIRES**

**B) COVERAGE OF COUNTRY UNIT FROM OTHER POSTS  
RESPONSABILITES DES AUTRES POSTES VIS-A-VIS L'UNITÉ**

**POST  
POSTÉ**

**PROGRAM  
PROGRAMME**

**C) TERRITORY COVERED WITHIN COUNTRY UNIT BY POST AND PROGRAM (FOR MULTI-POST COUNTRIES ONLY)  
TERRITOIRE DE LA RESPONSABILITÉ DANS L'UNITÉ PAR POSTE ET PROGRAMME (POUR LES PAYS AVEC PLUS D'UN POSTE SEULEMENT)**

**Information / Cultural program**

National aspects are carried out throughout the United States.

Local programs are carried <sup>out</sup> in the consular territory of the Embassy.

**PROGRAM PERSONNEL  
PERSONNEL DE PROGRAMME**

COUNTRY UNIT UNITED STATES  
UNITE \_\_\_\_\_

POST Washington  
POSTE \_\_\_\_\_

CURRENT MANNING LEVELS (1973-74), AGREED MANNING LEVELS FOR 1974-75.

NIVEAUX ACTUELS DE MAIN D'OEUVRE (1973-74), NIVEAUX AUTORISES POUR 1974-75.

DEPARTMENT MINISTÈRE	CURRENT PROGRAM PERSONNEL LEVELS NIVEAUX ACTUELS DE PERSONNEL DE PROGRAMME 1973/74			AGREED PROGRAM PERSONNEL LEVELS NIVEAUX AUTORISES DE PERSONNEL DE PROGRAMME 1974/75		
	CANADA-BASED OFFICERS AGENTS CANADIENS	CANADA-BASED OTHERS/AUTRE PERSONNEL CANADIEN	LOCALLY- ENGAGED EMPLOYEES LOCAUX	CANADA-BASED OFFICERS AGENTS CANADIENS	CANADA-BASED OTHERS/AUTRE PERSONNEL CANADIEN	LOCALLY- ENGAGED EMPLOYEES LOCAUX
External Affairs	5.0		1.0	6.0		5.0
TOTAL	5.0		1.0	6.0		5.0

**SUPPORT PERSONNEL**  
**PERSONNEL DE SOUTIEN**

PAGE \_\_\_\_\_

COUNTRY UNIT United States

UNITÉ \_\_\_\_\_

POST Washington

POSTE \_\_\_\_\_

APPROVED MANNING LEVELS (1973-74), REQUIRED LEVELS FOR 1974-75  
NIVEAUX ACTUELS DE MAIN D'OEUVRE (1973-74), BESOINS POUR 1974-75

APPROVED SUPPORT PERSONNEL LEVELS NIVEAUX AUTORISES DE PERSONNEL DE SOUTIEN 1973-74		REQUIRED SUPPORT PERSONNEL LEVELS NIVEAUX DE PERSONNEL DE SOUTIEN REQUIS 1974-75	
CANADA-BASED CANADIEN	LOCALLY- ENGAGED EMPLOYÉS LOCAUX	CANADA-BASED CANADIEN	LOCALLY- ENGAGED EMPLOYÉS LOCAUX
1.0	9.0	1.0	13.0
1.0	9.0	1.0	13.0

SUMMARY OF CHANGES IN PERSONNEL REQUIREMENTS

PAGE \_\_\_\_\_

SOMMAIRE DES CHANGEMENTS EN BESOINS D'EFFECTIF DE PERSONNEL

COUNTRY UNIT United States

UNITE

POST Washington

POSTE

PROGRAM PROGRAMME	1974/75 SUPPORT SOUTIEN	1975/76		1976/77 PROGRAM PROGRAMME
		PROGRAM PROGRAMME	SUPPORT SOUTIEN	
Information / Cultural	+ 4	+ 2	+ 3	+ 2
TOTAL	+ 4	+ 2	+ 3	+ 2

REMARKS:  
OBSERVATIONS:

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ \_\_\_\_\_

Information/cultural activity, as an instrument of national policy, increasingly reflects the paramountcy of the United States in the external perceptions and preoccupations of Canadians. If the third option theme of living distinct from but in harmony with the United States is to be understood as well as widely known by Americans it will call for an extended and sustained Government effort over many years.

We believe this theme as expressed in Canadian national goals and policies could benefit from sensitive skillfully managed programs. Increasing attention will be paid to coordination of objectives and programs of the Embassy and fifteen consular posts. Results will be dependent to a considerable degree on the sustained efforts of all posts in this regard and on whether posts receive the increased resources, human and financial, that programs in the information/cultural area require to have substance. There may also be, as there was at the time of the August 15/71 surcharge, a parallel role in helping counter, or at very least highlight, effects of measures inimical to Canada's interests or to explain Canadian measures viewed in the United States as inimical to United States interests.

As part of the "New Look" in information/cultural activity, the Office of Information of the Embassy together with Canadian consular posts in the United States must receive significant increases in their resources in 1974/75 and beyond. This plan of action is based on the probable manning level which for 1974/75 for the Office of Information was given to Heads of Post in Ottawa at the 1973 Consular Conference.

The media in the United States is a uniquely powerful force 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 synoptic 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 be at all times not only systematic and informed but also outreaching and engaging.

	73/74	74/75	75/76	76/77
PROGRAM PERSONNEL TIME TEMPS PERSONNEL DE PROGRAMME	6.0	11.0	13.0	15.0
SUPPORT PERSONNEL TIME TEMPS PERSONNEL DE SOUTIEN	10.0	14.0	17.0	

PAGE \_\_\_\_\_

PROGRAM  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

We will need to continue to emphasize our media relations in 1974/75 and into the future. The addition of a national information officer in 1973/74 will enable us to provide greater assistance in this area to consular posts than was possible in the past. The major cost-intensive initiatives contemplated in this area are a return visit to Canada of the Today Show and the Martin Agronsky Evening Edition type of program. Budget requests of 180,000 and 20,000 respectively for these initiatives have been made. We hope to make a start on a more systematic system of contacts with the major network news and public information programs. We will continue to publish our weekly Canadian Press Comment which now has a circulation of 1500 unless this is taken on by Ottawa. In conjunction with the consular posts we plan to increase the time we spend on arranging media visits to Canada and expect that this will result in increased visits of United States media representatives. The Minister-Counsellor will continue to devote as much of his time as possible to media relations. To the extent possible we will free the Media Relations Officer dealing with Washington based correspondents from other duties. A portion of the increased resources of the Library will go to strengthening this program.

Our relations with universities, particularly those that have or might be persuaded to introduce Canadian studies programs or courses with Canadian content, will continue to have high priority and will receive increased attention. The practice, started in 1973/74, of supportive and developmental visits in conjunction with consular posts will be continued. Assistance to the Association for Canadian Studies in the United States (ACSUS) will be maintained. The fiscal year may start with a major regional ACSUS sponsored conference at the University of Texas. A developing interest in Canadian studies on the part of at least one United States federal agency will be encouraged particularly as it could lead to a major infusion of money by 1975/76. Compilation of data on who does what and where on a systematic basis will be started. The Counsellor will be responsible for academic liaison, some supervision and matters relating generally to our expansion. A Locally-Engaged Information Officer will be assigned to this program and additional assistance will be forthcoming from the Library.

The information and audio visual program in our consular territory will be strengthened. This program will be carried out by a Canadian based FSO. As at present the same FSO will have local and national responsibility for the High School Book Presentation

PROGRAM  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

Program. In this connection policy guidance will be provided to consular posts. We will continue to work closely with the various United States national education associations whose active participation makes this program possible.

If agreement is received on a recommendation made to Ottawa we would expect to be working with ACSUS on the preparation of an annotated bibliography designed for teaching Canada at the secondary and elementary school levels.

The additional resources required to make this program possible will be a Locally-Engaged Information Officer with support staff rather than 50% of the time of a clerk as at present. The program will be supervised by the Counsellor.

The National Information Officer will help strengthen Canadian media relations activities in the field (i.e. outside of Washington based correspondents). He will also be providing advice and assistance to consular posts with their information programs. This officer will continue to be responsible for the most visible, and successful, national information tool that we have developed. This is the Embassy publication Canada Today/D'Aujourd'hui which appears ten times a year. Serious production delays have been overcome and this activity should take less time in the future for a Canada based officer. Its distribution now exceeds 27,000 and our target for April 1, 1974 is 35,000 with a continued growth in circulation in 1974/75. We also plan to convert to a more sophisticated computer stored mailing list. The costs will increase with rising circulation and higher postage rates. A greater use of colour, which we have found to be highly effective, will also add to the publishing budget.

By 1974/75 we hope to have completed preparations for the radio version of Canada Today/D'Aujourd'hui. If monies are allocated and we are satisfied that we have a viable product then we will start the production and marketing in 1974/75 with a goal by 1976/77 of 500 user AM stations across the country. We will work where feasible with Radio Canada-International Service to avoid any duplication and share material although there will be limitations to the extent that this can be done since they use shortwave broadcasting exclusively.

The greater outreach of the national information program is based on the assumption that this activity will receive the services

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PROGRA  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

of a Locally-Engaged Information Officer as opposed to the present 50% time of a clerk.

Cultural activity in the narrow sense of the term has been limited since its formal inception as an Embassy program in 1968 as the officer concerned has had major academic liaison as well as bicentennial responsibilities. With additional resources and the making of the United States a "Program Country" for cultural relations we will move from our present selective supportive and responsive role to a more active one.

