



DATED FROM JAN 1/70 FILE NO. 56-1-2-USA
TO JAN 31/71 VOLUME NO. 3

CLOSED VOLUME

DO NOT PLACE ANY CORRESPONDENCE ON THIS FILE

FOR SUBSEQUENT CORRESPONDENCE SEE:

FILE No. 56-1-2-USA VOLUME No. 4

PLEASE KEEP ATTACHED TO TOP OF FILE

file diary chron circ

Ottawa, January 29, 1971.

56-1-2-USA
371

Dear Mr. Southam,

In accordance with your conversation with Freeman Tovell attached is a copy of the draft agenda for the Information Meeting to be held in Washington, March 17-19, 1971. We look forward to your attendance and contribution to the meeting.

The Embassy has arranged with the Embassy Row Hotel on Massachusetts Ave., N.W. accommodation for participants in the meeting. I should be grateful if you could let me know whether the Embassy should reserve accommodation at the hotel for you.

Yours sincerely,

D. B. HICKS
Information Division

Mr. G.H. Southam,
Director General,
National Arts Centre,
Confederation Square,
Ottawa, Ontario

file

ACTION COPY.

UNCLASSIFIED

FM BSN 29 JAN/71

TO EMB WASH NO 21

INFO OTT FIS DE WASH

REF: YOUR TEL 91 AND OUR TEL 13 JAN 71

SUBJECT: INFO MEETING

IN ABSENCE OF INFORMATION OFFICER AT THIS POST, AND ASSUMING IT IS
IN ORDER FOR ME TO ATTEND MEETING IN WASHINGTON, GRATEFUL IF I COULD
BE REGISTERED AS PARTICIPANT. CONFIRM.

HOUDE

36-1-2-USA
10 43

FIS



CANADA

~~Mr. [unclear]~~
~~Miss [unclear]~~

January 29, 1971

J. H. C.
Hardy

Miss A. T. Hardy
Information Services
Department of External Affairs
637 Congill Building
Ottawa, Canada

For your information.

56-1-2-USA
37 —

J. H. Smith

Vice Consul

With the Compliments
of the Consular
Commercial Division
of the Minneapolis
Canadian Consulate

Avec les hommages
de la
Division commerciale
du
Consulat du Canada
001663

THE STRATFORD NATIONAL THEATRE OF CANADA

will be at the

GUTHRIE THEATER, MINNEAPOLIS

FEBRUARY 24 to MARCH 13, 1971

performing in repertory

MUCH ADO ABOUT NOTHING and THE DUCHESS OF MALFI

We thought you might be particularly interested in attending these performances by Canada's internationally renowned theatre company, and that you would also like to know that

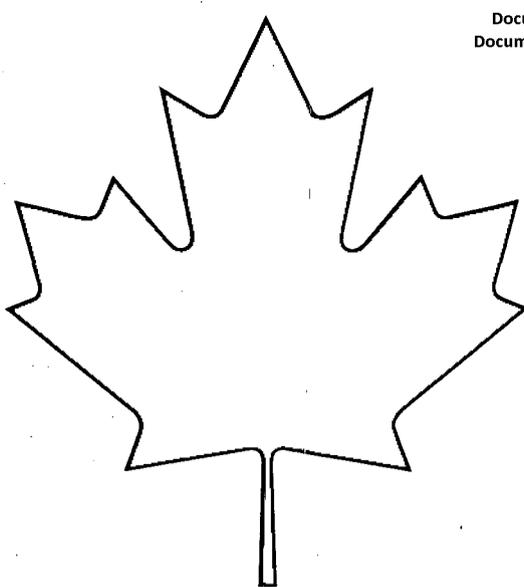
THE HONOURABLE GERARD PELLETIER, P.C., M.P.

MINISTER, THE DEPARTMENT OF THE SECRETARY OF STATE
has graciously accepted the invitation of the Guthrie Theater to attend the opening performance of THE DUCHESS OF MALFI. Therefore,

FEBRUARY 25 will be CANADA NIGHT at the GUTHRIE THEATER

Tickets: \$6.90, \$4.75, \$3.45

Box Office: 377-2224



CANADA

canadians / canadiennes

- February 18** CANADA, NORTH AMERICA, AND THE WORLD
Kenneth Williamson, Minister,
Canadian Embassy
- February 25** ECOLOGY: THE CANADIAN RESPONSE
Donald Collins, Chairman,
Ontario Water Commission
- March 4** YOUTH CULTURE AND CRISIS: EXCHANGE ACROSS THE BORDER
Peter Regenstreif, Head, Canadian Studies Program,
University of Rochester
- March 18** MINNESOTA AND CANADA
Sheila Koeppen, Department of Political Science,
University of Minnesota, and other speakers.
- March 25** FRENCH CANADA
Speaker to be announced.
- April 1** CANADIAN CULTURAL STYLES, LITERATURE
Speaker to be announced.
- April 8** U.S. ECONOMICS AND CANADA
Walter Gordon, Former Minister of Finance
(1963-1965)



Mayo Memorial Auditorium - 8:00 pm.
Thursdays - February 18 to April 8 (skipping March 11)



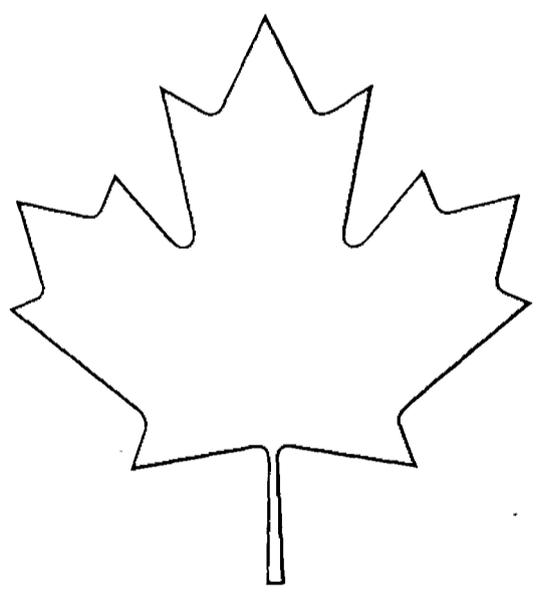
Tickets are available at 150 Nicholson Hall and Daytons
General Admission \$7.50
Student/Staff \$5.00
Individual Session (Space Available) \$1.50



Series is offered by the University of Minnesota General Extension
Division Evening and Special Classes and World Affairs Center.

1/25/71/10,625

Evening and Special Classes
General Extension Division
57 Nicholson Hall
University of Minnesota
Minneapolis, Minnesota 55455



CANADA

A UNIVERSITY OF MINNESOTA LECTURE SERIES

General Extension Division
Beginning February 18, 1971



CANADIAN EMBASSY



*Miss [unclear] file
66 son [unclear]*
AMBASSADE DU CANADA

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

Mr. D. B. Hicks
Director
Information Division
Department of External Affairs
Ottawa, Ontario, Canada

WITH THE COMPLIMENTS
OF THE CANADIAN EMBASSY

DE LA PART DE
L'AMBASSADE DU CANADA

The Ambassador will be in New York on February 17 and 18 to address the Council on Foreign Relations, to hold an informal meeting with the New York Branch of the Canadian Institute of International Affairs, and to attend a brief luncheon given for him by the publisher of the New York Times. He may also be interviewed on N.E.T.

Richard O'Hagan
Minister Counsellor
(Information 001667)

cc: The Ambassador - Washington
Mr. E. R. Johnston - Washington
Mr. L. A. D. Stephens - Ottawa
Mr. D. Hicks - Ottawa ✓

56.1.2 - USA
371

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

January 28, 1971

Dear Allan,

On some future visit the Ambassador makes to New York (after the one in February, of course) I think it would be a good idea to bring together, under the Consul General's auspices, some of the ranking figures in the news field in New York (beyond the Times) who should know more about Canadian conditions and attitudes. I am thinking of people like Stan Swinton and Roger Tatarian at the UPI, top people from the Wall Street Journal, key people from Newsweek and Time, news chiefs of the networks, etc.

We can talk about this later. Meanwhile, we will look forward to seeing you in February.

All good wishes.

Sincerely,

Richard O'Hagan
Minister Counsellor
(Information)

Mr. A. D. Bryce
Consul
Canadian Consulate General
680 Fifth Avenue
New York, N. Y. 10019

cc: The Ambassador - Washington
Mr. E. R. Johnston - Washington
Mr. L. A. D. Stephens - Ottawa ✓
Mr. D. Hicks - Ottawa

56-1-2-USA
371 —

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

January 28, 1971

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We can talk about this later. Meanwhile, we will look forward to seeing you in February.

All good wishes.

Sincerely,

Richard O'Hagan
Minister Counsellor
(Information)

Mr. A. D. Bryce
Consul
Canadian Consulate General
680 Fifth Avenue
New York, N. Y. 10019

See



CANADIAN EMBASSY



*For Mr. Stephens
Minister's Office
file*

AMBASSADE DU CANADA

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

Mr. L. A. D. Stephens
Director General
Bureau of Public Affairs
Department of External Affairs
Ottawa, Ontario, Canada

WITH THE COMPLIMENTS
OF THE CANADIAN EMBASSY

DE LA PART DE
L'AMBASSADE DU CANADA

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Richard O'Hagan
Minister Counsellor
(Information)

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56-1-2-USA
3 > | —

Ottawa, January 28, 1971.

Dear Mr. Murphy,

...

In confirmation of our conversation, attached is a copy of the draft agenda for the Information Meeting to be held in Washington D.C., March 17-19, 1971. We look forward to your attendance and contribution to the meeting.

Yours sincerely,

ORIGINAL SIGNED BY
L. A. D. STEPHENS
Bureau of Public Affairs.

Mr. J. A. Murphy,
Director,
Publicity Branch, Office of Promotion Services,
Department of Industry, Trade and Commerce,
112 Kent Street,
Ottawa, Ontario

File Diary
 Centre Circ
 PDM Chron

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2 USA	SÉCURITÉ
	OTT	EXT AFF	FIS-233	JAN 28/71	37 37	UNCLASS
TO/A WASHINGTON						PRECEDENCE
						ROUTINE
INFO						JAN 29
						14 32 '71
DISTR.						

REF YOUR 192 OF JAN 21/71
SUB/SUJ INFORMATION MEETING

THE FOLLOWING WOULD APPRECIATE ACCOMMODATION AT EMBASSY ROW HOTEL:
 D. WALLACE(CGTB), FLETCHER, RODGER, GIBSON(IT&C), LRB(INFO CDA),
 CHAGNON(NFB), DELAFIELD(CBCIS), DONOGHUE(TB), TURNER(MOT), STEPHENS,
 HICKS, MAYBEE, TOVELL, WEISS(XA), WE WILL LET YOU KNOW REGARDING
 OTHERS IN DUE COURSE.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SG... R. WEISS/cd <i>W</i>	FIS	5-7866	<i>L.A.D. STEPHENS</i> SIG... L.A.D. STEPHENS

Diary
Circ
Chron

C.C. Mr. Gilles Chiasson,
Director
Dept. of Manpower & Immigration,
305 Rideau St.
Ottawa, Ontario

OTTAWA, January 28, 1971

56-1-2-USA
371

Dear Mr. Adams,

The Ambassador in Washington, D.C., is calling an information meeting to be held there March 17-19, 1971. He has expressed the hope that you might find it possible to attend this meeting at which representatives from the Consulates General and Consulates in the United States and from Government departments and agencies in Ottawa having officers in that country will be present. He has requested me to extend an invitation to you on his behalf.

I have spoken to Mr. Chiasson about the meeting in the hope that he can attend. It is the Embassy's view that the presence of your senior officer in the United States, Mr. Mitchell, would also be desirable.

I should be grateful if you could let me know whether you can be present and your wishes concerning Mr. Chiasson and Mr. Mitchell. The Embassy has arranged accommodation for participants at the Embassy Row Hotel on Massachusetts Ave. N.W. It would be appreciated if we could be told whether reservations should be confirmed there for you.

Attached is a copy of the draft agenda for the meeting.

Yours sincerely,

ORIGINAL SIGNED BY
L. A. D. STEPHENS

Director General
Bureau of Public Affairs

Mr. R.M. Adams,
Assistant Deputy Minister(Immigration),
Department of Manpower & Immigration,
305 Rideau Street,
Ottawa, Ontario.

file diary chron circ

56-1-2-USA
371 —

Ottawa, January 28, 1971.

Dear Mr. Turner,

In confirmation of our conversation attached is a
... copy of the draft agenda for the Information Meeting to be
held in Washington D.C., March 17-19, 1971. We look forward
to your attendance and contribution to the meeting.

Yours sincerely,

ORIGINAL SIGNED BY
L. A. D. STEPHENS

Bureau of Public Affairs

Mr. Robert Turner,
Director, Information Services,
Ministry of Transport,
Hunter Building,
Ottawa.

Mr. T.R.G. Fletcher, General Director,
Office of Tourism
Department of Industry, Trade & Commerce,
150 Kent Street,
Ottawa

SAME LETTER SENT TO:

Mr. G.E. Chiasson,
Director,
Department of Manpower & Immigration,
305 Rideau Street,
Ottawa.

Mr. M. Erb, Chief,
Communications Division,
Information Canada,
171 Slater St.,
Ottawa

Mr. L.J. Rodger, General Director,
Office of Promotional Services,
Department of Industry Trade & Commerce,
112 Kent Street,
Ottawa.

MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER		SECURITY
	LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-USA		SÉCURITÉ
	OTT	EXT AFF	FIS-201	27/1/71	37	37	UNCLAS
							PRECEDENCE
TO/A	WASH						ROUTINE
INFO	CONGEN NEW YORK						

DISTR.

REF YOUR TEL 192 OF JAN 21, 1971
SUB/SUJ INFO MTG - DRAFT AGENDA

WE SHOULD LIKE TO MAKE THE FOLLOWING COMMENTS ON YOUR PROPOSED AGENDA:

- 1) RATHER THAN CALLING DISCUSSION TOPICS PANELS AND THE SPEAKERS PANEL-LISTS LIST SIMPLY TITLES OF TOPICS AND DISCUSSION LEADERS IN ORDER TO SUGGEST CONTRIBUTIONS FROM THE FLOOR ARE EXPECTED.
- 2) ALL DISCUSSION LEADERS SHOULD BE ALLOWED NO MORE THAN FIVE MINUTES PER PRESENTATION AND THEIR TOPICS CLEARLY DEFINED PARTLY TO KEEP THE MEETING ON SCHEDULE AND PARTLY TO PREVENT DUPLICATIONS BETWEEN, FOR EXAMPLE, YOUR PANEL I AND III ON MARCH 18.
- 3) ALAN BRYCE BE ADDED AS A SPEAKER ON YOUR PANEL I MARCH 18; MRS ALMA HOUSTON BE DELETED FROM PANEL IV AND CONSIDERATION BE GIVEN TO ASKING EITHER MCCLELLAND OR CLARKE TO SPEAK ON THE CANADIAN BOOK INDUSTRY AND MARKETTING IN THE USA. HOW DOES THIS STRIKE YOU?
- 4) SOME DUPLICATION SEEMS POSSIBLE BETWEEN THE POINTS OF VIEW TO BE EXPRESSED BY PANEL II ON THE 18th AND PANEL VI ON THE 19TH.
- 5) IT WOULD SEEM APPROPRIATE FOR MR. O'HAGAN TO DO THE SUMMING UP ON THE

JAN 27 1971
4 57
AHS

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
E. WEISS/mdg SIG <i>E. Weiss</i>	FIS	5-7866	<i>D. Hicks</i> D. HICKS SIG

- 2 -

19TH. STEPHENS WOULD ALSO CONTRIBUTE IF THAT WOULD BE USEFUL. WE ASSUME MR. JOHNSTON WILL BE ACTING AS SECRETARY FOR THE MEETING.

2. WE HAVE ASCERTAINED THAT MR. GAGNON WOULD BE PREPARED TO SPEAK AT THE LUNCHEON ON THE 18TH. HE LIKES THE SUGGESTED TITLE. HE WOULD, WE THINK, APPRECIATE AN INVITATION FROM THE AMBASSADOR. GAGNON EXPECTS ERB WILL REPRESENT INFO CDA THROUGH THE MEETING. IN RESPONSE TO YOUR QUERY WE SUGGEST THAT YOUR RECEPTION ON THE 18TH TEND TO SMALLER RATHER THAN LARGER LIST I.E. REPRESENTATIVES OF CANADIAN NEWS MEDIA AND PRINCIPAL CONTACTS IN USIA, STATE, ETC.

ACTION COPY

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UNCLASSIFIED

FM WSHDC 192 JAN21/71

TO OTT EXT FIS

INFO CMGNY

REF OURTEL 97 JAN7 TO ALL POSTS INFO OTT

36-1-2-USA	
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---INFO MTG-DRAFT AGENDA

MAR17:AMBASSADORS RECEPTION.

MAR18:9:00 AM-AMBASSADORS WELCOME;9:10 AM-GROUND RULES ETC BY GEN

CHAIRMAN(OHAGAN);9:15 AM-PANEL I,CDN INFO IN THE USA--AN ASSESSMENT

(A)FROM THE INSIDE,PANELISTS OHAGAN KICKS ^{Bryce} WALLACE(CGTB)NUTT(CHAIRMAN);

10:30 AM-COFFEE;10:45 AM-PANEL II,CDN INFO IN THE USA--AN ASSESSMENT

(B)FROM THE OUTSIDE,PANELISTS LLL GOLDEN NY PUBLIC RELATIONS

CONSULTANT AND CONTRIBUTING EDITOR TO SAT REVIEW OF LITERATURE FORMER

TOR JOURNALIST(GLOBE AND MAIL,STAR),JOHN IRWIN PUBLIC AFFAIRS

EXECUTIVE STANDARD OIL OF NEW JERSEY AND COCHAIRMAN CDN INSTITUTE FOR

INNATL AFFAIRS IN NY FORMERLY CBC TOR,SPERRY LEA NORTHAMERICAN

DIRECTOR OF RESEARCH CDN/AMERICAN CTTEE,FORSYTH-SMITH(CHAIRMAN);

12:15 PM-ADJOURN;12:30 PM-LUNCHEON,THE NATL MOOD AND INFO CDA,

PANELIST JL GAGNON DIRGEN INFO CDA;F-X HOUDE(CHAIRMAN);2:00 PM-ADJOURN;

2:15 PM-3:45 PM-PANEL III,CDN INFO SERVICES--THE OUTLOOK,PANELISTS

ICER CGTB(FLETCHER)ITC HANDE INFO CDA,STEPHENS(CHAIRMAN);3:45 PM-

COFFEE;4:00 PM-5:30 PM-PANEL IV,CULTURAL EXPRESSION;4:00 PM-THE ARTS-

WHAT TO DO?PANELISTS TOVELL/COUVRETTE,HABER,NATL ARTS CENTRE,

HOUSTON,CDN ARCTIC PRODUCERS,COVLEY(CHAIRMAN);4:45 PM-EDUCATION

(SCHOOLS AND UNIVERSITIES)-A REPORT CARD,PANELISTS DALE THOMSON

...2

PAGE TWO 192

DIRECTOR CDN STUDIES JOHNS HOPKINS UNIVERSITY, RICHARD LATE BOARD OF
EDUCATION BURLINGTON VT, GORN, COVLEY (CHAIRMAN); 5:30 PM-ADJOURN;

6:30 PM-8:30 PM-RECEPTION INFO OFFICE NAB BUILDING, GUESTS: REPS
OF MEDIA, GOVT, COMMERCIAL AND CULTURAL FIELDS AND PARTICIPANTS.