We would hope that at least two collections of contemporary Canadian prints could be made available for use in the United States. We are reasonably confident we could have one shown in a major Washington gallery and that in our consular territory several universities would agree to an exhibition. We are confident many other posts could use effectively this and other visual arts exhibitions.

The welcome visits of Canadian performing arts groups to Washington under commercial auspices will continue. These visits allow us to extend our contacts in the Congress and Administration although they place a severe strain on our representational resources. This situation also applies to the consular posts. Policy guidance from Ottawa coupled with greater coordination between posts as to what hospitality might be extended would assist in easing this problem.

In the context of the United States Bicentennial, we have recommended to Ottawa that Canada mount with the John F. Kennedy Center for the Performing Arts a major Canadian Festival. This would be in 1975/76 but there would be considerable work to be done in 1974/75.

The Embassy and some consular posts will need additional resources if any significant cultural program is to be mounted in the United States. This requirement will start in 1974/75 with the naming of the United States as a Program Country and could become critical if it is decided to proceed with one or more cultural centers and/or the cultural component is to be a significant part of Canada's participation in the United States Bicentennial in 1976. Until policy decisions are made and the nature of the resulting programs known it is not possible to forecast resource requirements at the national or local level although they could be considerable.

PROGRAM  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

The demands of the 1976 United States bicentennial have already made themselves felt and have resulted in some reduction in the time we have allocated to other programs. We would expect that by early 1974/75 some decisions will have been taken which will indicate the scope and direction of Canadian participation in the bicentennial. Anything other than a decision for non-participation, which we would judge unlikely, means that there will be no avoiding assigning additional resources to this area. Unless these resources are forthcoming through a staff increase on-going, long term high priority activities of proven value will have to be cut-back or eliminated.

We foresee the demands of the Cultural/Bicentennial programs requiring a full time Canada-based FSO in 1974/75 and on through 1976/77 together with a Locally-Engaged Information Officer and support staff. We plan to assign our additional Canada based officer to this work. We will be writing separately on the subject but wish to note that ideally we would like this officer to be an FS-2. If practically this is not possible then he (or she) must be a FS-1 with the experience of at least one post. It will be a position where experience is needed.

We have in the past and in the New Look exercise made major proposals aimed at broadening and deepening the capacity of our Library upon which increasing demands, in terms of both volume and sophistication, are being made. This unit is not now able to service as we would like the reasonable requests made on it by the Information/Cultural program and other programs of the Embassy. The first priority for additional support staff in the Office of Information is for a professionally trained reference librarian to be our Assistant Librarian.

To meet the program and service demands now made or which will be made on the Library from within the Office of Information with expansion, the rest of this large and multi-faceted Embassy, departments in Ottawa and the general American public the Library will require support staff additional to the Assistant Librarian. We would judge that for 1974/75 two such staff positions need to be added.

The Office of Information programs which will benefit most from these increased Library resources are media relations, academic relations and responses to public enquiries. In the larger Embassy context benefits should be available to the congressional liaison and provincial interests/. The library will continue its mission wide book and periodical purchasing, distribution and retrieval functions,

/programs.

PROGRAM  
PROGRAM

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ \_\_\_\_\_

for which staff resources were not provided with the integration of these functions in the Library in 1972.

At present the Office of Information has sixteen employees which we break down as follows: five Canada based officers (program); one Locally-Engaged Information Officer (program); and ten support staff which includes four secretaries, one receptionist (we have separate premises) and a clerk/messenger. We have based this action plan for our program for 1974/75 on the basis of receiving new personnel resources in the form of one Canada based officer (program), four Locally-Engaged Information Officers (program) and four support staff. Several existing positions would have to be restructured as the duties involved would alter. As a result we would see the staff of twenty-five for 1974/75 composed of: six Canada based officers (program), five Locally-Engaged Information Officers (program) and fourteen support staff. The functions of the Library do not easily lend themselves into a division between program and support personnel but of the seven staff planned for the Library we consider one to be program and six support. We have fitted these positions into the Organization Chart provided with the Country Program. However, because of the limited space we find this not entirely satisfactory. As a result we have prepared another Organization Chart which should be easier to follow. These charts attempt to reflect how we plan to structure the Office of Information to carry out the programs set out above.

We will still not be in a position in 1974/75 to undertake the full range of programs proposed in the New Look. We will be delaying until staff and finances can be provided such possible programs as a speakers bureau, speakers kit, the possibility of a publication aimed at a different audience than Canada Today and extensive local information work in areas such as exhibitions and films. The degree of the requirement for more sustained support for other Embassy programs from the Library should be clearer by 1975/76 and will doubtless call for further strengthening of the Library.

We look forward to the challenges and increased program activity this expansion of our resources will make possible in 1974/75. We realize that we will have much to do in organizing for this increase and in seeking and finding the kind of staff which will be called for. These challenges, including that of the physical plant, will be of particular concern to the Office of Information and the

PROGRAM  
PROGRAMME

CULTURAL/INFORMATION

COUNTRY UNIT WASHINGTON  
UNITÉ

Post Central Administration but will also affect other parts of the Embassy and divisions and agencies in Ottawa. The expansion will clearly be a major Embassy priority.

We all know that there is a great reserve of goodwill and attitudinal empathy for Canada in the United States. Equally, we know there is a thick fog of ignorance. We are not ever likely to be successful in dissipating all of it, but by engaging the important institutions and agencies already active in telling the Canadian story, and by reinforcing where necessary, modifying and harmonizing where appropriate, it is possible to be prudently optimistic about the growing effectiveness of information in servicing the national interest and telling what it means that Canada wishes to live distinct from but in harmony with the United States.

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**DEPLOYMENT OF PROGRAM PERSONNEL**  
**DÉPLOIEMENT DU PERSONNEL DE PROGRAMME**

COUNTRY UNIT United States  
UNITÉ  
POST Washington  
POSTE

DEPLOYMENT OF PROGRAM PERSONNEL BY PROGRAM (MAN-YEARS) DÉPLOIEMENT DU PERSONNEL DE SOUTIEN PAR PROGRAMME (ANNEES-HOMMES)		1973-74	1974-75	FORECAST PRÉVUE 1975-76
PROGRAM - PROGRAMME	GENERAL RELATIONS RELATIONS GÉNÉRALES	0.2	0.2	0.2
	CONSULAR CONSULAIRE			
	CULTURAL/INFORMATION CULTUREL/INFORMATION	5.7	10.6	12.6
	CUSTOMS AND EXCISE ADMINISTRATION ADMINISTRATION DES DOUANES ET ACCISES			
	DEFENCE RELATIONS RELATIONS DE DÉFENCE			
	MANPOWER AND IMMIGRATION MAIN-D'OEUVRE ET IMMIGRATION			
	INTERNATIONAL DEVELOPMENT ASSISTANCE AIDE AU DÉVELOPPEMENT INTERNATIONAL			
	LABOUR TRAVAIL			
	POLICE LIAISON LIAISON DE POLICE			
	SCIENCE & TECHNOLOGY SCIENCE & TECHNOLOGIE			
	TOURISM TOURISME			
	TRADE & INDUSTRIAL DEVELOPMENT COMMERCE ET DÉVELOPPEMENT INDUSTRIEL			
	ADMINISTRATION AND SUPPORT SERVICES ADMINISTRATION ET SERVICES DE SOUTIEN	0.1	0.2	0.2
	TOTAL	6.0	11.0	13.0

**TOTAL**

11

PROGRAM BY MAN-YEARS - PROGRAMME PAR ANNÉES-HOMMES

002453

PAGE \_\_\_\_\_

**SUPPORT PERSONNEL DEPLOYMENT SUMMARY**  
**SOMMAIRE DU DÉPLOIEMENT DU PERSONNEL DE SOUTIEN**

COUNTRY UNIT United States  
UNITÉ  
POST Washington  
POSTE

DEPLOYMENT OF SUPPORT PERSONNEL BY PROGRAM (MAN-YEARS) DEPLOIEMENT DU PERSONNEL DE SOUTIEN PAR PROGRAMME (ANNEES-HOMMES)		1973-74	1974-75	FORECAST PRÉVUE 1975-76
PROGRAM - PROGRAMME	GENERAL RELATIONS RELATIONS GÉNÉRALES			
	CONSULAR CONSULAIRE			
	CULTURAL/INFORMATION CULTUREL/INFORMATION	9.6	13.5	16.5
	CUSTOMS AND EXCISE ADMINISTRATION ADMINISTRATION DES DOUANES ET ACCISES			
	DEFENCE RELATIONS RELATIONS DE DÉFENSE			
	MANPOWER AND IMMIGRATION MAIN-D'OEUVRE ET IMMIGRATION			
	INTERNATIONAL DEVELOPMENT ASSISTANCE AIDE AU DÉVELOPPEMENT INTERNATIONAL			
	LABOUR TRAVAIL			
	POLICE LIAISON LIAISON DE POLICE			
	SCIENCE & TECHNOLOGY SCIENCE & TECHNOLOGIE			
	TOURISM TOURISME			
	TRADE & INDUSTRIAL DEVELOPMENT COMMERCE ET DÉVELOPPEMENT INDUSTRIEL			
	ADMINISTRATION AND SUPPORT SERVICES ADMINISTRATION ET SERVICES DE SOUTIEN	0.4	0.5	0.5
	TOTAL	10.0	14.0	17.0

## EMPLOI DU PERSONNEL – PERSONNEL DE SOUTIEN EN ANNÉES-HOMMES

**1974/75**

TOTAL

PERSONNEL UTILIZATION PROFILE - SUPPORT PERSONNEL IN MAN-YEARS

EMPLOI DU PERSONNEL - PERSONNEL DE SOUTIEN EN ANNÉES-HOMMES

1973/74

1974/75

NAME AND POSITION NUMBER NOM ET NUMÉRO DU POSTE	CLASSIFICATION OR SERVICE RANK CLASSE OU RANG	TITLE OR JOB TITRE OU OCCUPATION	GENERAL RELATIONS RELATIONS GÉNÉRALES		CONSULAR CONSULAIRE		CULTURAL/INFORMATION CULTUREL/INFORMATION		CUSTOMS AND EXCISE ADMINISTRATION ADMINISTRATION DES DOUANES ET ACCISES		DEFENCE RELATIONS RELATIONS DE DÉFENSE		MANPOWER AND IMMIGRATION MAIN-D'ŒUVRE ET IMMIGRATION		INTERNATIONAL DEVELOPMENT ASSISTANCE AIDE AU DÉVELOPPEMENT INTERNATIONAL		LABOUR TRAVAIL		POLICE LIAISON LIAISON DE POLICE		SCIENCE AND TECHNOLOGY SCIENCE ET TECHNOLOGIE		TOURISM TOURISME		TRADE AND INDUSTRIAL DEVELOPMENT COMMERCE ET DÉVELOPPEMENT INDUSTRIEL						ADMINISTRATION AND SUPPORT SERVICES ADMINISTRATION ET SERVICES DE SOUTIEN	
			73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5
Assistant Librarian	GS 9	Asst Lib.						0.9																							0.1	
S. Hennessy	GS 7	Asst Lib. (Ref)					1.0																									
Assistant Librarian (Reference)	GS 6	Asst Lib. (Ref)					--	1.0																								
J. Jones 6059 X	GS 6	Tech/ Pub. Clerk					1.0	1.0																								
E. McAree	GS 5	Media Anal. Clerk					1.0	1.0																								
Secretary / Clerk	GS 5	Sec/ Clerk					--	1.0																								
TOTAL																																
73/4																																
74/5																																

COUNTRY UNIT  
UNITÉ  
United States  
POST  
POSTE  
Washington, D.C.

PAGE  
SECTION  
002456

# PERSONNEL UTILIZATION PROFILE - SUPPORT PERSONNEL IN MAN-YEARS

## EMPLOI DU PERSONNEL - PERSONNEL DE SOUTIEN EN ANNÉES-HOMMES

1973/74

1974/75

NAME AND POSITION NUMBER NOM ET NUMÉRO DU POSTE	CLASSIFICATION OR SERVICE RANK CLASSE OU RANG	TITLE OR JOB TITRE OU OCCUPATION	GENERAL RELATIONS RELATIONS GÉNÉRALES		CONSULAR CONSULAIRE		CULTURAL/INFORMATION CULTUREL/INFORMATION		CUSTOMS AND EXCISE ADMINISTRATION ADMINISTRATION DES DOUANES ET ACCISES		DEFENCE RELATIONS RELATIONS DE DÉFENSE		MANPOWER AND IMMIGRATION MAIN-D'OEUVRE ET IMMIGRATION		INTERNATIONAL DEVELOPMENT ASSISTANCE AIDE AU DÉVELOPPEMENT INTERNATIONAL		LABOUR TRAVAIL		POLICE LIAISON LIAISON DE POLICE		SCIENCE AND TECHNOLOGY SCIENCE ET TECHNOLOGIE		TOURISM TOURISME		TRADE AND INDUSTRIAL DEVELOPMENT COMMERCE ET DÉVELOPPEMENT INDUSTRIEL				ADMINISTRATION AND SUPPORT SERVICES ADMINISTRATION ET SERVICES DE SOUTIEN		
			73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	73/4	74/5	
L. Kemball 6387 X	GS 5	Recep Typist					1.0																								
J. Barton	GS 4	Mssgr Clerk					0.8																							0.2	
NOTE: The number of position 472X is not assigned as the position will be restructured. In 1973/74 it spent 1.0 MY on Cultural/Information. This 1.0 MY is added to the total for 1973/74 and incorporated for 1974/75.							0.8																							0.2	
TOTAL							9.6																							0.4	
								13.5																							0.5

# ORGANIZATION CHART - ORGANIGRAMME

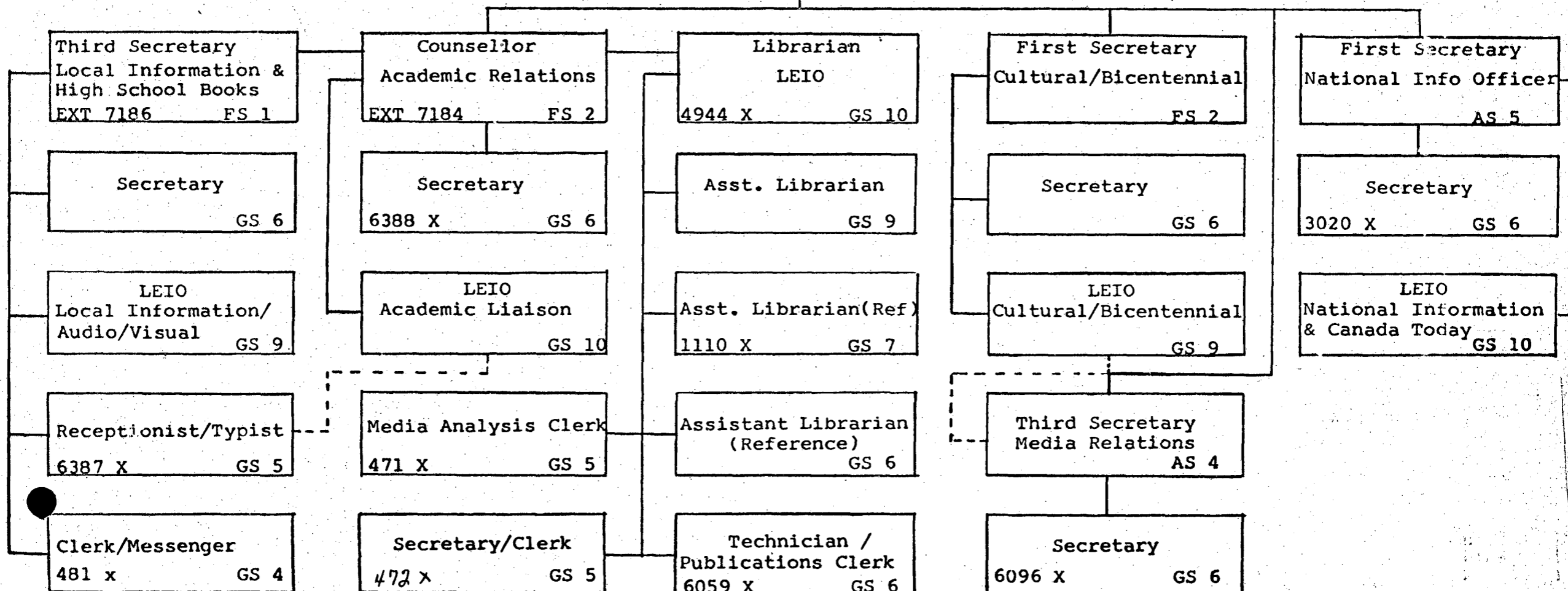
Reports To-No/Relève de n°
Title/Titre Ambassador
Effective Date/Date d'entrée en vigueur April 1, 1974

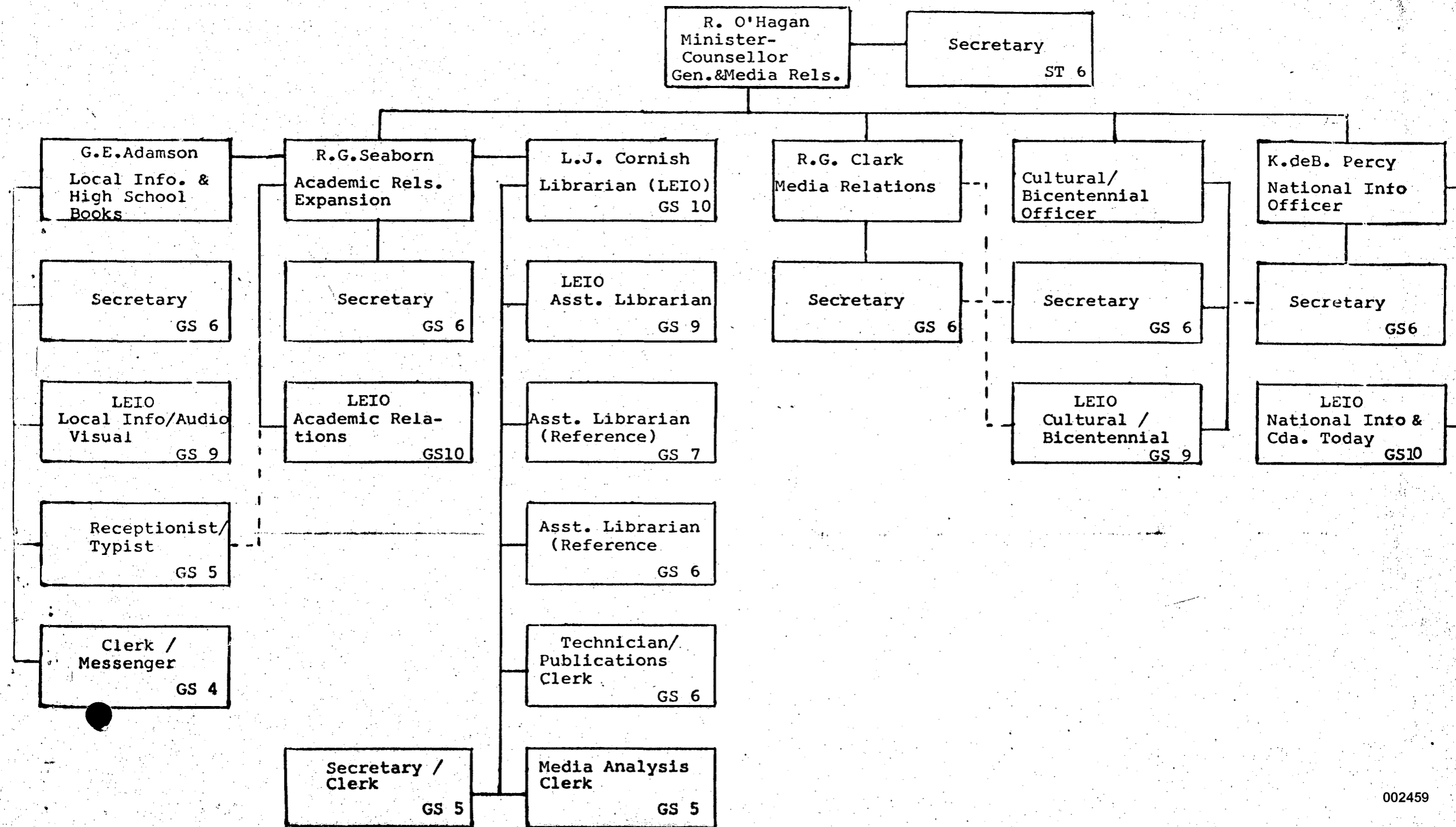
Branch/Direction - Post/Mission  
EMBASSY  
WASHINGTON