MAR 19: 9:00 AM-PANEL V, FILMS, EXHIBITIONS AND BROADCAST MATERIALS-MORE
OF THE SAME? PANELISTS CHAGNON/BOUNDY, NFB NY, ELLIOTT, INFO CDA,

MCCULLUM/DELAFIELD, CBC AND CBCIS, LAUGHTON (CHAIRMAN); 10:30 AM-COFFEE;

10:45 AM-PANEL VI, HOW RELEVANT IS CDA? - A SPECIAL PERSPECTIVE,

PANELISTS GLORIA STEINEM NY WRITER, POLITICAL AND SOCIAL ACTIVIST AND
BROADCASTER EG CTV QUOTE FACE TO FACE TO FACE UNQUOTE, FRANK

MANKIEWICZ SYNDICATED COLUMNIST AND TV COMMENTATOR FORMER PEACE CORPS
OFFICIAL AND PRESS SECTY TO ROBERT KENNEDY, STANLEY SWINTON ASST GEN

MANAGER WORLD NEWS SERVICE, ASSOCIATED PRESS, HAGGAN (CHAIRMAN);

12:15 PM-ADJOURN; 12:30 PM-LUNCHEON, ARE WE SELLING CDA WELL

ENOUGH? PANELIST HARRY CARLSON PRESIDENT WOLCOTT, CARLSON AND CO INC

PUBLIC RELATIONS COUNSEL IN USA TO EXPO 67 AND CENTENNIAL COMMISSION

PRESENTLY COUNSEL TO AMERICAN REV LN BI-CENTENNIAL COMMISSION,

MCENTYRE (CHAIRMAN); 2:00 PM-ADJOURN; 2:15 PM(A) UNFINISHED BUSINESS

(B) SUMMING UP-HICKS ET AL (C) CLOSING COMMENTS-AMBASSADOR.

2. EXCEPT FOR CARLSON WE HAVE NOT/NOT YET APPROACHED PROSPECTIVE
OUTSIDE CONTRIBUTORS. BECAUSE PARTICIPANTS INCLUDING OFFICIALS WILL
NATURALLY BE SUBJ TO AVAILABILITY, CERTAIN NAMES MAY CHANGE.

3. RE LUNCHEON SPEAKER MAR 18 MAY WE ASK YOU TO INVITE MR GAGNON ON
OUR BEHALF. IF HE IS UNABLE TO ACCEPT WE SUGGEST IT NOT/NOT BE ASSUMED
THAT INVITATION IS AUTOMATICALLY TRANSFERABLE TO ANOTHER INFO CDA
SPOKESMAN.

4. WE LOOK FORWARD TO YOUR EARLY COMMENTS.

RFT 212358Z

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rw

ACTION COPY.

UNCLASSIFIED

FM SFRAN 29 JAN15/71

TO WASHDC

INFO OTT EXT FIS

---INFO MTG

REFURTEL 91 JAN7 AND 130 JAN14

WILL BE PLEASED TO ATTEND.

NUTT

36-1-2-USA
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Miss [unclear]
file [unclear]

U N C L A S S I F I E D

FM WSHDC 155 JAN15/71

TO SEATL

INFO OTT EXT ITCOTT(GIBSON)

DISTR **FIS** GUS

REF YOURTEL JAN14

---INFO MTG

OBVIOUSLY YOUR PRESENCE MOST DESIRABLE, ALTHOUGH WE APPRECIATE
CONSIDERATIONS YOU RAISE. DRAFT AGENDA WHICH YOU MAY FIND HELPFUL WILL
BE FORWARDED SHORTLY. WE WOULD HOPE MEANS MIGHT BE FOUND FOR DEALING
WITH BUDGETARY PROBLEM.

RFT 182212Z

56-1-2-USA
371

file
EW

U N C L A S S I F I E D

FM ITCSEATL JAN 14/71

TO WASH DC, INFO ITCOTT, ATTN GIBSON AND INFO
EXTOTT ATTN GUS.

REF UR 91 OF JAN 7/71

WASHINGTON INTO MEETING.

36-1-2-USA
10

WE WOULD BE GLAD TO PARTICIPATE BUT FIND IT DIFFICULT
TO MAKE COMMITMENT UNTIL WE HAVE MORE DETAILS OF
PROPOSED AGENDA AND OUR BUDGETARY POSITION.
SINCE JAN 70 REDUCTION OF SEATTLE ESTABLISHMENT
TO TOTAL THREE CANADIAN OFFICERS, SEVEN LOCAL STAFF,
WE HAVE BEEN OBLIGED TO ADJUST POST PRIORITIES AND
CUT BACK SUBSTANTIALLY ON INFO ACTIVITIES. CURRENTLY
WE HAVE ENDEAVOURED TO RESPOND TO ALL DIRECT REQUESTS
FROM FEDERAL GOVERNMENT ENTITIES, TO SUPPORT
POST-AREA EVENTS SUCH AS NATIONAL BALLET OF CANADA
PERFORMANCES, VISITS OF PROMINENT CANADIANS ETC, AND TO
MEET INFO REQUESTS FROM MEDIA EDITORS, UNIVERSITIES AND
OTHER REGIONAL ORGANIZATIONS. THIS LIMITED AND LARGELY
RESPONSIVE ROLE RAISES SOME DOUBTS CONCERNING
CONTRIBUTION WE COULD MAKE TO THE MEETING, AND MORE
DETAILS ON PROPOSED AGENDA REQUIRED TO MAKE THIS ASSESSMENT.
BUDGETARY SITUATION IS THAT WE HAVE EXHAUSTED CURRENT FISCAL
TRAVEL ALLOTMENT AND HAVE ALREADY PETITIONED FOR
USA DOLLARS 900 ADDITION FOR PRIORITY TRADE DEVELOPMENT
PURPOSES. THE PROVISION OF A FURTHER USA DOLLARS 400
IS ESSENTIAL IF OUR PARTICIPATION THIS MEETING TO
RECEIVE FURTHER CONSIDERATIONAM

INFO ONLY *file*

FIS

U N C L A S S I F I E D

F M C N G N Y J A N 1 4 / 7 1 5

T O W D C

I N F O F I S O T T

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<i>36-1-2-USA</i>	
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I N F O M E E T I N G B R Y C E A N D G O R N W I L L A T T E N D I N F O R M A T I O N M E E T I N G W A S H
A R R I V I N G A F T E R N O O N M A R 1 7 A S S U G G E S T E D .

2 I N A B S E N C E O F C O N S U L G E N E R A L U N A B L E D E T E R M I N E W H E T H E R H E W O U L D
W I S H T O A T T E N D . A S S U M E I N D I C A T I O N T O T H I S E F F E C T M I D - F E B S A T I S F A C T O R Y .

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Mr. [unclear]
Mr. [unclear]

file
[unclear]

File no. 56-1

January 13, 1971.

Mr. L. R. O'Hagan,
Minister-Counsellor (Information),
Embassy of Canada,
1771 N. Street, N.W.,
Washington D.C. 20036.

56-122-USA
371

Dear Dick,

Re: Seminar for Working Journalists.

Thank you for your helpful letter of January 11 in which you shared with me some of your thinking concerning the proposed seminar(s) to be held for news media representatives within this Consular area.

I was grateful to note your agreement with my view that it would be unwise to make any arrangements for a pilot seminar without obtaining some assurance that the news media would be interested, and your suggestion that informal soundings be taken is a good one. You are no doubt right in your assumption that it would be better to talk over the proposal with representatives of the media rather than to write to them to ask for an opinion.

As a matter of fact, I am doing just that. I had lunch yesterday with Sydney Byrnes, who is Assignments Manager for ABC-TV News and who also happens to be the owner of a radio station in Ansonia, Connecticut. Byrnes knows many Canadian newsmen and thinks highly of them, and is well aware of the fact that there must be excellent Canadian stories which for various reasons his network does not develop. On the question of a seminar, (and on this point I told him about Swinton's suggestion that it be arranged for people in the category of foreign news, cable or telegraph editors), Byrnes told me quite frankly that such a seminar would be of no interest to him (i.e. to ABC-TV). He admitted that the news people with ABC should have more knowledge about Canada, but he said that the organization would not spare anyone to acquire the knowledge in the manner proposed. Basically, ABC-TV News is interested in two types of stories. Those that are "hot" news and those that are "shelf stories", the type of articles we used to

.../2

-2-

refer to in the newspaper business as "time copy". In brief, while appreciating our wish to be helpful, Byrnes said that the idea offered was not really of interest to his network. He also went into the question of radio stations, pointing out that small stations are understaffed and that perhaps the only person who should go to such a seminar, if interested, could not be spared from his job even for a day.

I am wondering whether Swinton's concept of the seminar would appeal more to news agencies such as A.P. and U.P.I. and to the newspapers they serve than it apparently does to radio and television services. I am going to arrange to have lunch shortly with John Alio, of U.P.I., (in fact, I had so decided before receiving your letter) and will sound him out on the seminar idea as we see it.

We are not irrevocably committed here to the idea of holding the first seminar in the metropolitan area, although the Consul General had leaned in that direction when we had our preliminary discussions before his departure for Australia. As my informal soundings continue, indications may develop which would tend to support your suggestion that we have a trial run up-State rather here in New York City.

I wonder whether you agree with the suggested topics which I mentioned in my letter to you of December 22. I should appreciate your views on these. You perhaps did not see Ottawa's letter FIS-3705 of December 29 to which Lynn Stephens attached copies of lists of departmental and academic speakers from which panels might be drawn for the briefing. I would appreciate your views on the speakers and on the topics suggested.

It is hard to say, as you pointed out, whether it would be wise to use a sponsoring agency other than the Canadian Government, and I agree that our role in the seminar would be obvious whether or not we were clearly indicated as the sole organizing agency. In the Ottawa letter to which I referred earlier it was suggested that Swinton be given a prominent role in the seminar, but here again I wonder whether this would add to the attractiveness of the meeting.

All this leads to the conclusion that whatever is done must not be done in haste, and that possibly we will have to wait until the new fiscal year before pushing the idea. I would want to have continuing discussions with the Consul General on his return in mid-February, and it might be useful also to seek the views of our colleagues at the Information Conference to be held in Washington March 17, 18 and 19.

I will continue to seek the views of media representatives here, and, in the meantime, I should be grateful for your further thoughts on this subject.

cc
Miss Elizabeth Weiss,
Information Division,
Dept. of External Affairs,
Ottawa, Ontario,
Canada.

Yours sincerely,
ALLAN D. BRYCE
Allan D. Bryce,
Consul.

Mr. Stephen FIS
Mr. Dick FIS

CANADIAN EMBASSY



AMBASSADE DU CANADA

JAN 19 1971

TO: FIS
FROM: ACRG
JAN 15 1971
ATT'N <i>Miss Weiss</i>

GWS
FRA
EW

JAN 19 1971

U.S.A. DIV.	
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6	<i>[initials]</i>
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File	

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

January 11, 1971

56-1-2-USA
371

Dear Allan,

Re: Selective Briefings for Working Journalists

I quite agree that there would be little point in mounting the type of programme envisaged unless we were assured of a reasonable degree of worthwhile participation on the part of news media representatives. And in fact, the precise categories of media representation will need to be defined with some care. Swinton, when he first speculatively raised the idea, suggested that what we needed most to concentrate on were what are variously known as foreign news, cable or telegraph editors, the people who in effect process the input they get from abroad, or request stories from the news agencies or from their own correspondents, should they have any. It was his view that these were the people who would profit most from a programme of briefings, and their more fully developed knowledge of Canada would in turn, one must assume, eventually produce a certain return for us.

This is by way of being a preliminary comment, but I would agree that it would be useful to take soundings in advance of any arrangements being formally made as a means of measuring interest. I would think too that this might best be done in personal conversation rather than through correspondence. This way it seems to me there would be a better chance of explaining the purposes of the operation.

But before going even that far, should we not come to grips with the central question of whether this thing is a frankly official enterprise, conducted under Canadian auspices and held on Canadian premises, or something in which the Canadian

Mr. A. D. Bryce
 Consul
 Canadian Consulate General
 680 Fifth Avenue
 New York, N. Y. 10019

.../2

FIS

Mr. A. D. Bryce

- 2 -

January 11, 1971

Government has a collaborative, even a participating interest, but shares responsibility with some avowedly independent body animated only by a concern for fostering deeper awareness of Canada in the United States?

Who would do this for us? The American Press Institute at Columbia University, the journalist fraternity Sigma Delta Chi, perhaps the New York branch of the Canadian Institute of International Affairs, possibly the Foreign Policy Association, or even, to use one of Swinton's suggestions if it could be arranged, a Canadian professional sponsor; eg. the Canadian Daily Newspapers Association or the Canadian Managing Editors Conference. And if we went this route would we then hold the briefings on neutral ground, at Columbia University for example or at the Overseas Press Club? This is a question to which I think we must give some hard thought and all the more reason I suggest why a series of exploratory chats with people like Jim Brown at the Times, Ben Bassett at the Associated Press and perhaps somebody like Mitchell Krause would be helpful. I would think also that you might want to touch base with John Alius at U.P.I. who is a Canadian, and an interested one. It might even be useful to go back to Stan Swinton for further review. Then you have, of course, the Daily News, The Post, Newsday, the networks, Westinghouse, and that great host of independent locally oriented radio and television stations who perhaps more than any other group need better schooled editors and news directors.

Will these people respond more readily to an invitation emanating directly from the Canadian Consulate General, probably over the name of the Consul General himself, than to one issued by some professional or public affairs body either entirely on its own or in association with the Consulate General? Up until now I think the disposition has been to proceed on the assumption that the latter-type arrangement would be the preferable one. This was certainly Swinton's idea and it tended to be shared by Norman Isaacs, former executive editor of the Louisville papers when he was president of the American Society of Newspaper Editors (he is now at the Columbia School of Journalism), and it continues to be the view of Elizabeth Weiss. I myself am ambivalent on the subject. While I somehow have the feeling that outside sponsorship and a presentation on non-official premises would better serve our purposes in most respects, I can see some merits in hitting it head on, leaving no one in doubt about sponsorship or aims. I should say at once, however, that even if we were to adopt the sponsorship course, very few participants would be deceived about the official Canadian interest. But therein is, no doubt, to be found the real nub of the question. Do we take every reasonable step to minimize any feeling on the part of the newsmen that they are being used or exploited in any way that runs counter to their professional ethics, the alternative being

Mr. A. D. Bryce

- 3 -

January 11, 1971

to organize an occasion that, however thin the masquerade, can be made to pass nonetheless as an educational seminar about which they would feel no sense of taint or compromise for having taken part?

Because New York City and its press community is so surpassingly important, I would not want to see us boot our first venture. I myself would be inclined for this very reason to try a non-metropolitan center as a pilot run. While attitudes in Albany or Syracuse would not necessarily be those of New York City you would get, I suspect, some fairly reliable indications and more than that you would have a valuable opportunity to test speakers, format and so on. In the final analysis though, the decision is yours. You might in fact do well avoiding all indirection and subterfuge and running the whole show in your own quarters. I have given you my instinctive reservations about that but there is only one way to find out how right or how wrong any of us are and I would not be unhappy if you were to go ahead as planned; ie. in your own offices and with no joint sponsorship. But I do urge you to look into this aspect in advance as closely as you can.

One final thing, the quality of the speakers, whatever their specialty, is obviously of very considerable importance; the more so for a New York audience. I have no doubt that there are some engaging and authoritative people who could be persuaded to take part in so interesting and useful an undertaking. I would be glad to discuss names with you further when the time comes.

All good wishes.

Sincerely,

Richard O'Hagan
Minister Counsellor
(Information)

cc: Mr. B. Rankin - Congeny
Miss Elizabeth Weiss - Ottawa ✓

FIS/E. Weiss

RETURN TO DS
INFORMATION DIVISION

Sent through APRL
for approval
EW.

Diary
Circ
Chron

The Canadian Embassy
WASHINGTON

RESTRICTED

Under-Secretary of State for External Affairs
OTTAWA

January 11, 1971

Your letter 2099 Dec 31/70

FIS-82

Speaker's Manual

56-1-2-USA
37137

We certainly agree that the compilation of a speaker's manual would be a worthwhile project. As you say, it will fill a long-felt need both by Embassy officers and by the officers at Consular Posts. We are, therefore, glad that by taking on Mrs Malone you will be able to proceed with the work.

2. Mrs Malone will, as you know, have to be employed on an emergency basis and paid a regular salary as locally-engaged staff from funds at your disposal. Compensation for expenses incurred as a result of work performed rather than a salary would not accord with the regulations. You are aware, of course, that our approval is no longer required for the expenditure of funds for this purpose when you have existing funds at hand to cover it.

E. WEISS

Under-Secretary of State
for External Affairs

36-1-2-USA
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rev

While not selected with this in mind these dates will coincide with the collating of submissions solicited (by ICER) from posts in connection with country programs for U.S.A.

*file
in*

CANADIAN EMBASSY



AMBASSADE DU CANADA

1746 Massachusetts Avenue N.W.,
Washington, D. C. 20036

7 January 1971

56-1-2-USA
10 | 43

Dear Llyn,

You will have seen our telegram of ~~January 7~~ to all U.S. posts inviting them to the information meeting. We would expect of course one representative each, except perhaps from New York who might wish, and I think probably should, send two* I would hope as well that the National Film Board, as before, would send its senior representative in this country who is now John Boundy and carries the title General Manager for the United States. I assume Jean Jacques Chagnon, or some other appropriate official, would be coming from Montreal. In this connection, it seems to me to be of very considerable importance that by the time of the meeting we will have moved forward measurably in the development of a new policy for the handling of films and its effect on posts. Even if a policy in outline has been arrived at, what better occasion to test it than with people most concerned!

Again, as at the last meeting held here, I presume that the Travel Bureau would ask at least its East and West Coast General Managers to attend in addition to appropriate representation from Ottawa. I hope you will be prepared to discuss this with Dan Wallace.