Minister-Counsellor  
General & Media  
Relations  
EXT 7177 FS 3

Secretary  
EXT 1080 ST 6

Chart Title /Titre de l'organigramme OFFICE OF INFORMATION		
Page	of de	Pages
Approved By/Approuvé par		





FAI/M.KELLY/2-9580/d1

MEMORANDUM  
FCF

FAI

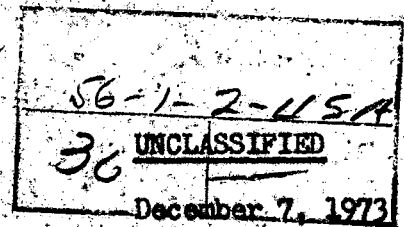
Your memorandum of October 26.

Reference Sources on Canadian-American Relations/  
Choix de publications et de sources de renseignements  
en français sur les relations canado-américaines.

We were most grateful for your advice on the contents of Choix de publications et de sources de renseignements en français sur les relations canado-américaines and should like to call on you for what we believe will be the last contribution necessary. In your memorandum under reference, you suggested that the American and Canadian French Cultural Exchange Commission/Commission d'Echanges culturels américains et canadiens-français be added to the old Section V which will become Section VII in the new publication. As you know from the copy we sent you of the original work, a brief factual description was given of each organization included in Section V. Could you prepare this sort of note for us concerning the American and Canadian French Cultural Exchange Commission/Commission d'Echanges culturels américains et canadiens-français?

D. B. HICKS

Information Division.



*Mr. A. J. [Signature]*

*Magpeter should see this.*



Ambassade du Canada

1746 Massachusetts Avenue N.W.  
Washington D. C. 20036

3 December 1973

SB-1-2-USA	
C	20

Dear Llyn,

You indicated to Dick Seaborn that you would like from me for a forthcoming meeting some thoughts as to what facilities should be included in a new Embassy building to meet the needs of the Office of Information as it might be several years hence.

May I say at the outset that much of what follows presupposes a location that is at once reasonably accessible by the general public and not inconveniently distant from the city centre. If it were significantly otherwise, then you will appreciate that the information components of the Embassy might need to be looked at differently.

First of all, having regard for the need to allow for a certain amount of expansion, we would be well advised to plan for office space for at least 50 - 60 employees. We foresaw a complement of 40 - 45 employees under an optimum programme as expressed in our New Look submission.

We would need a large library area with provision for study desks, reading tables, map storage, sorting tables etc. Currently we offer a modest reference and lending service and over half our holdings are housed elsewhere in the Embassy due inter alia to severe space limitations. The library would likely stay a reference one but with some lending to supplement to other library resources available in Washington.

. . . 2

Mr. L.A.D. Stephens,  
Director General,  
Bureau of Public Affairs,  
Department of External Affairs,  
OTTAWA, Ontario

- 2 -

We would need a cinema/theatre with capacity for 35 mm projection and a modest stage. I think that 150 - 200 seats would be the minimum if we are to be in a position to receive tour groups and show films on Canada at short intervals. This area should also be equipped for press conferences including recording and amplifying equipment.

Close to the cinema/theatre should be an exhibition area common to all sections of the Embassy which could be used for functions of various kinds. I would judge that this area should be able to hold up to 300 people.

We would need a conference room for staff meetings of the Office of Information and working sessions of various kinds. This would be linked to the exhibition area so it can be used on occasion for overflow purposes.

The cinema/theatre, exhibition area and conference room should have easy access to the cafeteria which a new Embassy will need. Additionally the Office of Information could usefully have its own small kitchen facilities.

The cinema/theatre exhibition, conference area should also have installed during construction, facilities required to receive radio and land television feeds. There might well be a need for even fuller electronic capacity than this with consequent spatial implications, but that can await further enquiry.

We need considerable storage space for information materials, paintings, films, etc. Linked to this we would need generous space for photocopy and other reproduction equipment, mail sorting and the like.

We would need a particularly attractive reception area. It is an open question in my mind at this point whether this should be a common area with the tourism, consular and immigration services. In the final analysis this may depend on the overall configuration of the Embassy complex.

In these various aspects it might be useful to know what has been done and learned from the Cultural Centre experience in Paris. A simple transposition cannot, of course, be made as we wish to be incorporated into the same

. . . 3


- 3 -

building as the other elements of the Embassy and the milieu in which we operate is quite different from that in France. When time permits we will look into the information experience of the newer large Chanceries here such as the Australian and German.

A further idea which has already been conveyed by the Embassy is our bicentennial letter in July is that the new Chancery be designed and sited so that a small public park is part of the building program. Besides bordering on a street this park could also provide an entrance to those parts of the Chancery most frequently visited by the public.

These are our preliminary ideas which we hope will be helpful to you and which might best be seen as the beginning of a dialogue that will permit us to refine our thoughts and make further suggestions.

Sincerely,



Richard O'Hagan  
Minister-Counsellor  
(Information)

file  
56-1-2-USA  
mk



EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO A Consulat Général du Canada,  
NEW YORK

FROM De Sous-secrétaire d'Etat aux Affaires extérieures,  
OTTAWA

REFERENCE Référence Votre lettre 469 du 1er novembre 1973

SUBJECT Sujet Tournée de Mlle Carrol Ann CURRY aux Etats-Unis

SECURITY SANS COTE  
Sécurité

DATE Le 3 décembre 1973

NUMBER Numéro FAC-2007

FILE	DOSSIER
OTTAWA	56-1-2-USA <del>55-17-000</del>
MISSION	36

ENCLOSURES  
Annexes

3

DISTRIBUTION

FAI

GWU

Atlanta

Boston

Buffalo

Chicago

Cleveland

Dallas

Detroit

Los Angeles

Minneapolis

N.-Orléans

Philadelphie

San Francisco

Seattle

Le Canadian Opera Company entreprendra cet hiver une tournée de concerts aux Etats-Unis. Mlle Carrol Ann CURRY, soprano qui fait partie de cette troupe, et qui s'est produite à New York récemment, a demandé que nos missions aux Etats-Unis soient avisées de son itinéraire.

2. Vous trouverez ci-joint copie d'une lettre de notre Consulat Général à New York de même que des coupures de presse relatives au concert donné à New York par Mlle CURRY. Nous vous faisons aussi parvenir l'itinéraire de Mlle CURRY pour 1973-74.

3. Si le Canadian Opera Company ou Mlle CURRY se mettent en rapport avec vous, nous vous serions gré de leur accorder les courtoisies d'usage.

Le Sous-secrétaire d'Etat  
aux Affaires extérieures,

par: ROGER PLOURDE

FILE DIARY CIRC CHRON

FAI/M. Kelly/2-9580/kd

56-1-2-USA	
36	—

BY HAND.

OTTAWA, K1A 0G2

November 28, 1973

Dear Elinor,

... I enclose the final version of Sections I to V of Choix de publications et de sources de renseignements en français sur les relations canado-américaines and an amended Liste d'associations canado-américaines en Amérique du Nord (Section IV of the original publication, which now becomes Section VI). Our Francophone Institutions Division, which has acted as our advisor on the work, has also suggested that we add to the old Section V, now Section VII — Quelques organismes bilatéraux — the American and Canadian French Cultural Exchange Commission/Commission d'Echanges culturels américains et canadiens français, C.P. 58, Manchester, New Hampshire 03105. The addition would also be applicable to the English language Section VI. Since this should, I think, be accompanied by a brief descriptive note to be in keeping with the other listings, please let Maude Kelly know by telephone whether you would like us to have one drafted or whether Mrs. Cleary would prefer to prepare a note herself. On all the material for Section VI (English), we shall be very pleased to look after the translation into French for Section VII (French). I believe there were only a few minor points to be checked in the English version. Whenever it is ready, send it over and we'll have the translation done at no expense.