It would seem to me most desirable for Manpower and Immigration to be represented, probably through its senior U.S. man, Mr. Mitchell, who is located in New York, and again with appropriate representation from Ottawa. This it seems to me might very usefully include Bob Adams, the Assistant Deputy Minister, as well as G. E. Chaisson, the Director of Information.

Mr. L. A. D. Stephens,
Head,
Information Division,
Department of External Affairs,
Ottawa, Canada.

...2

You will, I am sure, be in a better position to judge what representation we should have from Industry, Trade and Commerce and will want to take up this question with the persons most concerned in that department. But as I believe Mort Maddick has already indicated to you, the Trade Commissioner Service plans to be represented; the importance of this has been stressed to me by several of the Trade Commissioners I have spoken to. Then there is the question of promotion and publicity; Jack Murphy would come in here, and I wonder if it would not be helpful if Les Roger were to be invited as well, if he is the person.

I think you would agree, not only with the necessity of Information Canada to be represented, but that there be value in a senior spokesman being able to forecast the rôle it sees for itself in supporting the promotion of Canada's interests abroad. I would hope that Charles Delafield could be with us from CBC-IS; as you know they have been most helpful to us in the operation of our weekly Canadian Press Comment. Apart from that, they have a large-scale transcription and audio tape service in this country which I, and probably a good many others at the meeting, would be interested in learning more about.

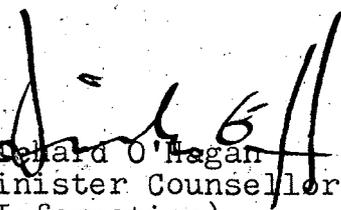
Going beyond this, what other entities of government have, or are likely to have, through their operations some consequential bearing on U.S./Canada relations and from whose representation at the meeting mutual benefits might be derived? Coming to mind at once are the new Ministry of the Environment and the Department of Energy, Mines and Resources. I also think of the Department of Finance and even the Ministry of Transport, both of which we have not infrequent contact on the information side. Since the abandonment of the Manhattan voyages, Northern Affairs has probably receded somewhat in its importance to us, but you may want to take this under advisement. In these marginal cases, we would be happily guided by whatever comes out of your conversations with counterpart officials in the departments cited. I do feel quite strongly however that the awakened interest of Treasury Board in information programmes, their development and co-ordination, should not be overlooked and that attendance by one of their people might produce generally positive results. Not only might our conversations with Dave Monk and Jack Donoghue at Montebello lead me to the view the Board is making it its business to know more and more about information work and that its attitude is one of growing enlightenment, but I have had similar indications from such persons as Walter Gray who has been engaged by the Board as a consultant in this very area. I am uncertain

though at what level the approach might best be made, but I would not rule out a letter from Mr. Ritchie to Al Johnson. But you will have your own instincts on this.

Finally, I expect you will be in a better position than anybody to judge who should come from our own department. I would observe only that apart from yourself and Doug Hicks and I would hope Freeman Tovel or his deputy, we should have without fail, unless events intervene, Ross Francis from the Press Office.** I would think as well that attendance by Reeves Haggan could be extremely useful, not only for the contribution he might make to the discussions, but to the useful liaison rôle he might perform on behalf of the central staff, especially among posts other than the Embassy. This of course might be something you will want to take up with the Under-Secretary as indeed you may wish to raise the whole question of departmental representation.

I would add only that it is not our purpose to let this meeting grow too large for its own good. By and large we will want people to take part rather than listen only and we will make a determined effort to structure and conduct the meeting with this objective in mind. If it doesn't sound too pompous to say so, I am convinced that in this period of change--what with integration, a new foreign policy statement, Information Canada, not to mention developments in so many bilateral fields--that a meeting of this kind can not fail to be productive.

Sincerely,


Richard O'Hagan
Minister Counsellor
(Information)

* I think it desirable that both Bryce and Gorn be with us, even if they have to come on separate days.

** It goes without saying that E. Weiss should attend.



Copy sent to Mr. May be
re suggestion that subsequent
notice refer to country plan
time table. He will then
advise Washington

Miss Ediss
file
Copy sent to GUS 12/1/71
[Signature]

UNCLASSIFIED

FM WSHDC 91 JAN7/71

TO BOSTN

BFALO CNGCO CLVND DALAS DTROT LNGLS MNPLS NRLNS CNGNY PHILA SFRAN

SJUAN SEATL

INFO OTT EXT FIS

56-1-2-USA
10
[Signature]

---INFO MTG

AMBASSADOR HAS AUTHORIZED HOLDING OF INFO MTG IN WSHDC MAR18
^{Fri} AND 19. WE WOULD HOPE ALL POSTS COULD BE REPRESENTED. INVITATIONS
WILL BE EXTENDED AS WELL TO APPROPRIATE HQS PEOPLE, VIZ, ITC, MANDI,
EXTER (AND PERHAPS ONE OR TWO OTHER DEPTS OR AGENCIES). WE WILL ALSO
LOOK FORWARD TO ATTENDANCE FROM INFO CDA, NFB, CBC-IS AND CGTB.

2. OUR HOPE IS THAT THOSE TAKING PART MIGHT ARRIVE IN WSHDC ON
EVENING OF 17TH IN TIME TO ATTEND RECEPTION WHICH WILL BE OFFERED
BY AMBASSADOR. WE ENVISAGE 18TH AS FULL NINE TO FIVE WORKING DAY,
BUT WE WOULD HOPE THAT FINAL SESSION ON 19TH WOULD CONCLUDE BY
FOUR PM.

3. WE ARE DEVELOPING A PROGRAM WHICH IN MOST RESPECTS WILL RESEMBLE
USA INFO MTG HELD HERE IN DEC/67 INCLUDING GUEST SPEAKERS FOR
LUNCHEONS ON BOTH 18TH AND 19TH; WE LOOK FORWARD TO DISCUSSIONS IN
WHICH EMPHASIS WILL BE ON THE INSTRUCTIVE AND THE PRACTICAL MARKED
BY FORTHRIGHT EXCHANGES AMONG COLLEAGUES AND HOPEFULLY SOME
PERTINENT OBSERVATIONS FROM OUTSIDERS.

4. PROGRAM OUTLINE INCORPORATING AGENDA WILL BE FORWARDED SHORTLY.
HOTEL RESERVATIONS WILL BE BOOK AND ASSIGNED LATER.

...2

PAGE TWO 91

5. WOULD YOU PLEASE INDICATE REPRESENTATION WE CAN EXPECT FROM
YOUR POST (BY NAME IF POSSIBLE).

6. (OTT ONLY) LET FOLLOWS.

RFT 112224Z

Miss Weiss
A good proposal? I think so. What is hozz?



EXTERNAL AFFAIRS

AFFAIRES EXTERIEURES

FROM: AERG

JAN 8 1971

ATTN: *Mr. Stephens*

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

FROM
De Canadian Embassy, Washington, D.C.

REFERENCE
Référence

SUBJECT
Sujet Speaker's Manual.

file
9/21

SECURITY
Sécurité RESTRICTED

DATE December 31, 1970.

NUMBER
Numéro 2099

53

FILE	DOSSIER
OTTAWA	
	<i>56-1-2-USA</i>
MISSION	
<i>37</i>	<i>43</i>

ENCLOSURES
Annexes

DISTRIBUTION

As you know, for sometime we have been attempting to compile a speaker's manual for use within the Embassy and by our Consulates throughout the United States. We first sounded out the various Consulates and discovered that they felt a keen need for such a work, and a number of officers within the Embassy have also appealed to us along similar lines.

2. We envisage a loose-leaf collection of succinct position papers on principal aspects of Canadian policy and events. Where available, the papers consist of quotations from statements by government officials. In some cases, we will need to prepare our own summary of given situations. The loose-leaf format will allow us to update and expand the manual as often as needed.

3. We have, however, discovered that the project has grown beyond our slim resources. We have found it necessary to peruse every major speech by Canadian officials to obtain suitable extracts, we have also had to examine each issue of Hansard minutely, we have had to summarize the findings of white papers, we have had to undertake separate research and editing on certain abstract subjects (such as nationalism in Quebec), and we have had to, in some cases, confirm and paraphrase newspaper, radio, or Canadian Press reports of events and situations not elsewhere summarized.

4. In spite of the work involved, we remain convinced that a speaker's manual would be a worthwhile project. We receive almost daily, requests from our Consulates for a definitive statement on various aspects of Canadian policy, and although much Canadian policy is made clear by guidance telegrams and other existing source material, it often

FIS

occurs that busy Consulates with a trade orientation do not have the time to digest, summarize, and edit the Canadian position on questions outside their day to day operation. The same observation holds true for individual Embassy officers who are also frequently asked to speak on one topic and are then asked questions on a large variety of other subjects (the Scientific Counsellor was recently asked to give a talk on science policy in Canada in Florida, and discovered that most of the questions put to him by his audience concerned the imposition of the War Measures Act and the history of the separatist movement in Quebec).

5. The solution to the manpower problem involved in the compilation and keeping up to date of a speaker's manual would appear to be the employment of an additional person who could concentrate at least on a part-time basis on the project. We have, until now, hesitated to recommend the employment of such a person at a regular salary for obvious reasons. We have, however, just come across what may be a convenient and practical solution to the problem. The wife of one of the officers at this Embassy has indicated to us that she would be willing to undertake the project on a part-time basis at no salary, provided that we would be able to meet any expenses, such as baby sitter's fees and taxi costs, which would arise directly from the work she would undertake. These costs we would propose to pay, with your approval, from R022.

6. Mrs. J.A. Malone seems eminently suited for the work, and is enthusiastic with the idea. She is a lawyer by training, and before her marriage, served in the Department of Justice, where much of her work consisted of research and editing. She would be available to start working with us at this task in mid-January.

7. Should you have no objection, we would propose to invite her to start coming in from January 18 on a part-time basis.



The Embassy

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES JAN 8 1971

TO: FIS
 FROM: ACRG
 ATTN: Mr. Stephens

TO A Under-Secretary of State for External Affairs - OTTAWA

SECURITY RESTRICTED
Sécurité

FROM De Canadian Embassy - WASHINGTON, D. C.

DATE December 22, 1970

REFERENCE O'Hagan/Stephens Telecons and Ottawa Letter No. FIS 3295 of November 2, 1970

NUMBER 2003
Numéro

SUBJECT 1971/72 Discretionary Budget --
Sujet Projects in the United States

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
37	43

ENCLOSURES Annexes

DISTRIBUTION

We naturally welcome the news that a limited number of extra credits have been conditionally made available in the estimates for 1971/72 making possible certain additional projects of some policy priority.

2. You asked for our comments and recommendations which we welcome the opportunity to offer. They must, however, in some respects be regarded as tentative for reasons we hope will become clear.

(1) Arctic Tour by U. S. VIP's

We warmly endorse any initiative designed to further understanding of Canada among U.S.A. opinion formers. And in principle this attitude extends to the project in question. We would not have the slightest reservation about its value were we content that first rank people, in each of the VIP categories you cite, would be available for such a trip. But we find it difficult to overcome the concern that despite early indications to the contrary we may find ourselves at the eleventh hour with cancellations which would require us to use second and third-level substitutes. The fact is that the people in whom we are primarily interested are in the main the busiest and, no matter what initial reactions may suggest, will be we predict the most difficult to deliver. We have not yet established in our own thinking the complete rationale for this initiative including the benefits that are likely to accrue to Canada from exposing a party of influential Americans to our north. We say this without in any way detracting from the

- 2 -

uniqueness of the venture or the drama and excitement that is inherent in an Arctic experience. We feel obliged to note that even if ideally realized -- with a roster of the best people assembled, etc. -- we would have some reservations about a one-time expenditure of \$50,000 upon such an exercise, the more so in light of the administrative implications and at a time when we are already hard pressed for personnel resources to carry out a developing programme of information activities in the United States.

But having entered that caveat, it would be helpful for us to know more about your conception of the projected tour.

- When would it best be conducted? How many days?
- Do you have in mind the eastern or western Arctic?
- In our itinerary planning, how large a place will we want to give evidence of exploitation and development of resources?
- How much do we wish to show of our work with Eskimos and Indians?
- Should we think in terms of a balancing visit of a day or so to a major metropolitan centre?

Meanwhile, we attach as an annex a list of names of legislators and officials and other interested persons including important editors and news executives, who might be considered candidates for the trip. Your observations on these names and any suggestions you might wish to make would be welcome.

(2) Public Attitude Survey in U.S.A.

As you know, we are in the process still of interviewing public opinion surveyors and analysts and have to date been in touch with five leading firms. Each has been invited to make a written proposal setting out the character and scale of the study envisaged together with costs. We will be in touch with you as soon as these submissions have been received and evaluated.

(3) Washington Newsletter

We have terminated our arrangement with D. W. Townson, our editor-contractor from prototype days. He had served us reasonably satisfactorily and during the early development phase his assistance was invaluable, but of late it had become increasingly difficult owing to his other commitments for him to give this project anything approaching the priority attention it deserved. Mr. Townson himself recognized this and spoke often of the need for us to make other and better arrangements. As a consequence our publishing schedule was falling behind more and more, and our editorial content was not showing sufficient improvement.

We have now appointed a new editor, Mark Baldwin, who was formerly managing editor of the Washingtonian Magazine. This choice was dictated in part by Mr. Baldwin's credentials but no less by his relative freedom from competing day-to-day professional obligations. He is a freelancer not a moonlighter. But it remains to be seen how this arrangement will work out in practice. We are impressed by his imagination, by his apparent professionalism and by his enthusiasm for the task. He will be responsible for the first issue in the new calendar year -- due out in mid-January. (Our last issue was dated October but was published in November.) Mr. Baldwin will carry on until the end of the fiscal year when, if both parties are content, the agreement now in effect will be renewed and extended, subject as with Mr. Townson to termination on one month's written notice by either party. We will operate until then within the existing budget. We look forward, however, with a good deal of keenness to the new fiscal year when, assuming confirmation of the added items, we will be able to produce an improved newsletter and on a regular basis. Our editor is also proposing publication of periodic "special reports" in which a major subject will be dealt with in greater than ordinary depth. Sample subjects: bilingualism, the struggle against inflation, wheat in the Canadian economy, Toronto as the prototype of metropolitan administration, the state of Canadian literature, etc. These articles, or

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studies, will in some cases need to be commissioned to qualified authorities and their feasibility will clearly depend on an increased editorial budget. Greater demands on budget, apart from anything else, will arise from regularity of publication. Added to that, Mr. Baldwin's fee will be \$1,000.00 as against Mr. Townson's \$850.00.

3. We propose, once our planning has taken firm shape, to let you have an up-dated report.



The Embassy

PROPOSED LIST OF U.S. VIP's FOR ARCTIC TOUR

The following list of names has been compiled to exemplify the type of individual that the Embassy believes would benefit from a visit to the Arctic. It is not a final or an exhaustive list. The present proposed congressional representation is only chairmen of committees which have direct interests in Canadian affairs. Naturally there are other senators and representatives who can be suggested for such a trip, but we believe the present suggestions represent the level of legislator which should be present for the flight. The same comment applies to the non-governmental and the media names on this list.

LEGISLATORS

Senate:

Warren Magnuson (D. Washington)
Chairman of Committee on Commerce

J.W. Fulbright (D. Arkansas)
Chairman of Committee on Foreign Relations

Russell B. Long (D. Louisiana)
Chairman of Committee on Finance

Henry M. Jackson (D. Washington)
Chairman of Committee on Interior and Insular Affairs

Jennings Randolph (D. West Virginia)
Chairman of Committee on Public Works

Clinton P. Anderson
Chairman of Committee on Aeronautical and Space Science

Edmond Muskie (D. Maine)
Chairman, Subcommittee on Air and Water Pollution
(Public Works)

Gale McGee (D. Wyoming)
Chairman, Subcommittee on Foreign Operations (Appropriations)

.../2

House of Representatives:

Thomas E. Morgan (D. Pennsylvania)
Chairman of Committee on Foreign Affairs

William A. Dawson (D. Illinois)
Chairman of Committee on Government Operations

Wayne Aspinall (D. Colorado)
Chairman of Committee on Interior and Insular Affairs

Harley O. Staggers (D. West Virginia)
Chairman of Committee on Interstate and Foreign Commerce

Edward A. Garmatz (D. Maryland)
Chairman of Committee on Merchant Marine and Fisheries

John W. Davis (D. Georgia)
Chairman House Committee on Science Research and
Technology

George P. Miller (D. California)
Chairman of Committee on Science and Astronautics

Henry Reuss (D. Wisconsin)
Chairman, Subcommittee on Conservation and Natural
Resources

Executive Branch:

Russell E. Train
Chairman of Council on Environmental Control (CEQ)

Dr. Edward David, Science Advisor to the President

John Nassikas
Chairman Federal Power Commission

Robert White
Acting Director National Oceanographic and
Atmospheric Administration

George Lincoln, Director Office of Emergency
preparedness, Chairman of Committee on Oil Policy

Elmer Bennett, Advisor to the Director OEP

Rassord Faulkner, Chief of Materials, Atomic Energy
Commission

Department of State:

Phillip Tresize, Assistant Secretary (Economic Affairs)

Herman Pollack, Director, Office of International
Scientific and Technological Affairs

James Akins, Director, Office of Fuels and Energy

Other Departments:

Rogers Morton, Secretary-designate, Department of
Interior

Dr. Elburt F. Osborn, Director, Bureau of Mines,
Dept. of Interior

Admiral Elmo Zimwalt, Chief of Naval Operations

Gen. McPherson, Director, Joint Chief of Staffs Secretariat

Non-Governmental:

Phillip Handler, President, National Academy of Science

Phillip Abelson, Carnegie Institute of Washington

Herman Kahn, Hudson Institute

Julius Stratton, Chairman, Ford Foundation
(Chairman Presidential Commission on Marine Sciences)

McGeorge Bundy, President, Ford Foundation

George Harrar, Rockefeller Foundation

Charles H. Linder, President, National Academy of
Engineering

Patrick Haggerty, President and Chairman of the Board,
Texas Instruments Inc.