I understand that you and Maude agreed that the best financial arrangement would be for us to have the printing done by the Department of Supply and Services Printing Operations. We would pay the DSS bill and then bill you for your share. Your share would be reduced by the amount you had paid for the typing of the manuscript. I believe you intend to have that done by a professional typing service.

Miss Elinor Green,  
Information Officer,  
United States Information Service,  
United States Embassy,  
100 Wellington Street,  
Ottawa, Ontario.

.../2

-2-

As soon as all the material is ready for the printer, you might let us have a letter confirming our understanding of the financial arrangements.

Yours sincerely,

D. B. HICKS

D.B. Hicks,  
Director,  
Information Division.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



TO  
À

K.W. MacLellan

SECURITY UNCLASSIFIED  
Sécurité

FROM  
De

E.R. Johnston

DATE November 8, 1973

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet

Canadian Newspaper in California

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

ENCLOSURES  
Annexes

DISTRIBUTION

FAI  
FAR  
WSHDC  
LOS ANGELES  
SFRAN

You may recall correspondence forwarded to us from Los Angeles and Washington concerning the establishment of a newspaper devoted to Canadian news published in California. The attached clipping from the McMaster Alumni Magazine (Summer, 1973) suggests that Walter Anderson, its founder, may have written to all University Alumni Associations seeking their assistance in obtaining names of subscribers.

It is interesting to note that the McMaster records show 153 graduates living in the State of California. It might be a worthwhile venture for the Department to undertake to obtain from Canadian universities the addresses of all graduates now living in the United States. One possible use such a list could be put to would be to add their names to the mailing list of Canada Today, the Embassy's newsletter. The lists might also prove useful to the missions wishing to develop better contacts with Canadians living in the communities of their jurisdiction.

OK  
lets try this

AM

E.R. Johnston,  
U.S.A. Division.

Comment from FAI ? / Soudly by acton slip  
FAR ? / Dec 3  
- suggest FAR doit.

Washington agrees

## around campus

### Scott Tremaine wins another

Scott D. Tremaine, '71, now studying at Princeton on a Woodrow Wilson graduate fellowship, has won yet another major award.

Mr. Tremaine, of Thornhill, Ontario, has been awarded an Imperial Oil fellowship with a potential value of \$12,000 over a three-year period.

In a letter informing Mr. Tremaine of the award, W. O. Twaits, Chairman and Chief Executive of Imperial Oil, Ltd., noted that the value of the fellowships has been increased this year from \$3,000 to \$4,000 annually.

In 1972 Mr. Tremaine won both the Woodrow Wilson and one of fifty National Research Council Science Scholarships. He declined the NRC scholarship to take the other award at Princeton.

### Dean Prince heads athletics study

All aspects of McMaster's non-academic athletic programmes are to be studied by a ten-member committee set up by President Bourns.

The committee is to report on:

- The costs and benefits of McMaster's involvement in intercollegiate athletics with special attention to the use of University funds for these purposes and the contributions they make to student life and the University's academic programmes.

- The budget for, and methods of financing, all other non-academic athletics with special attention to the various sources of the funds involved, and the allocation of costs between non-academic athletics and degree programme athletics.

- An appropriate weighting to rationalize the use of University funds to support men's intercollegiate athletics, women's intercollegiate athletics, intra-mural athletics, and recreation.

Les Prince, dean of students, is chairman of the committee.

### Residence named for Dean Bates

McMaster's newest student residence has been named for former Dean of Women Mrs. Marion Bates.

The name was made public this summer.

The Bates Residence, opening this fall, offers apartment-style accommodation for 506 students. Some of the 126 apartments are one-bedroom units designed to be shared by two students and the rest have three, four, or six single bedrooms.

All apartments have drapes and wall to wall carpeting and a kitchen with stove and refrigerator. As in off-campus apartments, the occupants may furnish the units at their own expense and to their own liking. A caretaker and his wife will live in the building.

### Canadian news in California

McMaster graduates living in California may be interested in a Glendale resident's plan to publish a newspaper devoted entirely to Canadian news.

Walter E. Anderson, an expatriate Canadian himself, thinks the several hundred thousands of his compatriots in California may form a ready market for such a publication. There are 153 McMaster grads living in the state now, according to Alumni records.

Any addresses Mr. Anderson gets now will be included on the free circulation list when "The California Canadian" starts regular publication. Addresses may be sent to Walter E. Anderson, P.O. Box 6577, Glendale, Calif. 91205.

McMaster's School of Adult Education is expanding into the downtown area in September. This will bring the opportunity of advanced education to people who have been unable to attend courses on the main campus.

Through the cooperation of the Hamilton Public Library, courses will be offered in the new reference library at 52 James Street South.



New members of the McMaster University Quarter-Century Club are seen above outside the front entrance of the Alumni Memorial Hall. Back row, left to right, are Dr. J.J. Miller, Mr. C.H.M. Vinnels, Dr. G.S. French, McMaster President A.N. Bourns, Mr. C.V. Gibbs, Mr. L.E. Hampel, and Dr. L.G. Reeds. Front row, Mr. Y. Shiraishi, Dr. L. Laking, Miss Y. McNair, Miss G. Carruthers, Dean L.A. Prince, Mrs. A.L. Head, Mrs. H. Watson, Mr. C.A. Coot, and Dr. F.R. Britton. A dinner was held on the evening of June 18 in the Faculty Club for all Quarter-Century Club members.

FILE DIARY CIRC CHRON

FAI/MKELLY/2-9580/GM

MEMORANDUM

PDM

FAI

56-1-2-USA	
36	—

RESTRICTED

November 8, 1973

Grant to Parliamentary Centre for Foreign  
Affairs and Foreign Trade—Canada - U. S.  
Legislative Visits Programme

...

Attached for your signature, if you approve, is a memorandum to the Minister, requesting his approval in principle of our making a grant to the Parliamentary Centre. I believe Mr. Peter Dobell has discussed the possibility of the grant with you and that you share our view that the Centre's legislative visits programme forms a useful complement to our own information programme.

D. B. HICKS  
Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

FROM: AERG

1973

ATTN: *H. Perreault*

to Under Secretary of State for External Affairs (FAC)  
A OTT. ONT.

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

REFERENCE  
Référence

SUBJECT  
Sujet New York Debut Recitals of Martin Foster and Carrol  
Anne Curry

SECURITY UNCLASSIFIED  
Sécurité

DATE November 1, 1973

NUMBER 469  
Numéro

FILE	55-17-3	DOSSIER
OTTAWA	55-17-cc c	
MISSION	4	28

ENCLOSURES  
Annexes

DISTRIBUTION

FAI, GWUJ

We attach reviews of the New York debut recitals of violinist Martin Foster and soprano Carrol Anne Curry which appeared in the October 28 edition of the New York Times. The Press and Information Office of this Consulate General made a considerable effort on behalf of these Canadian artists by providing publicity and other assistance. Carnegie Recital Hall was filled almost to capacity for the Martin Foster performance and the response to Miss Curry's performance at Alice Tully Hall was also quite good. The Consul General hosted a reception for Mr. Foster and he was represented at a private party held for Miss Curry.

2. Miss Curry will be singing with the Canadian Opera Company when it tours the United States this winter and she asked that other posts across the United States be notified of their schedule. We would be grateful if FAC would consult with the Canadian Opera Company and forward the performance schedule to the appropriate posts.

*Robert Perreault*  
for Consulate General

New York Times  
October 28, 1973

## Martin Foster In Violin Recital

In what looked like a bit of sleight-of-hand, the first performer to be presented this fall by Carnegie Hall-Jeunesses Musicales in its International Artists Series was Martin Foster, who graduated from Juilliard this year. The 22-year-old violinist is, however, English-born and Canadian-reared. He studied in Montreal before coming to New York to work with Dorothy Delay.

All of this is really irrelevant to the fact that Mr. Foster is a violinist of more than ordinary gifts, as he demonstrated in his debut program in Carnegie Recital Hall on Tuesday night. His interests lie, obviously, in music itself, rather than in showing off, although the works that he played indicated a first-rate technique.

His attitude was implicit in his handling, for example, of Beethoven's Sonata No. 1 in D. There was strong emphasis on the youthful brio of

this work, the rhythms sharply accentuated. Digging into the strings, Mr. Foster didn't seem to mind if the tone grew slightly harsh or the pitch flew a bit sharp. It did not matter in the light of the interpretative gains, the great impetus, the temperamental flourishes, the controlled fire.

The violinist was equally successful in the contrasting Debussy Sonata, searching out its delicate light-and-shade effects, and Bartok's Rhapsody No. 2 had it full share of gusto.

A set of Cadenzas for violin alone, written for the violinist by David Noon, had its local premiere. Aside from the technical problems each cadenza posed, they sustained interest only intermittently.

James Gemmell's collaboration at the piano was perfectly meshed with the violinist's playing.

They sounded as if they had been performing together for years.

RAYMOND ERICSON

## Carroll Curry In Debut Here

Another Canadian made a New York debut on Wednesday night at Tully Hall—Carrol Anne Curry, a soprano who has sung extensively with opera companies in Canada. Miss Curry is the kind of artist who can do great service to contemporary music. She has a clear voice, if somewhat tremulous at the top; her enunciation is superb, so that the words in any language are immediately understandable, and her phrasing is impeccable.

When the music called for a kind of static projection, as in Ravel's "Le Martin-Pêcheur," the sense of timeless stillness was extraordinary. No other performance was superficial either; Miss Curry's choice of songs could not have been more tasteful.

Still, so much of what the soprano sang was slow or lethargic in essence that it militated against her success as a recitalist. Without a rhythmic drive to sustain any

of this material, or even an occasional lightness of attack, the singing grew monotonous.

Miss Curry's program included a Berlioz aria, a Hindemith motel, three Schubert lieder and cycles by Ravel, Debussy and Walton. The singer's intelligence and musicianship were everywhere apparent, but these assets remained judicious rather than communicative. Stuart Hamilton was the sensitive accompanist.

RAYMOND ERICSON.

DATE	CITY	Fiordiligi	Dorabella	Despina	Ferrando	Guglielmo	Don Alfonso
Sun Nov 4	Oshawa, Ont.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Nov 5	FREE DAY						
Tue Nov 6	Brockville, Ont	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Wed Nov 7	Kingston, Ont.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Thu Nov 8	TRAVEL DAY						
Fri Nov 9	Saint John, N.B.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sat Nov 10	TRAVEL DAY						
Sun Nov 11	FREE DAY						
Mon Nov 12	Halifax, N.S.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Tue Nov 13	Wolfville, N.S.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Wed Nov 14	Antigonish, N.S.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Thu Nov 15	TRAVEL DAY						
Fri Nov 16	TRAVEL DAY						
Sat Nov 17	St. John's, Nfld.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Nov 18	FREE DAY						
Mon Nov 19	St. John's Mat: Nfld. Eve:	Collier Dagger	<u>Curry</u> Ruddell	Cooper Orenstein	Brooks Arab	Barcza Birmingham	Milne Rubes
Tue Nov 20	Marystown, Nfld.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Wed Nov 21	Gander, Nfld.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Thu Nov 22	Grand Falls, Nfld.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Fri Nov 23	Corner Brook, Nfld. Mat: Eve:	Dagger Collier	Ruddell <u>Curry</u>	Orenstein Cooper	Arab Brooks	Birmingham Barcza	Rubes Milne
Sat Nov 24	TRAVEL DAY						
Sun Nov 25	TRAVEL DAY						
Mon Nov 26	Charlottetown, P.E.I.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Tue Nov 27	FREE DAY						
Wed Nov 28	Sackville, N.B.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Nov 29	Fredericton, N.B.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Nov 30	TRAVEL DAY						
Sat Dec 1	Sherbrooke, Que.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Dec 2	Rutland, Vt.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Dec 3	Burlington, Vt.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Dec 4	FREE DAY						
Wed Dec 5	Trenton, Ont.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Thu Dec 6	Chatham, Ont.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Fri Dec 7	Waterloo, Ont.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Sat Dec 8	Niagara-on-the-Lake, Ont.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne

- 2 -

DATE	CITY	Fiordiligi	Dorabella	Despina	Ferrando	Guglielmo	Don Alfonso
Sun Dec 9	Peterboro, Mat: Ont.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Dec 10	TRAVEL DAY						
Tue Dec 11	Kirkland Lake, Ont	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Wed Dec 12	TRAVEL DAY						
Thu Dec 13	FREE DAY						
Fri Dec 14	Hamilton, Ont.	Dagger	Ruddell	Orenstein	Arab	Barcza	Rubes
Sat Dec 15	HOME						
Mon Jan 7	Saginaw, Mich	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Jan 8	Elyria, O.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Jan 9	FREE DAY						
Thu Jan 10	Westerville, O.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Fri Jan 11	Middletown, O.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Sat Jan 12	Decatur, Ill.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Jan 13	Glen Ellyn, Ill.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Jan 14	Manitowoc, Wis.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Jan 15	Waverly, Ia.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Jan 16	Iowa City, Ia.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Jan 17	Fremont, Neb.	Dagger	Ruddell	Orenstein	Brooks	Birmingham	Rubes
Fri. Jan 18	N. Platte, Neb.	Collier	<u>Curry</u>	Cooper	Arab	Barcza	Milne
Sat Jan 19	FREE DAY						
Sun Jan 20	Columbus, Neb.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Jan 21	Sioux Falls, S.D.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Jan 22	Grand Forks, N.D.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Jan 23	Bismarck, N.D.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Jan 24	Minot, N.D.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Jan 25	FREE DAY						
Sat Jan 26	Williston, N.D.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Jan 27	Glasgow, Mont. Matinee - 4 p.m.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Jan 28	Glendive, Mont.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Jan 29	Cody, Wyo.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Jan 30	Helena, Mont.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Jan 31	Anaconda, Mont.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Feb 1	Missoula, Mont.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sat Feb 2	Spokane, Wash.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Sun Feb 3	FREE DAY						

DATE	CITY	Fiordiligi	Dorabella	Despina	Ferrando	Guglielmo	Don Alfonso
Mon Feb 4	Walla Walla, Wash	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Feb 5	Pasco, Wash.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Feb 6	Bend, Ore.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Feb 7	Medford, Ore.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Feb 8	Redding, Cal.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sat Feb 9	Cupertino, Cal.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Sun Feb 10	FREE DAY						
Mon Feb 11	Stockton, Cal.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Feb 12	Berkeley, Cal.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Feb 13	Sacramento, Cal.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Feb 14	Reno, Nevada	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Feb 15	Fresno, Cal.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sat Feb 16	Ventura, Cal.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Sun Feb 17	FREE DAY						
Mon Feb 18	Glendale, Cal.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Tue Feb 19	Yuma, Ariz.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Wed Feb 20	Tempe, Ariz.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Thu Feb 21	Gallup, N.M.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Fri Feb 22	Las Vegas, N.M.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Sat Feb 23	Lubbock, Tex.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Feb 24	FREE DAY						
Mon Feb 25	Pampa, Tex.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Feb 26	Ponca City, Okla.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Feb 27	Harrison, Ark.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Feb 28	Jefferson City, Mo	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Mar 1	FREE DAY						
Sat Mar 2	Owensboro, Ky.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Mar 3	Paducah, Ky.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Mon Mar 4	Lincoln, Ill.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Tue Mar 5	Holland, Mich.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Wed Mar 6	Milwaukee, Wisc.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Thu Mar 7	Adrian, Mich.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes
Fri Mar 8	FREE DAY						
Sat Mar 9	Athens, O.	Collier	<u>Curry</u>	Cooper	Brooks	Barcza	Milne
Sun Mar 10	Cumberland, Md.	Dagger	Ruddell	Orenstein	Arab	Birmingham	Rubes



FILE ACTC DIARY CIRC CHRON

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
	LIEU	MINISTÈRE	N° D'ORIG.		58-1-2-45A	
	OTTAWA	EXT AFF	FAI-2498	SEPT 13/78	36	UNCLASS
TO/A WASHINGTON						PRECEDENCE
						SEP 13 20 45 '73
INFO						EXTERNAL AFFAIRS

DISTR. GMI FCO

REF YRTEL 3038 SEP 10 & YRLET 1283 AUG 22  
SUB/SUJ PUBLIC SUBSIDIES OF POLITICAL CAMPAIGNS IN QUEBEC AND NOVA  
SCOTIA

REFLET ONLY RECEIVED BY FCO SEPT 4 AND PASSED TO US  
YESTERDAY. ARE REQUESTING INFORMATION FROM PROVINCIAL AUTHORITIES  
AND WILL FORWARD TO YOU AS SOON AS POSSIBLE.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SIG L.M. KELLY/nwa	FAI	2-9580	SIG D.B. HICKS

PSP  
FCP  
FAP

File  
Diary  
Chron

*File*

*Mr. T. well  
Mr. Hickman FAI  
for future consultation  
& return*

*M. J. Kelly  
G. H. G. G. G.*

*Copy made & retained in FAI.  
Ottawa, K1A 0G2  
July 9, 1973  
mk.*

<i>56-1-2-USA</i>	
<i>4</i>	<i>—</i>

Dear Marcel,

Your letter of June 14 on the subject of francophone programmes in the United States raised many thoughtful questions of great interest to us all. This reply will arrive while you are on vacation, but we have earlier taken action on the three principal points you made and this will maintain the continuing dialogue on this subject between the Embassy and the Bureau.

I was glad to have your helpful comments on our draft memorandum about francophone programmes in the United States. It is comparatively easy to write at length about such a complex subject as francophonie, but quite, difficult, as you point out, to resolve all the policy issues. We tried instead to produce a brief document outlining a framework on which posts would be encouraged to build programmes tailored to their local circumstances. We should have gone further, and were undoubtedly too austere in our drafting. I now attach a further revision which, you will notice, has benefited from and incorporates many of your suggestions. It seems best to withhold the supplement to the May 15 draft which you thoughtfully forwarded with your letter of June 14 until we receive comments from other posts and from the consular conference this autumn.

You will have seen, in our telegram GWP 77 of June 22, that we took early action on your recommendations about maintaining the proprieties over Congressman John Breau's plans for lobbying in Washington about bilingualism in the United States. FCO took considerable interest in this matter. Mlle Simard declined the personal invitation she received, and D'Iberville Fortier had a word with the authorities in Quebec. We assume we will eventually hear from Washington or elsewhere about the results of the lobby's activities in Washington.