Guyford Stever, President Carnegie-Mellon University

Richard Geyer, Head Dept. of Oceanography
Texas A & M University (Vice-Chairman Commission on
Marine Science Engineering and Resources)

Dr. Edward Wenk, University of Oregon (Former Executive
Secretary National Council on Marine Resources and
Developments)

Ed Loughney, Director and Consultant to Gulf Oil,
Bureau of Mines

Media:

Robert Manning, Editor, The Atlantic

Robert Donovan, Assistant Editor, Los Angeles Times

Stanley Swinton, Director of World Service, Associated Press

John Knight, President, Knight Newspapers

Gilbert Grosvenor, Editor, National Geographic magazine

Arthur Ochs Sulzberger, President and Publisher,
New York Times

Richard Salant, President, CBS-News

Eric Sevareid, Correspondent, CBS-News

Nelson Poynter, President, Congressional Quarterly

Norman Cousins, President and Chairman, Saturday Review

Reuven Frank, President, NBC-News

Hedley Donovan, Editor in Chief, Time-Life

Benjamin Bradlee, Executive Editor, Washington Post

Stimson Bullitt, President, King Broadcasting, Seattle

Clayton Kirkpatrick, Vice-President and Editor,
Chicago Tribune

PROPOSED LIST OF U.S. VIP's FOR ARCTIC TOUR

56-1-2-USA
37

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Chairman of Committee on Interior and Insular Affairs

Jennings Randolph (D. West Virginia)
Chairman of Committee on Public Works

Clinton P. Anderson
Chairman of Committee on Aeronautical and Space Science

Edmond Muskie (D. Maine)
Chairman, Subcommittee on Air and Water Pollution
(Public Works)

Gale McGee (D. Wyoming)
Chairman, Subcommittee on Foreign Operations
(Appropriations)

.../2

House of Representatives:

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Dr. Edward David, Science Advisor to the President

John Nassikas
Chairman Federal Power Commission

Robert White
Acting Director National Oceanographic and
Atmospheric Administration

George Lincoln, Director Office of Emergency
preparedness, Chairman of Committee on Oil Policy

Elmer Bennett, Advisor to the Director OEP

Rassord Faulkner, Chief of Materials, Atomic Energy
Commission

Department of State:

Phillip Tresize, Assistant Secretary (Economic Affairs)

Herman Pollack, Director, Office of International
Scientific and Technological Affairs

James Akins, Director, Office of Fuels and Energy

Other Departments:

Rogers Morton, Secretary-designate, Department of
Interior

Dr. Elburt F. Osborn, Director, Bureau of Mines,
Dept. of Interior

Admiral Elmo Zimwalt, Chief of Naval Operations

Gen. McPherson, Director, Joint Chief of Staffs Secretariat

Non-Governmental:

Phillip Handler, President, National Academy of Science

Phillip Abelson, Carnegie Institute of Washington

Herman Kahn, Hudson Institute

Julius Stratton, Chairman, Ford Foundation
(Chairman Presidential Commission on Marine Sciences)

McGeorge Bundy, President, Ford Foundation

George Harrar, Rockefeller Foundation

Charles H. Linder, President, National Academy of
Engineering

Patrick Haggerty, President and Chairman of the Board,
Texas Instruments Inc.

Guyford Stever, President Carnegie-Mellon University

Richard Geyer, Head Dept. of Oceanography
Texas A & M University (Vice-Chairman Commission on
Marine Science Engineering and Resources)

Dr. Edward Wenk, University of Oregon (Former Executive
Secretary National Council on Marine Resources and
Developments)

Ed Loughney, Director and Consultant to Gulf Oil,
Bureau of Mines

Media:

Robert Manning, Editor, The Atlantic

Robert Donovan, Assistant Editor, Los Angeles Times

Stanley Swinton, Director of World Service, Associated Press

John Knight, President, Knight Newspapers

Gilbert Grosvenor, Editor, National Geographic magazine

Arthur Ochs Sulzberger, President and Publisher,
New York Times

Richard Salant, President, CBS-News

Eric Sevareid, Correspondent, CBS-News

Nelson Poynter, President, Congressional Quarterly

Norman Cousins, President and Chairman, Saturday Review

Reuven Frank, President, NBC-News

Hedley Donovan, Editor in Chief, Time-Life

Benjamin Bradlee, Executive Editor, Washington Post

Stimson Bullitt, President, King Broadcasting, Seattle

Clayton Kirkpatrick, Vice-President and Editor,
Chicago Tribune

FILE DIARY CIRC CHRON

MEMORANDUM

~~AND~~ APOE

UNCLASSIFIED

October 26, 1970.

FIS

56-1-2-USA
37 | —

Requirement for Information Officer

There is a requirement for a senior information officer to serve in New York as part of a Canadian information structure directed to the entire United States as part of the effort conducted and coordinated by the Canadian Embassy in Washington. (This function would not replace or reduce the information role of the officers of the Consulate General in New York who would continue to carry out their role of public information in their very important consular district).

DUTIES

Under the policy guidance of the Ambassador and Minister-Counsellor (Information) in Washington and administrative authority of the Consul-General in New York to establish liaison with the nation-wide news media services based in New York and to carry out developmental work with them for the purpose of placing articles and program ideas and of supplying information and guidance in promoting knowledge and understanding about Canada and the Canadian Government's policies and attitudes.

On a United States-wide basis, to establish liaison with cultural agencies in order to promote opportunities for the appearance and expression of Canadian cultural media; to develop contacts for the display of exhibitions, films and works of art; and to maintain liaison with museums and galleries in order to facilitate the showing of Canadian exhibitions.

To develop contacts with major educational institutions and authorities and with books publishers for the purpose of expanding Canadian curriculum, study programs and promoting lectures and seminars on Canada.

- 2 -

To act as the Press Officer of the Canadian
Permanent Mission to the United Nations.

QUALIFICATIONS

University graduation and a demonstrated capacity
and experience in journalism and or public rela-
tions and of government information service;

Preferably not less than 33 years of age;

evidence of ability to communicate;

sufficient background and knowledge of Canadian
affairs to generate confidence; and, understanding
of Government policy requirements and capacity to
work under discipline.



Information Division

EXTERNAL AFFAIRS



Mr. [unclear]
Mr. [unclear]
Mr. [unclear]

FROM: ACRG

AFFAIRES EXTÉRIEURES NOV 3 1970

ATTN *Mr. [unclear]*

TO: Under-Secretary of State for External Affairs - OTTAWA - (FAC)

SECURITY RESTRICTED. *[initials]*
Sécurité

FROM: Canadian Embassy - WASHINGTON, D.C.

DATE October 21, 1970.

REFERENCE: *57*
Référence

NUMBER 1770
Numéro

SUBJECT: Priorities in Cultural Affairs Spending.
Sujet

FILE	DOSSIER
OTTAWA	
	56-1-2-USA
MISSION	
	37 55-1

ENCLOSURES
Annexes

DISTRIBUTION
FIS ✓

Although I understand a number of recommendations for spending in the field of cultural affairs have already been communicated to you orally, I will take this opportunity to express some views in relation not only to this particular slate of proposals -- the categories of which we understand were established by you -- but to comment on the broader question of promotional priorities and the relationship at this post between cultural and information activities.

2. Since a cultural affairs officer was first appointed here in 1968, he has functioned operationally as part of the integrated information/cultural affairs section, housed in common quarters and reporting to me through the head of that section. Through this period, relations within the section have been excellent -- and the benefits of the co-operation and cross-fertilization between the cultural affairs officer and his information colleagues, in our view, considerable.

3. Given the natural affinity between most aspects of cultural and information work and the success we have had from common direction and a sharing of resources, it would be hard for me to conceive in present circumstances of a more satisfactory operating arrangement.

4. Notwithstanding the prospects of funds now being made available for cultural affairs activities by Canada in the U.S. (and to the parallel freeing of funds in Information Division) we will always be bound, one assumes, by fairly strict budget limitations; and the capacity of our personnel resources, even if augmented in some way, will always be modest, if not miniscule, in comparison to the demands and opportunities of this enormous "market".

FIS

5. We will all of us want, therefore, to ensure the most efficient employment of these necessarily limited resources.

6. In light of this objective, and as a consequence of a whole new set of requirements taking shape in the information field in the U.S.A., of which PRC recognition is a recent case in point, (the kidnappings represented an additional unanticipated element) I have come to the conclusion that we must take immediate steps to strengthen our capacity in this area. Accordingly, I am proposing that the cultural affairs officer should until further notice devote a good half of his time to what are essentially informational matters, and should act as deputy head of the information and cultural affairs section, with the altered title of Counsellor (Information and Cultural Affairs).

7. I am satisfied that after information the second priority for work by this officer should be given to the promotion of Canadian studies in U.S. universities. Purely cultural activities would, of necessity in this scale, assume third place in order of importance.

8. I appreciate that this realignment will entail restrictions in some of the cultural programmes envisaged and previously proposed. I need hardly emphasize that this decision has been reached only after a careful and comprehensive review of the principal factors and represents in my judgment a realistic conclusion. All the undoubted virtues of our activities in the cultural affairs field, past and projected notwithstanding, and the desirability in principle of expanding such activities, I remain convinced that the optimum use of the personnel available to us for information and cultural affairs necessitates this ordering of priorities.

9. May I suggest finally, that both in information and cultural affairs, that we begin thinking in somewhat longer range terms, with a view to developing programme plans to extend through periods longer than one fiscal year.

M. CADIEUX

Ambassador

TRANSMITTAL SLIP

Handwritten notes:
to RB
alone
KB
+ file internal

TO: Under Secretary of State for External Affairs,.....
..... Ottawa, Ontario,.....

Security: Unclassified.....

Date: October 7, 1970.....

FROM: Canadian Consulate General, New York.....

Air or Surface: Air.....

No. of enclosures: 1.....

The documents described below are for your information.

5-6-1-2-USA
37 | —

Despatching Authority: A. D. Bryce.....

Copies	Description	Also referred to:
1	Photostat copy of a letter dated October 6, 1970, to Mr. E. Gorn from Professor Donald Liedel. <i>Handwritten:</i> d-48	<div data-bbox="1101 652 1470 905" style="border: 1px solid black; padding: 5px;"> TO: FIS FROM: ACRG OCT 14 1970 ATT'N <i>Mum Hardy</i> </div>

Handwritten: FIS

INSTRUCTIONS

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3. The name of the person responsible for authorizing the despatch of the material should be shown opposite the words "Despatching Authority". This may be done by signature, name stamp or by any other suitable means.
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STATE UNIVERSITY OF NEW YORK AT ALBANY
1400 WASHINGTON AVENUE
ALBANY, NEW YORK 12203

DEPARTMENT OF HISTORY

55-4-1

FILE NO.	
ACTION:	SIG.
FOR INFORMATION	
ADMIN.	
COMMERCIAL	
CONFIDENTIAL	
INTERNATIONAL	
INFORMATION	✓

October 6, 1970

Mr. E. Gorn
Vice-Consul
Canadian Consulate-General
Press and Information Office
680 Fifth Avenue
New York, New York 10019

Dear Mr. Gorn:

My deep thanks to you for speaking to my class yesterday, and for participating in the afternoon discussion. I know the students appreciated your good humor, judgment, and wit as much as I did. The film was a very good one; I agree with your judgment of its "audience," but just the same for some students as always such a film opens up new dimensions. The caricatures and prints were extremely well chosen, unusual, and the map work in particular was very good and very effective.

I will see you, barring any unforeseen events, at the 12th Annual Seminar on Canadian-United States Relations on November 17 and/or 18.

My very best wishes for a fruitful trip around New York State.

Should you have the opportunity, would you send me the name of the professor at New Paltz who is planning a symposium on Canada for next fall. I should like to get in touch with him.

My best wishes to you and your wife and two children.



Sincerely yours,
Donald E. Liedel
Donald E. Liedel
Professor of History
Dept. of History SS-350

P.S. Thanks, Ed, for your kindness to Matt Elbow and
for your helpfulness to the students & to Mr.
Bursan. *DM*

TRANSMITTAL SLIP

To: Under-Secretary of State for External Affairs, Ottawa, Ontario, Canada.

FROM: Canadian Embassy, Washington, D.C.

The documents described below are for your information.

Despatching Authority: GACowley/yb

Security: Unclassified
Date: October 5, 1970.

Air or Surface: Surface
No. of enclosures: 1

56-1-2-USA
37 | —

Also referred to:

Copies

Description

1/c.c. Information Division.

1

Department of State Press Release No. 280 of October 1, 1970 entitled "The Department of State and the Nebraska Educational Television Council for Higher Education".

TO: FIS
FROM: ACRG
OCT 16 1970
ATTN: Miss Wilson

F-15

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DEPARTMENT OF STATE FOR THE PRESS

OCTOBER 1, 1970

NO. 280

THE DEPARTMENT OF STATE AND THE NEBRASKA EDUCATIONAL TELEVISION COUNCIL FOR HIGHER EDUCATION

The Department of State and the Nebraska Educational Television Council for Higher Education (NETCHE) today announced plans for a jointly produced series of eight television programs on "Problems Areas of American Foreign Policy". Production of the series began September 30 and will take place at eight Nebraska colleges and universities by the series completion date in April 1971.

Lee Rockwell, Executive Director of NETCHE, said the programs would be broadcast to colleges and universities throughout Nebraska on the Nebraska Educational Television Network. He said the series is intended for use in political science, international affairs and other related academic departments. This second series has developed from the response of member colleges in Nebraska to an initial series of six televised seminars produced last year in conjunction with the Department of State.

Although the programs will be designed primarily for classroom use by NETCHE member colleges, they also will be broadcast for viewing by the general public. In addition these programs will be available to other colleges and universities and educational television stations outside Nebraska.

Each of the hour long programs will seek to provide a broad analysis and evaluation of a major area of U. S. Foreign Policy. A senior State Department official will devote 20 minutes to an analysis of U. S. policy in a specific area. The remainder of the time will be devoted to a discussion of student questions.

A panel of 12-15 students selected by the college at which each program is produced and broadly representative of its student body will participate in the program.

The first program will focus on Africa. The State Department participant will be Robert S. Smith, Deputy Assistant Secretary of State for African Affairs. The program will be video-taped September 30th on the campus of Dana College at Blair, Nebraska. First broadcast is scheduled for Monday, October 4 at 9:00 p.m.

The Middle East will be the topic of the second program, to be video-taped October 14th at Hiram Scott College, Scottsbluff. Participant will be Richard W. Murphy, Country Director for Saudi Arabia, Kuwait, Yemen and South Yemen of the State Department Bureau of Near Eastern and South Asian Affairs. Broadcast date is Monday, October 19 at 9:00 p.m.

001718

Disarmament

PR 280

-2-

Disarmament will be the topic of the third program, to be videotaped November 13th at Hastings College. The official participant will be Albert M. Christopher, Deputy Assistant Director of the U. S. Arms Control and Disarmament Agency.

Additional topics in the series will include: Foreign Aid, China, East-West Relations, Latin America and the U. S. Information Agency.

Production costs, other than the time of the officials participating, will be borne by NETCHE.

The Nebraska Educational Television Council for Higher Education, Inc. was organized in 1965. It is a non-profit corporation composed of representatives of colleges and universities in Nebraska, and is designed to help member institutions make maximum use of modern television technology in expanding learning opportunity at the college level. NETCHE currently offers television courses which may be taken for full academic credit, individual supplementary television lessons and provides additional educational counseling services for its members.

State Department participation in the project is organized by the Bureau of Public Affairs.

* * * *



The Honorable the Treasury Board
L'honorable Conseil du Trésor

698508
T.B. Number - C.T. N°

Department of Indian Affairs
and Northern Development.

Department - Ministère

File - Dossier

Date

SUBJECT: Tour of the Northwest Territories by members of the
Diplomatic Corps in 1970/71.

56-1-2-25A
371

PROPOSAL: It is proposed to invite Heads of Missions from the
Diplomatic Corps accredited to the Government of
Canada to visit some of the remote areas in the
Territories this fiscal year. The cost of 2 tours
this fiscal year to be funded by the Departments of
External Affairs, National Defence and Indian Affairs
and Northern Development. The proposal has approval
from each of the Ministers of the 3 Departments concerned.

AMOUNT: The estimated cost of 2 tours this fiscal year will
be approximately \$43,000.00 with the Departments of
External Affairs and Indian Affairs and Northern
Development funding \$13,350.00 each and the Department
of National Defence covering 50% of the cost of the
aircraft - \$16,300.00. The Department of Indian Affairs
and Northern Development share, \$13,350.00 is available
from Vote 25, Main Estimates 1970/71 Operation and
Maintenance. The Department of External Affairs share,
\$13,350.00 is available in Vote 1, 1970/71 Estimates,
Operation Expenditures.

REMARKS: The two tours will be tentatively scheduled - 1st tour
in September, 1970, 2nd tour in October, 1970.

The object is to have representatives of foreign
missions view first hand (with a minimum of cost)
some of the new activities taking place in the
Territories and the current pace of development in
both Human and Natural resources. The growth of
the territories in economic stature will continue
to depend mainly upon the resource-based industries
which in turn must depend upon the amount and rate
of investment capital.

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TO: PDM, PDA
AFP, AFF



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CONSEIL DU TRÉSOR

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d'une réunion du Conseil du

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Received from PROTOROL
16-9-70

- 2 -

Recently, an increasing number of diplomats including the Dean of the Corps, on behalf of his colleagues, have been making enquiries about the possibility that the Canadian Government might agree to organize such trips to the Canadian North for them. They have raised the question largely in the context of the government's proposed legislation on pollution in the Arctic. Their point is that this legislation is giving a new impulse to their interest in the Canadian Arctic, and that if the Canadian Government could organize tours for them, it would provide an excellent opportunity to emphasize the special conditions obtaining in the Arctic and the importance of the considerations underlying the Government's approach to the problem of pollution there. Ambassadors who have spoken about this often express their sympathy with the objectives of the Canadian Government in this matter and are anxious to help their own governments to understand the Canadian position better.

The vast Northern area of Canada has become an attractive area to visit and it would be to Canada's advantage to consider two tours this fiscal year. In the event that similar tours should take place in future years authority will be requested at that time.

FIS/E.Weiss/1a

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diary
chron
sirc.

The Canadian Consulate General
NEW YORK, New York

The Under-Secretary of State
for External Affairs, Ottawa

Your Letter No. 477 of September 1, 1970

CONFIDENTIAL

September 9, 1970

FIS-2716
56-1-2
37 37

Canadian Information in the United States

Thank you for your letter and your preliminary thoughts on the proposal to strengthen the information program in the United States. Please be assured of our awareness of the desirability of consulting you and of our intention to do so when you had had an opportunity to become re-acquainted with the work of the Consulate General.

Emb. Wash.

2. It is our view at this time that there is a definite need to strengthen our contacts and to develop programs both with national media and organisations based in New York and with what might be considered the local media and groups in the news, cultural and educational fields. It is realized that the Consulate General has been actively engaged with both these media. With the addition of an information officer under the proposal, it should be possible to expand this work in cooperation with you and your staff as well as with the Embassy.

3. As no definite action has as yet been taken on the proposal, we will not be able to determine the feasibility of attaching the "national" officer to the press work of the Permanent Mission during this year's General Assembly. If, however as suggested in Washington's letter of July 6, he is to be assisted by a second officer during the Assembly period, the assignment can prove workable. There would be the added advantage of the contacts he could make at the U.N. with the national and international media.

4. Your comments on the salary level for a locally-engaged person accord with our views. It will, of course, be necessary to explore the regulations governing the employment of a Canada-based or a locally-based person before we can come to any conclusions.

5. When there is an opportunity to take up the proposal more actively, we will certainly be consulting you; indeed, I think you are aware of efforts to get together with you in this regard.

... 6. Attached as requested are copies of the other correspondence in your reference.

ORIGINAL SIGNED BY
L. A. D. STEPHENS

for
Under-Secretary of State
for External Affairs

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

FROM: ACRG

SEP 8 1970

ATT'N *W. J. ...*

TO
A Under-Secretary of State for External Affairs
Ottawa

SECURITY CONFIDENTIAL
Sécurité

FROM
De Canadian Consulate General, New York *fr*

DATE September 1, 1970

REFERENCE
Référence Washington's letter 1954 of December 15, 1969,
Ottawa's telegram FIS-1554 of May 12, 1970, and *56-20-4*
Washington's unnumbered letter of July 6, 1970

NUMBER 477
Numéro

SUBJECT
Sujet Canadian Information in the United States

FILE	DOSSIER
OTTAWA 56-1-2	
MISSION 37 56-1	3 >

ENCLOSURES
Annexes

DISTRIBUTION

Washington

While I have quoted the above references we do not in fact have copies of all this correspondence available to us in the Consulate General. A copy of the letter of July 6, 1970 was provided on a "personal" basis and this I have had the opportunity of reading. I also recall while in Ottawa last April hearing something of the proposal to establish a national information officer in New York but had assumed that a subject of such importance which must directly or indirectly affect this office would have been referred to us for comment. However, reading between the lines of the memo of July 6, I hope that I have a fairly good notion of what is being proposed. It would nevertheless be helpful if the other two references could be sent to us.

2. In any event, I trust that no decision will be taken without taking into account the views of this post.

3. At the outset let me say that the concept of strengthening our information programme in the U.S.A. and co-ordination and co-operation with the Embassy in this regard is in my view a commendable one. The methods of achieving our objectives as outlined in the July 6 memo, however, may bear closer analysis. My own qualifications for commenting are certainly not based on the one month I have been in New York as Consul General. I would remind you that I served as Deputy Consul General here from 1959 until 1964 and that I have been back in New York each year since and for as long as three months a year during the past three years on the Delegation to the UNGA. During my time as Deputy Consul General I was very closely connected with the efforts of the Press & Information Section and in a more direct way was responsible for creating a programme and establishing contacts with a number of prestigious financial, economic and trade publications. Indeed, good contacts were originally made as a result of the plan introduced in 1960 to make available by messenger to the editors of these publications (as well as banks, brokerage houses and associations) the summary of the Canadian Budget as it was being delivered by the Minister of Finance in the House in Ottawa. The goodwill engendered

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- 2 -

by this initiative encouraged us to provide other important economic and financial developments in Canada - a programme which has continued ever since.

4. By the same token, I had the opportunity of working closely with the officers of the Press & Information Section on a number of special programmes and became familiar with their successes while at the same time learning to appreciate the hurdles and frustrations of any major break-through with what might be termed the national media. Two prerequisites at least seemed to be lacking - sufficient representational allowance to permit even the Head of the Section to run with the decision-making level in this field; and the ability to provide advance and detailed information - the quickest way to an editor's heart. Indeed, let me interject here that I think it would be extremely worthwhile to obtain comments on the present proposals from Charles Woodsworth, our Ambassador in Ethiopia. Mr. Woodsworth came to the job as Head of the Press & Information Section hot from the editor's desk of a leading Canadian daily and with a wealth of contacts amongst the New York national media. While it is some years since Mr. Woodsworth left this post, I think the principle remains the same.

5. Without going into detail at this stage, I would also question that an officer responsible at the national level can combine the function of press adviser to the Permanent Mission to the United Nations, particularly on a year-round basis. (I am not sure that the Consul General can incorporate in his role the function of representative on the Second Committee of UNGA - for three months a year - but he is soon going to find this out.) Similarly I would question the ability of anyone selected for this position to combine the roles identified in paragraphs 3, 4, 5 and 7 of the memo of July 6. At the same time, these paragraphs on the face of it suggest that the Embassy may not be fully aware of the extent to which the Consulate General is involved in the functions outlined in these paragraphs.

6. The summary of these functions in paragraph 8 and the liaison role with other Canadian agencies referred to therein at first glance suggest to me that it would be difficult to accept the presence of a national officer in this area without having some responsibility for his activities and the co-ordination of them with programmes of the Consulate General as a whole. I would suggest that the reference to "liaison with the Embassy" is hardly a function that could be carried out without some concurrence and direction from the senior officer present. I don't want this to sound as if I am being intransigent - indeed, I am not, and I feel certain that the appropriate relationship of a national officer located in New York can easily be worked out.

... /3

- 3 -

7. There are other nuts and bolts that will need to be discussed. The question of accommodation and stenographic and clerical assistance, etc., in these days of austerity will not be the least of them.

8. The thing at the moment that perhaps worries me the most is the suggestion apparently from Ottawa of recruiting locally an experienced information officer. In my view there isn't a hope in Hades of obtaining anyone qualified to carry out the wide mandate being suggested for such an officer at anything near a salary of \$20,000. Something double that might get us close. Certainly a substantial entertainment allowance would be required plus appropriate club membership or memberships. Of those suggested in the letter of July 6, I personally know quite well John Irwin and Robert Reford. John Irwin I would certainly think is well beyond our price range. Robert Reford might be available - someone suggested to me that either he or his wife have ample private means and he might therefore be more interested in the job than its monetary reward.

9. These are some of the preliminary thoughts. I felt it important to record them now in the unlikely event that any decision would be taken without consultation with this post.


Bruce Rankin
Consul General

*Mrs. Weiss - for discussion
file
Jed*

CANADIAN EMBASSY



AMBASSADE DU CANADA

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

August 4, 1970

Dear Mr. Stephens,

Before Dick went on leave, he asked me to send the attached copy of a memorandum Ed Gorn has prepared on the proposed U.S.A. Information Meeting.

This is a draft that Dick had asked Ed to prepare and of course does not represent a final programme. It does provide a basis for planning, however, and Dick thought you would like to see it. We will, of course, be coming forward with our own comments on it, but probably not until after the Today Show.

Yours sincerely,

A handwritten signature in cursive script, appearing to read "E. R. Johnston".

E. R. Johnston
Second Secretary
(Information)

Mr. L. A. D. Stephens
Head, Information Division
Department of External Affairs
637 Congill Building
Ottawa, Ontario

File no. 56-1

July 24, 1970.

MEMO TO: Mr. L. R. O'Hagan

FROM: E. Gorn

SUBJECT: PROPOSED PRESS AND INFORMATION CONFERENCE - CANADIAN
CONSULATE GENERAL, NEW YORK.

THEME: "TELL IT LIKE IT IS"

PURPOSE: The purpose of this conference is to bring together Canadian press and information representatives to exchange ideas in light of the changes in Government policies and in light of the integration of the Canadian Foreign Service. The object of this exercise of critical examination is to find ways of improving the quality of our programmes and to sensitize the participants to some of the public views concerning our activities. Rather than deal with the sweeping general principles of press and information work, this conference will concern itself with the nuts and bolts of our operation.

LOCATION: All meetings will be held in the Cedar Room of the Canadian Consulate General on the eighth floor unless otherwise indicated.

DAY 1

9 A.M. Welcome by Bruce Rankin, Consul General of Canada

9:15 A.M. PANEL 1 - "Ask not what your country can do for you but what you can do for your country"

OBJECTIVES: To find out what members of the Canadian community are doing for themselves and their expectations of the Canadian Government.

Chairman: Robert Reford

Speakers: Jim Collins, Chairman of the Canadian Universities Ball. 2

.../2

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-2-

Speakers: John Irwin, Co-Chairman, Canadian Institute for
International Affairs

Bob Wadds, President of the Canadian Society. 3

10:00 A.M. Coffee

10:15-10:50 A.M. Discussion

10:50-11:00 A.M. Summary by Chairman

11:05 A.M. PANEL II - "Making the Scene"

OBJECTIVES: To learn of the problems of the Canadian
artist in the United States and the difficulty
of finding appropriate galleries or museums
for displaying Canadian art.

Chairman: Andre Couvrette, Head of Cultural Affairs
Division, Ottawa

Speakers: Michael Snow, Canadian artist, New York City
James Houston, Steuben Glass

11:45-12:30 P.M. Discussion

12:30-12:40 P.M. Summary by Chairman

1:00 P.M. Lunch - Top of the Sixes

Speaker: Information Canada

Topic: "What will we do for Canada at home and abroad"

2:30 P.M. PANEL III - "You can lead a horse to the water but you can't
make him drink".

OBJECTIVES: To enquire if members of the news media are satis-
fied with the information services of the Canadian
Government and means of improving our feeding of
information to them.

Chairman: Elie Abel

Speakers: Bob Christopher, Newsday

Don North, ABC

Peter Roberts, WOR Radio

G. Gold, New York Times

.../3

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-3-

- 3:45 - 4:00 P.M. Coffee
4:00 - 4:50 P.M. Discussion
4:50 - 5:00 P.M. Summary by Chairman of Panel
7:00 P.M. Reception hosted by Bruce Rankin, Consul General of
Canada, at Residence.

(Invited guests might be prominent Canadians and members
of the news media - approximately forty or fifty guests
not attending the conference.)

DAY 2

9:00 A.M.

PANEL IV - "Are they feeding us well?"

OBJECTIVES: To discuss relations between Ottawa and U.S.
posts concerning objectives of Canadian
information policy and concerning the quality
of information material.

Chairman: Lyn Stephens, Head of Information Division

Speakers: John D. Hughes, Canadian Consulate General,
New Orleans

A. Bryce, Canadian Consulate General, New York.

9:45 A.M. Coffee

10:00 - 10:45 A.M. Discussion

10:45 - 10:55 A.M. Summary by Chairman of Panel

11:00 A.M.

PANEL V - "NFB Films - Time for a change?"

OBJECTIVES: To talk about adopting a policy of selecting
more information or message films for the
film library and eliminating films which
are produced for (a) entertainment, (b)
social themes not pertaining to Canada, (c)
political themes not pertaining to Canada.

Chairman: Mr. John Chagnon, NFB, Montreal

Speakers: Mr. John Boundy, NFB, New York

Mr. Dick Bellemare, Information Division,
Ottawa

11:45 - 12:12:30 P.M. Discussion

12:30 - 12:40 P.M. Summary by Chairman of the Panel.

-4-

1:00 P.M.

Lunch - Top of the Sixes

Speaker: Bruce Rankin, Consul General of Canada

Subject: "Integration, Information and Commerce"

2:30 P.M.

PANEL VI - "There is more going on than meets the eye".

OBJECTIVES: To enquire if the Press & Information Divisions are doing their jobs in the fields of higher education.

Chairman: Willis C. Armstrong, President, U.S. Council of the International Chamber of Commerce

Speakers: Dale Thompson, Johns Hopkins University

Dean Pasti, State University of New York, Plattsburgh

or George Cowley, Canadian Embassy, Wash.

3:00 P.M.

Discussion

3:45 P.M.

Coffee

4:00 P.M.

PANEL VII - "But then again, we must be doing something right"

*

Speakers: Lyn Stephens, Head of Information Division, Ottawa

Dick O'Hagan, Minister-Counsellor, Canadian Embassy, Washington

George Cowley, Canadian Embassy, Washington

7:00 P.M.

Reception and closing remarks by Marcel Cadieux, Canadian Ambassador to the United States

to be held at (a) Consul General's Residence

(b) Cedar Room

(c) Canadian Club of New York

(d) Top of the Sixes

(e) One of the Hotels.

* OBJECTIVES: To discuss changes in information policies and activities in the past two years, both in Ottawa and abroad which reflect continuing positive changes in our information work.

.../5

001730

-5-

ORGANIZATION OF THE CONFERENCE

- (1) Who will be invited?
- (2) Who will invite panel participants and guest speakers?
- (3) Who will make hotel reservations? Will there be one or two individuals to a room?
- (4) Who will pay for (a) Coffee, (b) Lunches and drinks at Top of the Sixes (c) Receptions by Consul General and Ambassador?
- (5) Who will be responsible for printing the programmes?
- (6) Should this Consulate provide a secretary to take minutes of the meetings?

Some City Officials' Pay Tops State and Federal

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

By MARTIN TOLCHIN

The Lindsay administration has steadily raised the salaries of its top officials, so that raises granted last month give some city officials more than their counterparts in the Federal and state governments, which also have granted substantial raises.

On Sept. 1, for example, Edward K. Hamilton, a 31-year-old economist who was vice president and senior fellow at the Brookings Institution, is scheduled to be sworn in as the city's Budget Director at a salary of \$44,500. This salary was increased in several stages from \$29,500 in 1966. His immediate predecessor received \$40,000.

Mr. Hamilton will receive \$2,000 more than the Federal Government's Director of the Office of Management and Budget, George P. Shultz, 49

years old, who was formerly Secretary of Labor and, before that, dean of the University of Chicago's Graduate School of Business.

Deputy Mayor Richard R. Aurelio, when asked to explain the difference in salaries, replied: "Maybe the Nixon Administration has depressed salaries. Mr. Shultz, earned \$60,000 as a Cabinet member, and most people think he's received a promotion."

City officials cite several reasons for salary increases of top

officials, which generally range from 33 1/3 per cent to 75 per cent since 1966. They say that the city must compete for talent with the Federal and state governments, which also have increased salaries.

They site increases in the cost of living in the last four years, and say that New York City is a more expensive place to live than Washington or Albany. They also say that collective-bargaining agreements have given many career employes higher salaries than their superiors.

Part of this pressure from below was indicated yesterday when the Lindsay administration announced salary increases totaling \$3-million for 1,300 career professional employes just below the top executive level.

The increases, which average

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Lindsay Aides' Salaries Raised to Point That Some Exceed State and Federal

Continued From Page 1, Col. 3

10 per cent, bring the city's top salaries for these positions to \$34,710. Of the 1,300 employees, 800 are covered by Civil Service, and the remainder are exempt.

Lindsay administration officials also say that in 1966, when Mayor Lindsay first took office here city salaries were so low that the city had difficulty recruiting top administrative talent, a view supported by a report prepared in 1966 by the Institute of Public Administration.

City Jobs Held Harder

Moreover, city officials often have harder jobs than their counterparts in Washington or Albany because they are more accessible to the public, Lindsay administration officials say. "They're tough, demanding jobs, that don't pay anywhere near the salaries paid by the private sector," said Mr. Aurelio, whose \$45,000 salary is reported to be below his previous earnings as a public relations man.

When Mr. Hamilton becomes Budget Director he will be one of 30 Lindsay administration officials who receive more than two of the city's three top city-wide elected officials, Controller Abraham D. Beame and Council President Sanford D. Garelik, who each receives \$40,000 a year and each has protested some of the recent increases. The Mayor, who rejected a raise for himself last December, saying that this would combat inflation, receives \$50,000 a year. The salaries of his official family were increased at his direction. Ultimately, however, all the increases over ten years must be approved in the overall city budget by the Board of Estimate and City Council, which last year doubled the pay of councilmen from \$10,000 a year to \$20,000.

Compared with Federal officials, Mr. Hamilton will earn more than the Chairman of the Federal Reserve System, the Administrator of the National Aeronautics and Space Administration, the Deputy Secretary of Defense and the directors of most major agencies, who receive \$42,500. This is \$12,000 more than they earned in 1966.

Press Secretaries' Pay

Since 1966, the salary of the Mayor's press secretary has been increased in several stages from \$24,000 to \$41,000, which is \$1,500 less than the salary of the President's press secretary and the White House Director of Communications. The Governor's press secretary receives \$37,500.

In the last four years, also, the salaries of the two Deputy Mayors were increased from \$35,000 to \$45,000, and most commissioners have received a

40 per cent pay raise, from \$25,000 to \$35,000.

Since 1967, when super-agencies were created to supervise the work of a number of smaller agencies the nine administrators have received salary increases from \$35,000 to \$41,000. This places them above such Federal officials as the director of the Food and Drug Administration, the director of the Selective Service System, Assistant Secretaries and members of major boards and commissions, who receive \$36,000 to \$38,000, or \$11,000 more than they earned in 1966.

In its search for management talent, the city has succeeded in wooing some Federal officials to New York. Dr. Joseph T. English, the former \$38,000-a-year Federal Administrator of Health Services and Mental Health Administration, is now the \$65,000-a-year chairman of the city's Health and Hospitals

Corporation, which selected him.

In his Federal job, Dr. English supervised a \$1.5-billion budget. In his city job, he supervises a \$600-million budget, but the job of running the municipal hospital system is generally regarded as extremely demanding.

Other Such Exchanges

Jule Sugarman, the city's new \$41,000-a-year Human Resources Administrator, formerly earned \$34,810 as acting director of the Federal Office of Child Development.

David A. Grossman, the city's deputy budget director who left a \$22,000 Federal job to receive \$29,000 from the city, says that "In Washington, I had two cars, but in New York I could only afford to have one."

"The house is a little bit better, but cost about one-third more than the Washington

house. My guess is that it cost 25 to 40 per cent more to live in New York City than to live in Washington."

Milton Musicus, who was recruited from his state job as executive director of Health and Mental Hygiene Facilities to become Municipal Services Administrator at virtually no change of salary (\$41,000), says that "My rental here cost me a little more than twice what my house cost in Albany."

"I can tell you that this is a labor of love," Mr. Musicus continued. "The responsibilities were far less than the job I have now."

In the last four years, state commissioners have received an average increase of \$7,000 in their annual salaries, to \$39,825 for the Budget Director, \$37,564 for the press secretary, \$39,825 for the Governor's counsel, and

\$35,000 to \$45,000 for most commissioners.

The Federal Government gave its top officials substantial pay raises (mostly between \$10,000 and \$12,000) in February, 1969. At that time, all cabinet members received \$25,000 pay increases, to \$60,000.

City Council President Garelik, noting the substantial increases received by the Budget Director and the press secretary, said that "the logic of the reasoning defies the normal thinking process, except if the idea is advanced by the Budget Director or press secretary."

Beame Critical of Setup

"We are all beginning to realize, for the first time, the real meaning of the Bureau of the Budget's highly touted Planning Program Budgeting System," Mr. Garelik said.

Controller Beame said that he believed that "no appointed officials should receive higher salaries than the city's top elected

officials—the members of the Board of Estimate—who are directly responsible to the electorate."

The increases announced yesterday for the 1,300 career professional employees below the top executive level were explained by Harry I. Bronstein, Personnel Director, this way:

"Budget Director Frederick O'R. Hayes pointed out that the principal criterion used in constructing his recommendation is the average of Federal and state salaries in comparable positions, as well as the average salaries of comparable private sector employment."

The increases bring the bottom rung of middle-management from \$17,600 to \$20,700 in five steps, and the top rate from \$31,020 to \$34,710, also in five steps. The Mayor's approval is required for salaries above \$30,000.