The comments in your letter of June 14 and those you made orally to Keith MacLellan and to Bert Hart about the possible objectives of some of France's programmes in the United States, particularly those backed by Rössillon, have been duly noted. This situation clearly deserves to be followed closely in its many aspects. We are glad William Porter, the Under-Secretary for Political Affairs, appears alive to the problem. It is obviously too early to assess the full impact such efforts might have; however on the

Mr Marcel Cadieux,  
Ambassador,  
Canadian Embassy,  
Washington, D.C.

basis of available evidence and knowing that the U.S. are aware of the situation, we would expect the thrust of any such programmes to be blunted. At any rate, this is a model to be avoided in our own approach to the problem.

Yours sincerely,

K. Goldschlag  
Director, Bureau of  
Western Hemisphere Affairs

RESTRICTED

July 10, 1973.

Francophone Programmes in the USA

The primary purpose of Canada's information and cultural programmes in the United States is to promote Canadian interests, particularly the paramount requirement of strengthening Canada's national unity and distinct identity. This not only includes providing support to a wide range of ancilliary Canadian interests such as trade, tourism, and immigration, but also facilitating harmony and understanding between the two countries. There are many reasons why Americans should understand the nature of Canadian society and the structure of the nation, but such an understanding is scarcely possible unless our information and cultural endeavours reflect the French fact. A variety of themes and means exist to meet these ends and the approach like all public affairs programmes will benefit from being varied in emphasis and content depending on the audiences we seek to influence in the United States. Moreover, tangible and worthwhile dividends in such areas as trade, tourism, and immigration are available through utilizing the special advantages which our bilingual nature gives us.

While it is axiomatic that the French fact requires a prominent place in Canadian public affairs programmes throughout the United States, there are also certain regions of the United States and certain segments of U.S. society where this single theme is likely to induce a high degree of responsiveness; that is, among those persons commonly known as Franco-Americans. This so-called ethnic or language minority in the United States is estimated to number some four million, primarily located in the following regions: the New England states, Louisiana, Florida, St. Paul, Minnesota, Los Angeles and New York.

Many Franco-Americans are comparatively recent emigrants from Canada,

...2...

but others are descendants of those who explored and developed the continent before there was such a concept as American or Canadian citizenship. Despite the "melting pot" pressures towards unilingualism in the United States, many Franco-Americans retain great pride in and identification with the culture and language of their origin. Moreover, in recent years social pressures and legislative action have facilitated a renaissance of interest in French education, language and culture. It is uncertain how long this trend will continue; the concept of unilingualism predominates in the U.S.A. and some influential segments of American opinion are traditionally opposed to "foreign" influences. Nevertheless, there is currently a particularly receptive and growing audience for French language and cultural manifestations, during a period when ethnic groups are being encouraged to maintain interest in their cultures of origin.

At the present time, recourse is largely being made to resources outside the U.S.A. for satisfying this interest in French culture and language: assistance from France, Belgium, Canada, and particularly the Province of Quebec is being drawn on and more is sought. There is danger of competition developing which would lead to a counter-productive situation where assistance to the Franco-American community might be viewed with disfavour by the U.S. authorities. Accordingly, whatever action is taken by others to meet this special demand, the Government of Canada should be guided by the following considerations:

1. We must respect the sovereignty of the United States government, the particular rights of its constituent states and the susceptibilities of its local customs and laws, and be seen in public to do so. However much of an actual and potential asset the existence of a francophone community in the United States may seem to be, the Canadian Government has no intention of sustaining, advising, or helping to develop a divisive or separate group except in the sense in which information programmes and normal cultural exchanges support individuality. The objectives, membership, and activities of some Franco-American groups are not always clear. We need to know more about what is transpiring in the U.S.A. about

ethnic group activities and about American views thereon.

(a) Discussions were held with the State Department in 1969 concerning relations with Louisiana and in particular concerning the advisability of concluding an accord cadre to embrace the Quebec-Louisiana agreement signed in 1969. These talks were inconclusive. In the meantime, Maine and Massachusetts have concluded agreements with Quebec; other Provincial/State contacts are expanding. These should be analysed. Moreover, the nature of the trans-border relationship is becoming much more structured in other ways with regional meetings and contacts. A policy embracing more than cultural affairs is perhaps required.

(b) We should keep the federal authorities in the U.S. informed as necessary of the nature of Canadian activity in the francophone field, including provincial activity, and, in addition, seek concurrence when required for programmes of a special nature or which might be construed as indicating a change in Canadian policy towards the treatment of francophone groups in the U.S.A.

2. Having satisfied the above two requirements, a comprehensive programme should be organized to service French information and cultural requests throughout the U.S.A. as a normal part of our public relations programme. This programme should be sufficiently flexible to meet the needs which may develop in particular regions and circumstances. The foreign policy white paper accords high priority to the objective of living in harmony with but distinct from the U.S.A. As earlier implied, the bilingual nature of Canadian society provides one important, useful, and appropriate means of emphasizing our distinctness. It is in the national interest to do so. It is less clear that the national interest would be equally served by assuming an active role in propagating the French language and culture (or the English language) in the U.S.A.

RESTRICTED

of services provided in each situation. Perhaps the primary criteria to apply would be to undertake in the U.S.A. only those programmes we would be prepared to authorize another foreign country to operate in Canada. Another important element in such judgements must be the scarce public relations resources available for the U.S.A. as a whole and the comparative influence the recipients may have on local, regional, and national decisions in the U.S.A. of importance to Canada. Nevertheless, the following minimum services seem not only desirable, but capable of being carried out as part of annual cultural/information programmes to which the United States could scarcely take exception.

7 (a) All posts should be in a position to respond to requests for basic information material in French and to provide services to the Canadian public in both official languages;

7 (b) All posts should be prepared and equipped to extend co-operation and to service the legitimate interests of provinces concerned with francophone programmes;

*Certainly FAP!* 7 (c) There should be one centralized office in Ottawa (FCP or FAP) where posts in the U.S.A. can turn for additional information and cultural material;

7 (d) Posts in areas where there is a large concentration of interest in Francophone matters should be staffed and supplied to prepare special information and cultural programmes to reflect this interest, eg. Boston and New Orleans;

7 (e) Other posts should be able to draw upon outside knowledge and facilities to meet special situations and requests in their territory. To this end, Boston in the eastern half and New Orleans in the western half of the U.S.A. should be given special responsibilities for assisting, in consultation with Ottawa, other posts with conferences, seminars and meetings on francophone questions having importance for Canada;

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- (f) Cultural centres in the U.S.A. when established should take the French dimension into account; ??
- (g) The office mentioned in (b) <sup>(c)</sup> above should, in conjunction with the area and other interested divisions, form an ad hoc committee to review, promote and respond to proposals from U.S.A. posts about special programmes where desirable, which might include:

- Education - University - Professor exchange
  - Book presentations
  - Post libraries
- Schools
  - Student exchange
  - Scholarships
  - Training aids

Mass Media - Radio, T.V. and cable services  
(by sale or by grant)

Cultural - Films, theatre, ballet, music, etc. groups.

In particular the audience for French-language plays in such centres as Boston, New York, Washington, New Orleans, Los Angeles, and San Francisco should not be overlooked when tours outside Canada are being organized;

- (h) It would be the responsibility of each post in the U.S.A. to propose a francophone programme annually, consistent with expressed interest in its area, as part of its post planning cycle. The ad hoc committee mentioned in (f) above would review such proposals from the viewpoint of budgetary and policy suitability;

- (i) In order to help immediately strengthen Canada's francophone programmes in those areas where no special policy guidance is necessary, posts will be assisted in organizing prestige film showings, cultural displays, etc. Posts might wish, in their next budget, to ensure sufficient funds are requested to allow for the

*Maybe there is enough existing machinery*

*This already happens*

- 6 -

RESTRICTED

required increment in the level of their local francophone activities. Requests should, of course, be well documented in order to receive sympathetic consideration.

Much time and experience may be required before we are able to define more precisely the advantageous limits of francophone programmes in the U.S.A. In the meantime, there is considerable scope for exercising initiative and judgement at posts by responding to and developing programmes to meet local requirements. Posts may be certain their efforts in this area will receive sympathetic attention.

(FILE) ACTG DIARY CIRC CHRON MESSAGE

FAI/R.H.NOYES ROBERTS/jb

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER		SECURITY
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-45A		SÉCURITÉ
	OTT	EXTER	FAI-1701	JUN26/73	35		UNCLASS
TO/A SEATL							PRECEDENCE
INFO WSHDC (OHAGAN)							JUN 27 15 34 73
DISTR. GWU FAP (DONE IN DIV)							

REF

SUB/SUJ

PROPOSED VISIT TO SEATL

ROBERTS DEPDIR FAI WILL BE IN VNCVR ON HOMELEAVE NEXT MONTH. SUGGEST AS ~~REF~~ CONSULAR CONFERENCE POSTPONED YOU MAY WISH TO TAKE ADVANTAGE HIS PRESENCE IN AREA TO HOLD DISCUSSIONS WITH OTT BASED MANAGEMENT OFFICER.

2. ROBERTS WOULD PROPOSE TO FLY VNCVR SEATL AM AND RETURN SAME DAY EVENING BY TRAIN. DATES PREFERRED JUL17, 18. INDICATE PREFERENCE.

3. WHILE ROBERTS PRIMARILY INTERESTED IN PUBLIC AFFAIRS AREA HE IS READY AT REQUEST OF GWU TO DISCUSS OTHER ITEMS FOR FOLLOW-UP IN OTT.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG..... R.H.NOYES ROBERTS/jb

FAI

2-6939

SIG..... R.H.NOYES ROBERTS

ICER (Mr. Maybee)

RESTRICTED

FAP

June 18, 1973

Washington Telegram 2067 of June 12

Coordination of Federal Agencies in USA

56-1-2-45A		
36		

I have already copied to you the telegram of reference which deals with the recent tour of information officers from Manpower and Immigration in the United States.