THE NEW YORK TIMES, MONDAY, AUGUST 17, 1970

Battle Between Regents and Faculty Rocks University of Texas

By ROBERT REINHOLD

Special to The New York Times

AUSTIN, Tex., Aug. 15—The University of Texas is struggling to regain its footing in the aftermath of an internal battle marked by a bitterness that has shocked even seasoned campus observers.

The battle has seen the almost complete turnover (to some, a political purge carried out by conservative regents) of the school's top administrators, the splitting up of the College of Arts and Sciences, the abrupt dismissal of its nationally respected dean and threats of resignation by many top professors.

"I've never seen such low, hard-knuckled old Boston ward politics as here," said one senior professor. "This is the worst I've seen in the academic world." Another said, "There's terror in the air."

For two weeks, the Texas campus has reverberated with charges of political interference.



United Press International
Frank C. Erwin Jr., chairman of board of regents of the University of Texas.

that they would be looking for new jobs soon, although Dr. Silber has urged them to remain. He himself will stay on, at least for a year, as a philosophy professor.

Dr. William Arrowsmith, a classicist and educational critic, has said that "many of us are now doubtful that the University of Texas is a desirable place to teach."

"The atmosphere of corrupt arrogance and raw, vulgar exercise of power, which now characterizes the administration of the university, makes it

virtually certain that nothing of educational importance can any longer happen here," he is reported to have told Dr. LeMaistre, the chancellor-elect.

Mr. Erwin's advice to anyone threatening to resign was to "quit playing games in the newspapers and submit his resignation"—a statement that has annoyed many of his allies on the faculty.

While most of the 35,000 or so students are away from the campus, student reaction to the dean's dismissal has generally been one of outrage.

The Daily Texan, the student newspaper, has decried what it called "cutthroat methods" by the regents and has rallied behind Dr. Silber.

Mr. Erwin has said that he plans to resign as chairman of the regents at the end of the year. Last year, the general faculty voted, 242 to 197, to call for his resignation, although only about one-third of the faculty voted. And last January, students also called for his ouster in a referendum. But only about 20 per cent of the students voted.

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

August 3, 1970

Dear Mr. Stephens,

Before he went on leave, Dick asked me to let you know that he had not spoken to Robert Reford about the New York assignment. He did say that Ed Gorn had expressed the same concerns as had Alan Bryce, although, like Alan, Ed agreed with the objectives of the proposal.

Dick feels that we shall have to review the proposal again with all parties, and that with a new Consul-General in New York there may be a fresh input. Incidentally, Dick wanted you to know that Ed Gorn has a copy of his letter outlining the overall U.S.A. programme.

Yours sincerely,

E. R. Johnston
Second Secretary
(Information)

Mr. L. A. D. Stephens
Head, Information Division
Department of External Affairs
637 Congill Building
Ottawa, Ontario



The Honorable the Treasury Board
L'honorable Conseil du Trésor

APR - 126

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699055
T.B. Number - C.T. N°

EXTERNAL AFFAIRS

Department - Ministère

File - Dossier

July 27, 1970
Date

SUBJECT: ~~MR.~~ RICHARD O'HAGAN: ALLOWANCES

PROPOSAL: (a) To amend Treasury Board Minute No. 693006 of December 11, 1969 by increasing the amount of Mr. O'Hagan's non-accountable tax-free allowance from \$16,000 per annum to \$18,000 per annum, subject to review at the end of one year.

(b) To provide authority for the Under-Secretary of State for External Affairs to pay the costs of French language tuition for Mr. O'Hagan while he continues to serve as Minister-Counsellor (Information) in Washington.

F/S (Mr. Stephens)
To see cert B PDA

EFFECTIVE DATE: October 1, 1970

COST: \$2,000 per annum in addition to the previous cost, plus the cost of French language tuition.

CHARGEABLE TO: Vote 1 - Departmental Administration

REMARKS:

- The proposal of the Department of External Affairs that was approved by Treasury Board Minute No. 693006 was that Mr. O'Hagan's allowances should be reviewed from time to time. It had been proposed by the then Canadian Ambassador to the United States in April 1969 that Mr. O'Hagan's allowances be increased by 10%. This proposal was thoroughly discussed with Treasury Board staff and it was decided to defer until a later date the re-examination of the adequacy of Mr. O'Hagan's allowances until the question of his salary adjustment could be dealt with by Order-in-Council.
- By Order-in-Council PC 1969-1962 dated October 10, 1969 Mr. O'Hagan's salary was

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Secretary - Secrétaire

- 2 -

fixed at a rate of \$18,260 effective October 1, 1969. There is before Council a further departmental submission seeking to increase Mr. O'Hagan's salary to bring it within the range of the PM 7 level.

3. Notwithstanding the proposal to promote Mr. O'Hagan, it is the view of the present Canadian Ambassador to the United States, which the Department endorses, that Mr. O'Hagan's allowances should also be increased at this time. The following is a quotation from a recent letter from the Ambassador to the Under-Secretary:

"You will appreciate that inflation with its effect on the cost of living together with a parallel increase both in his professional and personal obligations have prompted Mr. O'Hagan to seek the earliest possible clarification of his position. Since discussions related to his salary and allowances have extended back over a considerable period of time, I, for my part, hope we might achieve an early resolution to this matter".

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

file
EW

MEMORANDUM

TO
 À Mr. Stephens

SECURITY
 Sécurité

FROM
 De E. Weiss *E. Weiss*

DATE September 22, 1970

REFERENCE
 Référence

NUMBER
 Numéro

SUBJECT
 Sujet Canadian Information in U.S. - Personnel

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	

ENCLOSURES
 Annexes

DISTRIBUTION

The following is the schedule of salary and allowances for an FSO 6, married with three children, at the Consulate General in New York:

Salary	\$20,377.	\$21,125.	\$21,873.	\$22,627.
Foreign Service Premium (basic allowance)	3,803.52	3,803.52	3,803.52	3,803.52
Adjusted Index (N.Y. 112)	1,467.14	1,521.	1,574.86	1,629.14
Family and Youth Allowance	322.56	322.56	322.56	322.56

The following allowances pertain to the Permanent Mission. As there is no FSO 6 at the Consulate General, no figures for that grade are available at that post.

Direct Representation	\$1,685.
Official hospitality	1,080.
Hospitality - related services	300.
Representational Servants	800.
Club Allowance	150.

The Family and Youth allowance is based on a hypothetical family in which the three children come within the three age groups covered by the allowance. The amount of the allowance would, of course, vary with other ages and numbers of children.

E. Weiss
 E. Weiss

Note & ~~action~~ letter of July 6/70

Mr. Tonell
Mr. Oliver (O.R.) file
Mr. Barton PDA (O.R.) sub

17/7/70 56-1-2-USA.

1 - Extra copy to be held here for Mr. Paugille's release on Aug 1.
(See Aug 6)

~~2 - extra copies for M.D.D.~~

Copies not sent to Consular or Financial Branch (O'Toole) at this point, because of personal value - (names etc).

17
~~20~~ 17/70.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

Handwritten notes and signatures at top right.

TO / À The Under-Secretary of State for External Affairs -- OTTAWA

SECURITY / Sécurité CONFIDENTIAL

DATE July 6, 1970

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

NUMBER / Numéro

REFERENCE / Référence Our Letter # 1954 Dated December 15, 1970 1969 Your Telegram FIS 1554 Dated May 12, 1970

SUBJECT / Sujet Canadian Information in the U. S. A.

FILE	DOSSIER
OTTAWA	56-1.2-USA
MISSION	321 - (APD)

ENCLOSURES / Annexes

NEW YORK

Mr. Stephens consulted Mr. Ferguson (APD) who advised that Bureau of Classification Review would have 1- classify position (1 National - Embassy - the person consult in (2 Regional - Consulate General, New York Ps. C. w

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Refer copies to:

- APP (Mr. Tovell)
 - APO (Mr. Olivier) or
 - PDA (Mr. Barton) or R.
- National Officer - Statement of Duties

Mr. Roy Slater 6-4-76 (he is S.S. specialist)

Done 17/7/70 SB

When Mr. O'Hagan was in Ottawa on July 23, he discussed this with Mr. Tovell. Mr. Stephens. Mr. Tovell outlined methods by which interested could be appointed i.e. Order-in-Council Contract Special Assignment

All presented but contract was probably easiest approach should be to P.S.C. - it would have 1- the show that a suitable officer could not be found before seeking outside required until Mr. Stephens has taken soundings with Mr. O'Hagan with Ford. Robert Reford 1- see if would be interested enough 1- follow matter up -

We believe this officer should incorporate in his role the function of press advisor to the Permanent Mission of the United Nations on a year-round basis. Without benefit of experience, it may not be possible to foretell with precision the amount of time this task is likely to require though Mr. Friefeld's view would undoubtedly be helpful. The expectation, however, is that it will take a substantial part of his term during the months of September through December when the General Assembly is in regular session. We would not wish, and we are not persuaded it should be necessary, for this officer to divorce himself completely from his ongoing non-U.N. activities. The assignment to New York on temporary duty of an officer to assist with press relations during the period of the General Assembly should in our judgement make feasible the resident officer staying in reasonably close touch with his national U. S. A. responsibilities. But because of its obvious implications for the scope of the assignment, the availability of a second officer for such work is a matter that would need to be determined at once. That a clear understanding and sensible accommodation as among the Embassy, Consulate-General and Permanent Mission would have to be arrived at in respect of office space, stenographic assistance and other support resources as well as division of labour goes without saying. Assuming such a point had been reached without undue delay, we would favour institution of of this arrangement for the 1970-71 General Assembly. It should, we suggest, be regarded as an experimental innovation subject to review and whose continuation would need to be confirmed before the 1971-72 General Assembly.

- 2 -

2. Meanwhile, we hold to the view that this two-sector assignment should be within the capacities of one good energetic officer and that far from being mutually exclusive these two areas should be complementary and productive of results that will redound commonly to the advantage of Canada.

3. The conceptual framework of what we have in mind was set out in our above-referenced letter paragraphs 5, 6, 7, 8 and 15. In practice, then, we would expect this officer to carry out a systematic pattern of liaison with the "national" press centered in Manhattan but taking in as well those exceptions identified in paragraph 6 of our above-referenced letter. "Press" is being used here in its generic sense and is intended to embrace all the principal purveyors of information, print and electronic. The development work that needs to be done with the television networks, commercial and educational, we see as having first rank importance. Essentially in the case of the media the role is one of building contacts and through them a climate of confidence which in turn arises from being able to supply reliably, and in most cases quickly, information and guidance; out of such relationships inevitably develop opportunities to influence approaches on story lines; to suggest articles and programme ideas; organize briefings and "backgrounders" under the auspices of the Consul General or the Permanent Representative to the United Nations. In most cases these would feature a visiting Minister and would be designed to ensure broader and deeper understanding of Canadian policies and attitudes. The potential it seems to us for profitable registration in all these spheres is very great indeed.

4. Similarly, in the cultural field there is a selective liaison and promotional job to be done; in uncovering and encouraging new opportunities for Canadian creative expression in all forms; in generating ideas for exhibitions, festivals, film showings, photography, graphic design, even couture design, painting and sculpture (Eskimo and other if warranted); to keep in touch with the major museums and galleries; to assist Canadian artists at home and resident in the United States achieve a higher level of public recognition thereby helping project and maintain the idea of a distinctive Canadian personality.

5. In education, his contacts would be limited to the major universities and would be calculated to supplement the nationally-directed activities of Mr. Cowley at the Embassy; to identify and cultivate new and influential academic friends of Canada; to implant the notion of Canadian courses of study; to promote seminars and lectures by Canadian personalities on Canadian subjects; in short to take every step time, geography and other limiting factors permit, to heighten the awareness of Canada in some of the great institutions of American thought;

- 3 -

eg. Yale, Princeton, Columbia, which in turn might lead to a genuine interest in examining and understanding the place of Canada in a shared North America.

6. This does not mean that the Consulate General's regular programme of contacts with colleges and universities throughout the New York consular area should be interrupted in any way; far from it. It should go on just as the contacts with the state boards of secondary education would go on.

7. Additionally he will advise the Embassy (and through it Ottawa, as required) on programmes and publications (including Canada Today/d'aujourd'hui); his advice will be sought on the tenor and scope of various papers and releases; he will be responsible for co-ordinating and supervising the release in New York of statements and background papers on national subjects; for supervising and maintaining important New York (as well as the U. N.) phase of our national mailing lists.

8. In sum then the national information officer based in New York will be an all-purpose public affairs representative with the following specific responsibilities:

- (1) Press relations (New York City)
- (2) Press relations (U.N. Permanent Mission)
- (3) Cultural affairs (selective)
- (4) Academic relations (selective)
- (5) Liaison with the Embassy

It should also be part of his mandate to maintain liaison with the General Manager for the U.S.A. - N.F.B., the General Manager - Eastern Region - of the Canadian Government Travel Bureau in the U. S. A., the U. S. A. representative of the C.B.C., and the office of the Vice-President, U. S. A. region, of Air Canada.

Profile of the National Officer

9. While readily acknowledging the possible necessity, even the desirability of entertaining exceptions to the rule, this would represent our recipe for the ideal candidate:

- that he be no less than 33 to 35 years of age;
- that he have had experience in journalism and in government information work (failure to meet one or the other of these criteria could be compensated for by an instinctive appreciation and a manifest adaptability);

- 4 -

- that he be self-possessed, informed, and reasonably articulate (in short that he have the savoir faire to operate successfully in a sophisticated and competitive milieu);
- that he have an open, positive personality;
- that he produce ideas and know how to promulgate them;
- that he have a very healthy fund of energy;
- that he be well motivated and above all that he possess sufficient character and discipline together with a clear enough perception of his own role to be able to observe discretion and work toward generally agreed goals while keeping his various constituents content and well serviced.

10. We were asked in Ottawa telegram FIS 1554 to explore the prospect of recruiting locally an experienced information officer as a means of achieving some savings in allowances and removal -- an objective that might prove illusive given the need to pay a salary in the order of \$20,000.00, perhaps a rental supplement, and an entertainment allowance including in all probability a club membership. The following approaches have in any event been made:

- to Miss Hillary Brown, assistant to the Director of Public Affairs, Guggenheim Museum; Canadian, early thirties, has been TIME Magazine researcher, C.B.C. staff writer and producer and free lance contributor from abroad, notably London and Paris where she previously lived. However, she has just been hired by CJOH-TV/CTV to be a Parliamentary correspondent in Ottawa.
- to Richard J. Côté, assistant to the Director of the School of Journalism, Ohio State University, Columbus, Ohio; Canadian, age 36, graduate of the University of Ottawa, post graduate studies at Ohio State University, has worked for U.P.I. and West Coast Canadian and U. S. newspapers, but lately concentrated on research and academic administration in journalism. In response to long-standing interest in international service has just accepted an appointment to the U. N. Information Service and a posting to Vienna.

Other possibilities:

- Robert Walker; late thirties, Canadian, formerly assistant editor of Maclean's Magazine, financial

- 5 -

editor of The Globe and Mail where his success led him to a job with the New York Times where he has been alternately an editor and writer on business and financial subjects for the past four or five years.

- Robin Green; mid-thirties, naturalized Canadian (British born), has been a journalist with the Globe and Mail, was on staff of Expo '67 as development and liaison officer on cultural programmes including Festival. Recently visited U.S.S.R. on Guggenheim mission. While there he visited the Embassy in Moscow and apparently made a favourable impression on the Ambassador. His orientation, understandably, is strongly cultural.
- John Irwin; early to mid-forties, Canadian, son of Arthur Irwin former editor of Maclean's Magazine and Ambassador to Mexico, Esso Standard public affairs department with supervisory responsibility for film programmes, formerly with C.B.C., joined Imperial Oil thence on to New York; active in New York branch of the C.I.I.A., seems to have a good understanding of Canadian information requirements in New York, both through the Consulate General and the United Nations.
- Robert Reford; mid to late forties, formerly C.B.C.-I.S., Ottawa Citizen, C.I.I.A. and for some 18 months contract correspondent for the Montreal Star covering the United Nations. Now resident in Stamford, Connecticut; understood to be working on a book with General MacDonald of Canada on the work of the U.N. Truce Commission during India-Pakistan hostilities; may also have some kind of consulting relationship with the U. N. Has already demonstrated an interest in the state of Canadian information in the United States.

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Regional Officer - Consulate General, New York

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14. Mr. Bryce will, of course, supervise the library, reference, film and other information services provided by the Consulate General.

15. The Consul General and Mr. Bryce will have their own views as to what their people should be doing although it is our impression that the second and junior officer (presently Mr. Gorn) could be usefully occupied concentrating on cultural and educational affairs, especially secondary education; assisting with film showings, exhibits and other special events. This could be valuable training for a young rotational officer, if properly employed. But this is also a position, it seems to us, that presents a sensible opportunity, either now or later, for local engagement, preferably of a Canadian national; it is our impression that for this level of work a number of promising female candidates now in New York and associated with television, film and public relations could be found.

- 7 -

SAN FRANCISCO

National Officer - Statement of Duties

16. In essence, this officer would perform on a regional basis much the same role as his New York-stationed "national" colleague. He would also be answerable to the Embassy (see paragraph 9 of the above-referenced letter). But before acting on this proposal we would suggest closer investigation and fuller consultation with the three West Coast posts (the idea has been outlined orally to the Consuls General in San Francisco and Los Angeles). It is still our belief that the role as envisaged is a valid one. Whether it calls for the setting up of a new position needs to be considered more carefully. It may be possible to take the existing Information/Consular position at San Francisco, now occupied by Mr. MacFarlane, upgrade it and with the consent of all the Heads of Posts concerned, make the incumbent information officer for the Pacific Coast/Rocky Mountain region with no loss of service to his home post. This would obviously depend to a very considerable degree on the officer chosen -- on his commitment, his drive, his capacity.

17. The quality of the assigned officer aside, you may wish to consider the relative merits of a departmental posting versus local recruitment (either found on the scene or imported for the purpose). To look to the British once again for a precedent, they operate in San Francisco with what they call a "super local" which means chiefly that he has U.K.-based standards of pay and allowances. In either case -- rotational or local -- the officer assigned would have a real and undoubted need for a strong secretary-cum-assistant. Barring the discovery of an outstanding local we would favour a Canada-based officer for this position, bearing in mind the required attributes. We are also now drawn to the view that with the appointment of the right officer with adequate support it should be unnecessary to create the position foreseen in the referenced letter. On the other hand, close study may demonstrate that it would be too much for him to cover such a large territory effectively and assume certain home-base representational and other duties. But this determination we should begin to make and be ready to take the steps indicated when the position comes open through normal rotation.

WASHINGTON, D. C.

18. The conclusion we reached three years ago that the integrated information/cultural affairs unit of the Embassy requires a basic establishment of five officers including a Head of Section remains unchanged. The volume and variety of our work continues to expand. Measurable and important gains are being recorded. We believe that a thorough-going national

- 8 -

(Canadian) information-cultural programme is taking shape in this country for the first time. We have not yet achieved the five-officer level and recognize that because of austerity we are not soon likely to acquire the additional position. But in order to meet accelerating obligations -- and opportunities -- we may have to seek certain personnel adjustments within the limit of the present structure aimed at giving us greater depth of experience and overall capacity.

The Embassy

Mr O'Hagan left this with me July 10 as a sort of memorandum. He had not had time to get the Ambassador to sign it but he thinks the ideas would carry Mr Ladouceur's judgment.

FLS (Mr. Stephens)
Has this advanced at all?

File
Miss [unclear]
[unclear] OIR

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

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

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

REFERENCE
Référence Our Letter # 1954 Dated December 15, 1970
Your Telegram FIS 1554 Dated May 12, 1970

SUBJECT
Sujet Canadian Information in the U. S. A.

SECURITY
Sécurité CONFIDENTIAL

DATE July 6, 1970

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	37 7

ENCLOSURES
Annexes

NEW YORK

DISTRIBUTION

3 officers (1 National - Embassy
(2 Regional - Consulate General,
New York

Refer copies to:

- APP (Mr. Tovell)
- APO (Mr. Olivier)
- ✓ PDA (Mr. Barton) (O.R.)

National Officer - Statement of Duties

We believe this officer should incorporate in his role the function of press advisor to the Permanent Mission of the United Nations on a year-round basis. Without benefit of experience, it may not be possible to foretell with precision the amount of time this task is likely to require though Mr. Friefeld's view would undoubtedly be helpful. The expectation, however, is that it will take a substantial part of his team during the months of September through December when the General Assembly is in regular session. We would not wish, and we are not persuaded it should be necessary, for this officer to divorce himself completely from his ongoing non-U.N. activities. The assignment to New York on temporary duty of an officer to assist with press relations during the period of the General Assembly should in our judgement make feasible the resident officer staying in reasonably close touch with his national U. S. A. responsibilities. But because of its obvious implications for the scope of the assignment, the availability of a second officer for such work is a matter that would need to be determined at once. That a clear understanding and sensible accommodation as among the Embassy, Consulate-General and Permanent Mission would have to be arrived at in respect of office space, stenographic assistance and other support resources as well as division of labour goes without saying. Assuming such a point had been reached without undue delay, we would favour institution of of this arrangement for the 1970-71 General Assembly. It should, we suggest, be regarded as an experimental innovation subject to review and whose continuation would need to be confirmed before the 1971-72 General Assembly.

- 2 -

2. Meanwhile, we hold to the view that this two-sector assignment should be within the capacities of one good energetic officer and that far from being mutually exclusive these two areas should be complementary and productive of results that will redound commonly to the advantage of Canada.

3. The conceptual framework of what we have in mind was set out in our above-referenced letter paragraphs 5, 6, 7, 8 and 15. In practice, then, we would expect this officer to carry out a systematic pattern of liaison with the "national" press centered in Manhattan but taking in as well those exceptions identified in paragraph 6 of our above-referenced letter. "Press" is being used here in its generic sense and is intended to embrace all the principal purveyors of information, print and electronic. The development work that needs to be done with the television networks, commercial and educational, we see as having first rank importance. Essentially in the case of the media the role is one of building contacts and through them a climate of confidence which in turn arises from being able to supply reliably, and in most cases quickly, information and guidance; out of such relationships inevitably develop opportunities to influence approaches on story lines; to suggest articles and programme ideas; organize briefings and "backgrounders" under the auspices of the Consul General or the Permanent Representative to the United Nations. In most cases these would feature a visiting Minister and would be designed to ensure broader and deeper understanding of Canadian policies and attitudes. The potential it seems to us for profitable registration in all these spheres is very great indeed.

4. Similarly, in the cultural field there is a selective liaison and promotional job to be done; in uncovering and encouraging new opportunities for Canadian creative expression in all forms; in generating ideas for exhibitions, festivals, film showings, photography, graphic design, even couture design, painting and sculpture (Eskimo and other if warranted); to keep in touch with the major museums and galleries; to assist Canadian artists at home and resident in the United States achieve a higher level of public recognition thereby helping project and maintain the idea of a distinctive Canadian personality.

5. In education, his contacts would be limited to the major universities and would be calculated to supplement the nationally-directed activities of Mr. Cowley at the Embassy; to identify and cultivate new and influential academic friends of Canada; to implant the notion of Canadian courses of study; to promote seminars and lectures by Canadian personalities on Canadian subjects; in short to take every step time, geography and other limiting factors permit, to heighten the awareness of Canada in some of the great institutions of American thought;

- 3 -

eg. Yale, Princeton, Columbia, which in turn might lead to a genuine interest in examining and understanding the place of Canada in a shared North America.

6. This does not mean that the Consulate General's regular programme of contacts with colleges and universities throughout the New York consular area should be interrupted in any way; far from it. It should go on just as the contacts with the state boards of secondary education would go on.

7. Additionally he will advise the Embassy (and through it Ottawa, as required) on programmes and publications (including Canada Today/d'aujourd'hui); his advice will be sought on the tenor and scope of various papers and releases; he will be responsible for co-ordinating and supervising the release in New York of statements and background papers on national subjects; for supervising and maintaining important New York (as well as the U. N.) phase of our national mailing lists.

8. In sum then the national information officer based in New York will be an all-purpose public affairs representative with the following specific responsibilities:

- (1) Press relations (New York City)
- (2) Press relations (U.N. Permanent Mission)
- (3) Cultural affairs (selective)
- (4) Academic relations (selective)
- (5) Liaison with the Embassy

It should also be part of his mandate to maintain liaison with the General Manager for the U.S.A. - N.F.B., the General Manager - Eastern Region - of the Canadian Government Travel Bureau in the U. S. A., the U. S. A. representative of the C.B.C., and the office of the Vice-President, U. S. A. region, of Air Canada.

Profile of the National Officer

9. While readily acknowledging the possible necessity, even the desirability of entertaining exceptions to the rule, this would represent our recipe for the ideal candidate:

- that he be no less than 33 to 35 years of age;
- that he have had experience in journalism and in government information work (failure to meet one or the other of these criteria could be compensated for by an instinctive appreciation and a manifest adaptability);

- 4 -

- that he be self-possessed, informed, and reasonably articulate (in short that he have the savoir faire to operate successfully in a sophisticated and competitive milieu);
- that he have an open, positive personality;
- that he produce ideas and know how to promulgate them;
- that he have a very healthy fund of energy;
- that he be well motivated and above all that he possess sufficient character and discipline together with a clear enough perception of his own role to be able to observe discretion and work toward generally agreed goals while keeping his various constituents content and well serviced.

10. We were asked in Ottawa telegram FIS 1554 to explore the prospect of recruiting locally an experienced information officer as a means of achieving some savings in allowances and removal -- an objective that might prove illusive given the need to pay a salary in the order of \$20,000.00, perhaps a rental supplement, and an entertainment allowance including in all probability a club membership. The following approaches have in any event been made:

- to Miss Hillary Brown, assistant to the Director of Public Affairs, Guggenheim Museum; Canadian, early thirties, has been TIME Magazine researcher, C.B.C. staff writer and producer and free lance contributor from abroad, notably London and Paris where she previously lived. However, she has just been hired by CJOH-TV/CTV to be a Parliamentary correspondent in Ottawa.
- to Richard J. Coté, assistant to the Director of the School of Journalism, Ohio State University, Columbus, Ohio; Canadian, age 36, graduate of the University of Ottawa, post graduate studies at Ohio State University, has worked for U.P.I. and West Coast Canadian and U. S. newspapers, but lately concentrated on research and academic administration in journalism. In response to long-standing interest in international service has just accepted an appointment to the U. N. Information Service and a posting to Vienna.

Other possibilities:

- Robert Walker; late thirties, Canadian, formerly assistant editor of Maclean's Magazine, financial

- 5 -

editor of The Globe and Mail where his success led him to a job with the New York Times where he has been alternately an editor and writer on business and financial subjects for the past four or five years.

- Robin Green; mid-thirties, naturalized Canadian (British born), has been a journalist with the Globe and Mail, was on staff of Expo '67 as development and liaison officer on cultural programmes including Festival. Recently visited U.S.S.R. on Guggenheim mission. While there he visited the Embassy in Moscow and apparently made a favourable impression on the Ambassador. His orientation, understandably, is strongly cultural.
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May 27, 1970

NOTE ON INFORMATION ORGANIZATION IN THE U.S.A.

WEST GERMANS

Policy and supervisory direction from Washington by the senior counsellor (Information). This officer was previously director of the German Information Centre in New York.

2. The German Information Centre in New York, for internal management and control purposes, is part of the Embassy although for purposes of protection and status its eligible staff are on the staff of the Consulate General in New York.

3. The Germans had sought full diplomatic (Embassy) status for their Information Centre in New York but this was refused by the State Department on the grounds that it might set a precedent for the proliferation of such operations. The Germans pointed to the French Information office which advertises itself as part of the French Embassy and whose qualified personnel have been so listed. The Germans, probably recognizing that the U. S. attitude had as much to do as anything else with New York political sensibilities viz. the large Jewish population there, chose not to press the case then or since. The French apparently managed to achieve this favoured status at a more opportune time and the Germans, to achieve something comparable, would have been obliged to register under the Foreign Agents Act, which they are adamantly unwilling to do.

4. They are relatively content with their New York set up which they characterize as "medium in size" following the British and the French. The establishment numbers something on the order

- 2 -

of 25 to 30. No American citizens are employed; most of the support positions are occupied by German nationals resident in the United States. Senior staff, including the resident Director, at present comprises five foreign service officers. In addition, there are two persons locally engaged who are considered part of the senior staff group. These special category officers are paid salaries that are competitive in the New York advertising/public relations community and are able to submit expense allowances for the usual representational reasons -- lunches, cocktail parties, and so on. They carry out liaison and technical functions, which often involves a straight forward description of official attitudes and developments in Germany. They do not, however, as I understand it, engage in normal representational activities; neither would they at any time act as "spokesmen" for the German point of view.

5. The German Information Centre in New York is located in quarters separate from those of the Consulate General. For all practical purposes, the Consulate General is not in the information business at all -- films, printed material, briefings, press contact are all handled through the Information Centre. Any inquiries received by the Consulate General in these areas are referred to the Information Centre. What the Consulate General, New York, does have in common with the other German Consulates General in the United States, of which there are five or six out of the fifteen consular offices, is a Public Affairs officer -- the title deliberately selected to describe his omnibus role. He is the press officer, the cultural affairs officer, and when

- 3 -

necessary the protocol officer. In New York the time of the protocol officer is evidently taken up almost exclusively by protocol matters arising from what we were told is the "enormous volume" of very important persons, both official and private, who come to New York from F.G.R. and either request or are automatically considered entitled to the assistance of the Consulate General. Because of this functional distinction there is allegedly no conflict between the work of the Information Centre and that of the Consulate General, although on the surface it might appear to be the case. A survey team from Bonn engaged in an organizational reform study looked into this very point and seemed to have been satisfied.

6. Language, perhaps even traits of national character, may have something to do with the active protocol function at the Consulate General. Apart from information, the Consulate General is, we are told, fully engaged in carrying out its representational duties and assisting in other promotional activities that may be specially required of it by the Government.

7. In summary then, West Germany runs a highly concentrated information operation based in New York apart from Washington which because of its special political character is handled almost exclusively by the Embassy (which may make use of materials prepared in New York). The Information Centre has a clear mandate for covering the whole of the United States and for laying down the "line" and coordinating information work through all German consular offices, even though the Public Affairs officers

- 4 -

where they are posted are considered integrated members of the post to which they are assigned. There is one additional element in this equation -- the Germans retain on a continuing consulting basis a public relations agency in New York. As consultants they are expected to provide advice on strengthening the German position in the United States. This is done through unsolicited ideas, criticism, practical editorial assistance, counsel on the placement of television film, etc.

8. The Germans clearly believe they have a sound operation going and all evidence that has come to our notice suggests this to be the case. They will be glad to talk to us further as required and if it would be helpful to let us see costs and other relevant data.



AMBASSADE DU CANADA

Miss [unclear]
Kanya [unclear]
Orin [unclear]?
Dir

1746 Massachusetts Avenue,
Washington, D. C. 20036

14 April 1971

Mr Hicks
no records
seen this
EW

[Handwritten signature]

Dear Doug,

I intended to leave this with you when I was in Ottawa. It's a fairly comprehensive appreciation of the operating situation in New York as seen by Jack Hughes.* You may find that it has some background value.

All good wishes,

Sincerely,

Richard O'Hagan
Minister Counsellor
(Information)

Mr. D. B. Hicks,
Director,
Information Division,
Dept. of External Affairs,
Ottawa, Canada.

** I've been in y files
since he left for New
Orleans*

For: D.B. Hicks ✓

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CCS: S...
GAC, ERS, IS, LAOS

CANADIAN CONSULATE GENERAL
PRESS & INFORMATION OFFICE



CONSULAT GÉNÉRAL DU CANADA
DIRECTION DE PRESSE & D'INFORMATION

680 FIFTH AVENUE, NEW YORK, N.Y. 10019 TEL: JU-6-2400

New York
CONGEN
Fil
JH
F. J.

June 17, 1970.

Mr. L. R. O'Hagan,
Minister-Counsellor (Information),
Canadian Embassy,
Office of Information,
1771 N Street, N.W.,
WASHINGTON, D.C. 20036.

36-1-2-USA
101

Dear Dick,

I am sorry I was away from New York during your recent visit - as you know, I was in New Orleans on temporary duty - but Ed Gorn briefed me on your proposals re integration of the Embassy's and the Consulate General's information operations. I cannot claim to know precisely what you have in mind but I have read Ed's memo and would like to add my two cents worth.

Perhaps this is an opportune time for me to comment on our operations since I will be leaving New York in approximately a week and this may be my last chance to put my ideas on paper. I shall therefore make a copy of this letter for Alan Bryce in the hope that it will be of use to him. Understandably, there is the further consideration that any changes contemplated in procedures or policies might be easier to implement with the arrival of new blood.

Let me say at the outset that I strongly favour the centralising of authority at the Embassy insofar as our U.S.A. programmes are concerned. (You will recall my suggestions re Regional Production Units through the U.S.A. which would necessitate a central authority.) There will always be aspects of our work which can only be directed and implemented at the local level - these are primarily in the responsive areas of our work - but there is great need for direction from one source so that our Consulates can aim at similar programmes, supplementing and complementing the work being done in other areas of jurisdiction. I have always considered that our operation is an arm of the Embassy's information programme but unfortunately there has been an insufficient exchange of ideas and aims to ensure we realize maximum benefit from our efforts.

I should like to describe the New York information operation and attempt to point out its weaknesses and its strengths in the hope that better minds than mine can come up with suggestions to remedy our faults. This may be far removed from the specific suggestion of an integrated operation but I am inclined to think that the only way to professionalize our U.S. information efforts is to consider the problem as a whole, not just the work performed in the Washington and New York offices. Suffice it to say, I do not believe the Canadian taxpayer nor the Department is getting its money's worth at present. We work hard and nothing in these comments should be read as criticism of any individual. Rather, I believe our efforts in some respects are wasted because

of established routines which bring little in the way of returns and also because current budgetary considerations often preclude taking certain steps now which would result in economies later on - at least in the sense that we would be getting better value for our money.

First, the responsive aspect of our operation. This is a self-generating monster which can bring good dividends if properly managed. We have a very capable and conscientious clerk who acts as Librarian. She is under-graded and thus underpaid and she functions in the main as chief-cook and bottle-washer in the Information Enquiry Section. It never ceases to amaze me that she can come up with answers to some of our enquiries - but she does, and she handles a volume of work that I know would be too great a load for most clerks. Next year she will finish her tour here (she is already serving a year's extension) and I suspect that the Section will collapse unless her successor has the same degree of expertise and dedication. My Personnel experience in Ottawa has given me a rather extensive knowledge of our senior clerks in the Department and I can think of few, if any, who could adequately fill the bill (this brings up the question of "staff selection" with which I will deal later). If I were to have my way I would recommend that the position in question be established for a "Librarian" and that a professional be recruited for the job. To continue filling this position with non-professional people can only result in chaos at some time in the future and we will be wasting the considerable amount of public funds it takes to staff and supply our library.

The second position in our enquiry section is occupied by a junior clerk. The present incumbent is a very capable and willing young man but our staffing situation has necessitated that he take on duties which should be handled by a more senior and experienced employee. Because the "Librarian" cannot cope with the volume of enquiries received, the junior member of the Section must handle the overload and is often called upon to answer questions which necessitate background knowledge that only extensive experience can provide. This is an unfair situation at best and we will be in dire straits if succeeding personnel are not of equally high calibre as the present. We have been fortunate up to now in that no serious errors have been made but it should be understood that if the Department can only supply junior and inexperienced personnel to back up our "Librarian" we must be prepared to accept the consequences which could result should an enquirer be misinformed.

Two years ago we had five clerks in this Section, two of senior grades and three at a more junior level. Austerity has vacated three of these positions thus placing an undue burden on the occupants of the remaining two. Regrettably, a cut in our budget did not bring with it a commensurate reduction in the work load and it seems obvious at this juncture that other aspects of our operations will soon have to be cut drastically (i.e., clipping, student and teachers kits) otherwise we cannot hope to provide adequate service if, indeed, we are doing so at present. We cannot control the volume of enquiries received and thus a decision will have to be made as to the extent of the services we want to provide the public. We have attempted to minimize our problems by utilizing form letters and by obtaining better production machinery but this is of only partial help.

Teachers and Students Kits: We are keeping on top of this only because our two drivers spend almost all of their free time preparing and despatching kits. They and our alternate receptionist, along with anyone who can be coaxed into helping, type up to 35,000 labels during a normal school year. The pre-packaging of teachers kits in Ottawa has been a great help. As one

remedial measure, we will no longer send kits in response to individual student requests but rather we will despatch a form letter asking the student to inform his teacher of the availability of bulk material for class instruction. Oddly enough, this will only reduce work for our drivers - who are technically not employed in the Information Section - as they will no longer pack individual student kits. Envelopes will still have to be addressed to answer student enquiries so there will be no less effort required of our Information personnel. What makes this a bitter pill to swallow is that we have made extensive inroads with State Boards of Education and might well find ourselves unable to take full advantage of these contacts.