2. I am not sure whether or to whom notification was given in Ottawa of this fairly large operation but I doubt very much that there was prior consultation in any real sense.

3. I think there is reason for concern, from the point of view of our departmental information services and the wider information community in Ottawa, that there was no effort made by MandI to discuss this project in advance. Immigration might well have got some useful advice and support for their planning and have enlisted the local knowledge of the Embassy and Consulates. In terms of available machinery for consultation, the ICER Sub-committee on Information, or its membership, might well have been called upon but was not. Do you think this observation might be brought to the attention of MandI and, if so, by whom. The problem is that MandI has seldom - very seldom - bothered to be represented at meetings of the Sub-committee and obviously does not value that particular mechanism. (Parenthetically, it seems clear to me that there is something very wrong with the constitution and perhaps the mandate of the Sub-committee and by the Fall, at any rate, we should seriously consider whether it might not be drastically revamped or perhaps abandoned.)

4. In his telegram the Ambassador has suggested that "Extott might well take a look at existing mechanisms. An improved system would seem indicated." Obviously the area of concern transcends that of information activities but they are likely to be prominently involved now and in the future. I confess I am not clear how to proceed but I should be glad to participate in any consideration of this problem you may be planning to organize.

PDM  
GWP  
GWU  
FAI  
CRP

L.A.D. Stephens

L.A.D. STEPHENS

GWU/S.Hibbard/6-0958/ak  
K.W. MacLellan

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A  
All Bureaux and Divisions  
as per attached list

FROM  
De  
GWP

REFERENCE  
Référence

SUBJECT  
Sujet  
Rationalization of Extraordinary Demands  
Placed Upon the Washington Embassy

SECURITY  
Sécurité  
CONFIDENTIAL

DATE  
June 4, 1973.

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-4517	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

Given the nature of the Canada/U.S.A. relationship, there are a multiplicity of demands made on the services of the Embassy in Washington. By and large the Embassy is quite capable of carrying its heavy and varied workload as well as of responding, as is frequently the case, to emergency situations of a short-term nature. Nevertheless, unexpected or uncoordinated demands understandably cause Embassy programmes to suffer.

2. As part of its normal area responsibilities, U.S.A. Division monitors the Embassy's workload, with the object of avoiding situations which could impede the Embassy's highly efficient operations. To this end it is important that GWU be aware of all requests for the Embassy's action. Notwithstanding the assistance of other divisions in referring many of their policy and tasking communications to GWU, the Embassy's ability to perform with optimum effectiveness can be strained by several factors. One such factor arises from requests by functional and other divisions for the Embassy to assign personnel on temporary duty away from the post. Another is the arrival of influential visitors without adequate advance notification and preparation.

3. We should be grateful, therefore, if all Bureaux and Divisions would consult GWU promptly when any exceptional demand in their area may have implications for our posts in the U.S.A. This would, as pointed out in APP memo of May 4, 1973, include requests for the assignment of Embassy officers elsewhere on temporary duty or to prepare lengthy studies in Washington. It also includes visits by groups and individuals (ministerial, parliamentary, officials, business, cultural, etc.) who are likely to require a significant amount of attention from Embassy officers. Functional bureaux may wish to remind their client departments of a letter dated March 3, 1969 to all Ministers from Prime Minister Trudeau "to ensure that official Canadian visits to Washington, and in particular visits by Ministers, are coordinated in order to make them as effective as possible". The Prime Minister went

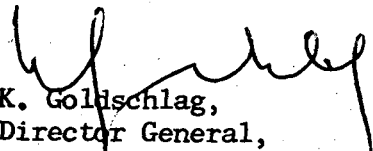
...2..

CONFIDENTIAL

- 2 -

on to say "I would therefore be glad if you would consult with the SSEA before undertaking any official visits abroad...etc."

4. CWU will maintain an up-to-date tabulation of such requirements, will ensure that they are brought promptly to the Embassy's attention, and attempt to moderate any excessive flow. Obviously the considerations set forth above apply equally forcibly to our other posts in the U.S.A. and particularly to the Consulate General in New York where high level visits are often made with insufficient notice.

  
K. Goldschlag,  
Director General,  
Bureau of Western Hemisphere Affairs.

## Distribution List

### Bureaux and Divisions

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ACTA  
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Distribution List (cont'd)

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Dallas  
Detroit  
Minneapolis  
Philadelphia  
San Juan

Permanent Mission of Canada to the United Nations  
NEW YORK

RESTRICTED

The Under-Secretary of State for External Affairs  
OTTAWA

May 8, 1973

Your letter 49 of January 12, 1973

UNO-413

Country Programme - United Nations, New York

56-1-2-USA-
36

As you know, your Country Programme was discussed and approved interdepartmentally some time ago. We regret the delay in informing you officially of this but do so now, attaching as well for your information and files a copy of the minutes prepared following that meeting. Consequent upon the programme consideration, consultation with you and intradepartmentally, with FAI especially, you are aware also that the request for an officer to perform prose functions for .6 man years and legal and political work for the remainder has been put forward as part of the "B" Budget exercise. In addition, after discussion with you it was agreed that the unfilled aid position could be relinquished for use elsewhere.

2. Paragraph 2 of the Minutes records the committee's views on programme format and content which will provide guidance when next year's programme is prepared. Those views reduce themselves basically to the need for an assessment of the role played by the numerous UN committees on which Canada serves and related at the same time to the parameters of Canadian foreign policy. For example, the functions of the Special Committee on Peacekeeping might be very briefly noted, accompanied by a statement to the effect that Canadian participation in the work of that committee is based on that aspect of policy by which Canada continues to play an active part in the preparation of guidelines or "models" for UN peacekeeping operations, since the maintenance of international peace and security remains one of the principal concerns of the UN. The amount of descriptive phraseology would be related to the significance of a particular committee's work for our policy. It may be, therefore, that some grouping of committees within the "General Relations" programme would be possible where the purposes of our participation reflect a common factor of foreign policy.

(MISS) M. A. MACPHERSON

Under-Secretary of State  
for External Affairs

RESTRICTED

March 12, 1973

File: 5-1-3-UNO

COUNTRY PROGRAMME — THE PERMANENT MISSION OF CANADA  
TO THE UNITED NATIONS

NEW YORK

Minutes

The meeting, under UNO chairmanship, took place at 2:30 p.m. on February 16, 1973. It was opened by the Chairman with a general statement on the programme which noted that all departments and divisions which had shown an interest in the country programme of the Permanent Mission in New York had been contacted for comments initially. No substantive comments relative directly to this particular country programme had been received. It was observed that as last year the Mission had found the format not exactly applicable to its activities but in general the post seemed to have presented its programme satisfactorily. In the summary of its programme the mission had called attention to the fact that although the Committees on Financing and Rationalization of Procedures, and the Preparatory Committee of the Stockholm Conference had been disbanded, committees on Terrorism and a World Disarmament Conference had been set up and preparatory work would be required for the Law of Sea and Population Conferences.

After some corrections to the statistics of the post's programme were noted, the General Relations section was examined and discussed. Members agreed that in the future it would be more helpful if the post could provide a short descriptive statement of its Committee activities which responded to the principal directives of the government's United Nations policy. At the same time this description could usefully reflect the significance of particular committees' activities within the whole United Nations ambit. Thus, for the future the post might wish to consider providing such statements, especially in its "General Relations" programme, along with lists of committees attached, under the categories provided for the programme under discussion.

The meeting then took up the post's cultural and information programme and in that connection it was stated that New York had requested one man-year in 1974-75 for a full-time press officer. The discussion reviewed the situation during the last year in which an information

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officer was assigned to the delegation during the peak period of the United Nations General Assembly, i.e. September to December. It was noted that while an information officer was invaluable during UNGA, there was some doubt that he might be fully employed during the rest of the year. It was suggested, therefore, that information work might be combined with other duties, which might be in the legal or the political fields, both of which the mission had noted were difficult to cover with its existing resources. It was decided to request New York's views and reactions to these possibilities. One suggestion that the duties of a press officer might be shared with the Consulate-General was raised. The Chairman observed that this had been considered in the past by the two missions concerned and the department but to a large extent the peak activity periods of both posts coincided.

Representatives of the Department of National Defence indicated they were satisfied with the post's description of the Defence Relations programme and the relevant part of the General Relations programme and they thought the present situation could be maintained for the foreseeable future.

Regarding International Development Assistance, it was noted that there was an unfilled position for this programme. The ECD representative suggested the position might be transferred to another post. It was decided to ask the post for comments.

A few of the participants commented on the amounts listed for hospitality under the various programmes. It was suggested there might be a gradual increase to account for higher costs. After a short discussion it was agreed that a graduated scale would be very difficult to devise and that these cost factors were taken into consideration in the establishment of allowance levels for the post.

The Chairman noted the post had reported that the junior Industry, Trade & Commerce position would not be filled. The Industry, Trade & Commerce representative stated this had been a training position and would be utilized under Ottawa training in the future. The possibility of transferring this position to External Affairs was raised but IT&C indicated this would not be possible.

The Science and Technology and the Administration and Support Programmes were noted without discussion.

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The meeting was adjourned at 3:30 p.m.

Present were representatives of:

UNO, UNS, ICER, AFP, ECD, FLO, APD  
Treasury Board  
Department of Communications  
Department of Finance  
Department of National Defence  
Department of Agriculture  
Department of Industry, Trade & Commerce