Research Library: We have taken comfort from the knowledge that we are a "full depository" library and as such believe we are capable of providing exceptional service to students, publishers and anyone interested in researching "Canadiana". The library facilities are utilized by many but not by any stretch of the imagination to the extent they should be. Our location is certainly inadequate. The library is crowded into three small rooms and visitors must go through a "rabbit-warren" series of hallways to enter what seem to me to be less prestigious quarters than one would expect from a country of Canada's stature. Ideally our library should be moved, preferably away from the Consulate General. It should be easily accessible to the public. The most acceptable location would be ground floor level with frontage on a main street. This would be costly and would require extra staff, i.e., at least one Librarian, a senior clerk and a clerk-typist - but we would then be getting a better run for our money.. The present library is also costly when one considers space rental in New York and the cost of the books themselves as well as the salary and allowances of the "Librarian" and we receive proportionately less value for our efforts and expenditures than the admittedly ambitious change I have suggested. What we must ask ourselves is what we want from our library and determine our policies accordingly. Is it really necessary that we have a "full depository" library in New York? Undoubtedly it is helpful but the need can only be determined on the basis of what we hope to accomplish in this area. The great majority of our books gather dust year after year because:

1. They are relatively inaccessible;
2. we do not have the facilities nor staff to operate an extensive book-lending service;
3. most books cannot be read at one sitting, i.e., during a visit to the Consulate General;

so why go to the expense of supplying numerous books, periodicals and reference papers just so we can have a "full depository" library? Our reference booklets and publications are used regularly and serve as invaluable aids in answering enquiries but other publications, biographical, fiction and non-fiction, are not in general use.

We have an extensive series of clipping files but many of these will become outdated as our ability to read and clip publications deteriorates. We have asked both the Department and the Embassy to consider supplying us with photostatted copies of their clippings but have met with negative success in this regard. At one time we stopped clipping completely for six months so that our staff could overcome a serious backlog of other work but at the end of that time it became obvious that it would have to be reinstated otherwise our files would become useless. We once had three officers and five clerks who read, marked and clipped newspapers and periodicals, now we have two officers and two clerks. We no longer attempt to clip U.S. newspapers, except in special cases, and we have limited the number of Canadian newspapers we receive but there is false economy here as we now subscribe to many newspapers we cannot hope to read.

Incidentally, the tieline is an invaluable aid in operating our enquiry section as it is oftentimes easier to telephone a source in Ottawa than to conduct extensive research in our files.

Film Library: This represents a very successful vehicle for disseminating information about Canada. We have a locally-engaged clerk who is employed full time in filling film requests, repairing and splicing films and maintaining our film equipment. Because of the heavy demand we now accept bookings in June to give all schools an equal chance to use the available films, limiting each school to three prints, otherwise we would be booked up three years in advance of showings. This should be remedied. Then, too, some effort should be directed towards reviewing the content of the films we circulate. Many are exceptional from a technical point of view and bring much credit to the National Film Board of Canada but one sometimes wonders what educational value some prints have insofar as Canada is concerned. A thorough review of titles and contents should be made to ensure that each print has a message - a message we want to bring home to our viewers. I cannot help but believe that at least a proportion of our information funds should be earmarked for the commissioning of films on specific subjects of our choosing.

Photo Library: We have been relatively unsuccessful in convincing publishers, etc., that they should use our photo library. A few use it regularly but circular letters to all publishers in New York, New Jersey and Connecticut enclosing a catalogue of our photos, has elicited little or no response. I would recommend that we continue to make photos available and that we continue our efforts to "peddle" them but I do not have any great hopes for exceptional success in this connection. At present the photo library is maintained by a locally employed stenographer, as time permits, simply because our clerical personnel are too involved in other duties. In time we may be able to actively promote our photos and photostories but for the present we operate on a passive basis, filling requests as they are received rather than attempting to "sell" ideas to publishers, etc.

Speakers: Our Consul General, when we had one, was very active in this connection as is the officer responsible for liaison with the education community. During Centennial year we were able to convince our colleagues in other Departments represented here, that speaking engagements should be shared on a rotational basis. However, they too have been hit by staff reductions to the extent that it is now difficult to fill many of the requests we receive. We have accepted numerous speaking engagements, particularly in schools and at Kiwanis and Service Clubs but have been forced to conclude that the latter are of limited value and that our time has to be spent in other endeavours. Perhaps time will enable us to do something more constructive in this regard. I would hope that in the future arrangements can be made to bring speakers from Canada on a regular basis who could address important groups in the major centres in our areas of jurisdiction.

Portable Exhibits and Prestige Film Showings: Our activities in these fields are known to the Embassy. Suffice it to say we have obtained maximum benefits in these endeavours commensurate with the facilities and funds made available to us. We can continue to do good work in this field and I am confident that the interest demonstrated by the officer now responsible for these arrangements will ensure additional progress in this respect.

Press and Media Relations: This, I suppose, is the nitty gritty of our information operation. I am not confident that we have been sufficiently successful in our liaison with the media nor am I confident that this aspect

of our operation deserves the importance we tend to give it. We have endeavoured to meet and co-operate with representatives of the major newspapers and networks and I think we have been moderately successful. It is difficult to maintain close contact with important people in this field, however, when you have so little to offer them. In smaller centres, where media people are often hungry for news, liaison is relatively easy and can be beneficial but the problem takes on new dimensions in a sophisticated centre like New York. Important contacts have little time to socialise unless you have something to give them and I need not mention here that our efforts to remain apprised of things happening in Canada have been relatively unsuccessful to the extent that foreign news editors more often than not have more background information on specific subjects than has been made available to us. I don't think that this is a serious problem but I think that it is an important consideration in determining what we should be doing in our representations with media people. We cannot compete with the major wire services, nor should we try, but it would undoubtedly be of great advantage if we could be as informed on important subjects at least as early as stringers in Canada. Major stories breaking in Canada are normally read in the New York Times before we receive notice and sometimes even before the Canadian press carries coverage. I realize that this is difficult to resolve and I don't know that it is mandatory that it be resolved but I mention the ailment in the event that some change can be made to professionalize our "feed" from Canada. Perhaps "Information Canada" can eventually be of use in this respect but what is mandatory is that the Department assess the importance of our press and network contacts here to determine what they hope to gain from them and to ensure that our efforts are channeled in the right direction. If it is important that we be au courant with specific subjects, some means must be found to convince other Departments, and particularly the Department of Finance insofar as New York is concerned, that happenings in Canada sometimes have a marked and rapid impact on the New York community, e.g., changes in our economic policies are of great interest to the New York investment community. Undoubtedly the Department of Finance has contacts here and facilities for placing advance notice of momentous decisions but I would think that much better use could be made of generating information through our head of post to important people in the economic business in New York. Oftentimes when there is a change in Canadian economic policies there is great Canadian interest in the reaction in New York (witness the recent interest in the media opinion when the dollar was allowed to float). It is illogical to think, then, that we might be able to ease the brunt of adverse decisions or help publicize a particular point of view if we are taken into confidence before or at least at the same time that announcements are made to the press in Canada. Admittedly we receive P.S.T's but more often than not too late to be of much use.

Staff Selection: This aspect of our operation has not been given sufficient consideration in the past. Here again my Personnel experience has taught me that the Department cannot be faulted entirely since staff shortages make it next to impossible to always pick the right person for a particular position. Much as though I hate to suggest it, I think that the New York information operation requires special consideration for, unless I am mistaken, inexperienced information personnel are out of their depth in the New York milieu. Competition for publicity here is perhaps tougher than anywhere else and other public relations people employ the most sophisticated machinery and the highest paid professionals in the business. What we should look for then are professionals to run our information operation. The person selected to handle press and media contacts cannot be simply an officer who "knows" our information work, but rather it would be very beneficial if he either has press and network contacts in New

York or is accustomed to working with media people. The officer responsible for liaison with education and cultural groups should similarly have background in these fields. Too often we fill positions with an individual simply because (1) he is classified at a level called for by the position, and (2) he is available. The support staff, of course, are of particular importance in New York. I have already commented on the need for a professional librarian and a competent clerk so I will not dwell on this subject further. Suffice it to say that special efforts must be made, particularly since we are so critically short of staff, to ensure that experienced personnel are sent to this office. In essence, I think that we can "get by" with competent but inexperienced staff at other locations but this is not so in New York.

In re-reading this letter, I see that I have repeated the oft worn phrases about staff shortages inhibiting our ability to function as a professional information office. But let's face it - I wonder if a complete establishment would answer our problems. In all honesty I think not, at least within our present terms of reference. During my four years here I have learned much and the experience will undoubtedly serve me well in years to come but I have never felt that this office was reaching its true potential. There are a variety of reasons for this, some of which I am not inclined to discuss in detail, but the main problem it seems to me is that except for our responsive work, we tend to work in a vacuum. On occasions I have complained that we spend an unduly large proportion of our time trying to substantiate our reasons for being here. We seem to believe that it is important that the name "Canada" appear in local news stories and that we convince education authorities of the need for teaching about our country. But is this really of value? The Americans who count know as much about Canada as they want to know and anything they don't know they will find out on their own without necessarily referring to us. Nevertheless, since it seems to be important that we present the Canadian fact here, I have proceeded on the assumption that contact with media people is a prime requisite if I am to work efficiently. Thus a good deal of effort is directed to meeting and entertaining media people but the fruits of such contacts have been slim. There are innumerable people here who have a finger in the reporting of foreign news and many are relatively easy to meet and entertain. The "super-duper" contacts, however, if such an animal really exists, are less easy to come by. These people aren't interested in meeting us unless we have something to tell them. I realize my attitude differs somewhat to that of my predecessor but in all honesty I cannot recall one occasion when personal contact with Walter Cronkite, Seymour Topping, Peter Jennings, etc., has paid dividends. I do not maintain that we should not meet these people, indeed, if we are able to entice them to a cocktail party, so much the better, but this can and should be on rare and important occasions rather than on a regular basis. What I would like to see in this area of our media liaison is a series of high level but informal gatherings at the residence or other suitable place where senior media people can meet with a VIP from Canada who has an important message to get across or a topical subject to discuss. Such meetings, say every three or four months, if properly organized and the VIP is carefully "selected" would benefit Canada to a much greater extent than our current efforts with press releases that are usually outdated by the time they are received. I believe the recent experience of our former Consul General bears this out as informal luncheons and dinners with the Minister and members of the financial community were apparently thought to be of value.

Other media contact at the lower level could be maintained as at present through luncheons, etc., but I think our main interest here would be simply to let these people know we are available should they want information

about Canada or background information on specific subjects. Then, too, association with a Canadian may motivate them to "carry" more news on Canada than they would otherwise, although I doubt this is as important in New York as it would be in smaller centres.

SUMMARY

I suppose if I were to describe our operation here in a few lines I would have to say that our responsive work is well in hand but may suffer in the future from staffing problems. The "generative" aspect of our work leaves something to be desired. What I would like to know is what we are trying to accomplish rather than stumbling off in several directions and trying to tell people about Canada. I get the impression that we have regular examinations of conscience during which we hash over old problems and suggest means of professionalizing our efforts at this end but I suspect that until and if our problems are resolved in Ottawa, including miriads of problems having to do with communication between divisions, support staff there and arrangements for adequate "feed" and direction, we are tending to put the cart before the horse. Can we not obtain more specific instructions as to what we are trying to accomplish (aside from the responsive end which takes care of itself) rather than allowing our officers here to act as free agents in what must be considered a complicated milieu?

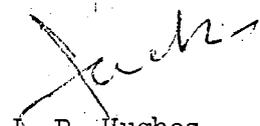
Finally a word about supply. On balance I would say that we have been well served with regard to the provision of information material except for a few months ago when certain material was in short stock. We then requested Ottawa to provide material which would be suitable for our student kits and were shortly inundated with a large supply of Spanish "Facts on Canada", close to 200 volumes of Part II of the B. & B. Report and a variety of other material which fortunately proved to be helpful. We could not help but believe that we are becoming a dumping ground for excess supplies from Ottawa where, we understand, space was needed to store new material on order. It was obviously overlooked that space is at a premium here also and certainly more costly. While I am dictating this letter four cases of "Canada 1970" are being placed in our stock room. These 120 booklets would be useful except that they are written in French and were not ordered by us. It would seem that if we are working under austerity budgeting some overall check should be made of the money we put into information supplies and the use we make of the supplies thus purchased. For example, since Dean Saywell's book "Canada Past and Present" and "Facts on Canada" are included in teachers kits, I personally believe the Canada handbook is superfluous and an additional unnecessary expense not only in Ottawa but also at posts which have to pay high mailing costs. The suggestion that we exclude the handbooks from kits and use this publication for selected distribution was rejected by the Department for reasons we have not been informed.

I have not dealt at length with our thinking nor our plans for continued liaison with people in the field of education. You are familiar with the suggestions made over the years by Mr. Smith. It now remains the Department's prerogative to decide the extent to which we should attempt to subsidize the U.S. school system, if it can be so termed, and the real value of such efforts. We think we are making headway although we wonder if saturation at the Grade V level, for that is the level our kits usually reach, is worth the cost. Perhaps direct negotiation with U.S. educational authorities to include more Canadian studies in the curricula for the more senior students

8.

is the area in which we should be directing our efforts. We learned, for example, that the Department spends \$20,000 per annum on handbooks. Could some of this expense not be directed towards establishing a speakers programme or even to the compilation of, say, Question-and-Answer sheets based on the Saywell book? This would seem to be an ideal method of ensuring that the publication is at least read by U.S. students.

Yours sincerely,


J. D. Hughes,
Consul.

FIS/EWeiss/pm

file

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

to Mr. Stephens, through Miss Dench and Mr. Bryce

SECURITY
Sécurité

UNCLASSIFIED

FROM
De E. Weiss

DATE

June 12, 1970

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet Information Program in the USA

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

ENCLOSURES
Annexes

DISTRIBUTION

We have the "go" signal on reorganizing the information establishment in the United States and agreement that an officer responsible to the Embassy should be posted to the Consulate General in New York. We have the goals or objectives for information work set out by Mr. Ritchie while Ambassador in Washington.

2. It seems to me that there must be a clear delineation of duties for the national information (Embassy) officer and the consular information officer based in New York. There will, of necessity, be some overlapping of work and both officers will be responsive to Embassy directives and guidance. I have sought, however, in the following guidelines to distinguish the roles of the respective officers in order to clarify what might be considered their terms of reference.

ROLE OF NATIONAL INFORMATION OFFICER IN NEW YORK

Press

1) Liaison with national news media, i.e. wire services AP, UPI, NYT and New York based newspaper chains and news services; radio and television networks NBC, CBS, ABC, NET, and news, trade, financial and general national periodicals. The liaison should be for the purpose of developing contacts in a position to influence inclusion of Canadian news and of an understanding of and sympathy towards Canadian policy positions and promoting the assignment of correspondents to Ottawa and other Canadian centers.

but not the Post or DAILY NEWS?

2) Distribution to national news media of policy statements and background information.

using Consulate staff?

? on a separate list from that used by the Embassy?

- 2 -

- 3) Spokesman for government policies (on advice from Embassy). *- to whom? Will the Consulate man be ~~made~~ made? ?*
- 4) Encouragement to media to visit Canada.

Education

- 1) Liaison with national educational agencies and organizations based in New York or its vicinity to promote the introduction and/or expansion of Canadian studies programs in secondary schools and universities and colleges. *aren't they based in Washington?*
- 2) Promotion of articles on Canada in national education magazines.
- 3) Liaison with text book publishers to increase Canadian content and to encourage employment of Canadian writers for Canadian content in U.S. text books.

Cultural Activities

- 1) Contact with impressario agencies operating on a nationwide basis, i.e. Columbia Artists, to promote bookings for Canadian musicians, vocalists, orchestral groups, etc.
- 2) Contact with museums and galleries having nationwide affiliations to encourage exhibitions of Canadian art and sculpture, i.e. Metropolitan Museum, Guggenheim, Modern Art, Whitney.

General Duties

- 1) Special projects on direction from Embassy.
- 2) Speaking engagements. *(where?)*
- 3) Coordination of US tours of government displays and exhibitions. *?*
- 4) Development of contacts with organizations, clubs, societies and speaker circuits which could provide appropriate forums for important Canadian speakers.
- 5) Cooperation with Embassy in coordinating information activities of all government departments.

ROLE OF CONSULATE INFORMATION OFFICER
IN NEW YORK

Press

1) Liaison with local independent news media in consular territory, i.e. newspapers, non-network radio and TV stations, to increase coverage of Canadian news and to create sympathetic interpretation of Canadian policies.

update?

2) Distribution of press releases, policy statements and background information (in cooperation with national officer).

the country's

lists include the original lists on page 1

who decides which

3) Arrangement of media coverage for local Canadian events of importance, i.e. visits by Cabinet Ministers, important speakers and events.

Education

1) Promotion of Canadian studies programs in schools, universities and colleges in consular territory (in cooperation with national officer and Embassy).

2) Distribution of publications to teachers and students.

3) Briefings and film screenings for teachers.

4) Assistance with school visits to Canada.

Films

1) Distribution of films in consular territory.

2) Prestige screenings.

3) Promotion of use of films in schools, libraries, societies and organizations.

General Information

1) Servicing of local enquiries.

2) Maintenance of consulate library and clippings files.

3) Special projects in consular territory.

4) Placement of displays and exhibits (in cooperation with national officer).

who decides who handles what - see page 2 no 2.

~~*This is a good idea. I think there is room for tightening. Also. 2*~~

2. It has been my assumption that, with the reorganization, the Consulates and an information officer at the Embassy would continue regional information duties but that the Embassy would provide instructions and guidance in implementing programs. This is already to some extent the established practice. If the Embassy is, as recommended, to assert a larger measure of direction and control, it would seem to me that ideally all directives from this division should go to the Embassy which would in turn instruct the Consulates on their implementation and which would receive Consulate reports on activities. No part of the proposed reorganization, however, appears to provide an increase of information staff at the Embassy to cope with the additional work this centralization would entail. If it is intended only to increase the national responsibilities of the New York consulate by the assignment of an officer to work on the Embassy's behalf, it would seem advisable to program bi-annual or quarterly meetings at the Embassy of consular officers carrying out information duties. Otherwise it seems to me there will be of necessity a perpetuation of the present situation outside of Washington and New York.

Elizabeth Weiss

Can the Consulate staff - now only 2 officers
particularily the clerical staff, } 2 stenos
3 clerks

Handle the increased activity which will be generated
by the national office?

Even without this addition, the Consulate
staff is hard-pressed. The information section
was severely cut in the austerity exercise.

TRANSMITTAL SLIP

TO: Under-Secretary of State for
External Affairs - OTTAWA, Canada

FROM: The Canadian Embassy
WASHINGTON, D.C.

Security... UNCLASSIFIED
Despatched: Oct. 5, 1970
Date... June 8, 1970

Air or Surface... Air

No. of enclosures... 5

The documents described below are for your information.

Despatching Authority... E. R. Johnson

56-12 USA / file
37
End

Copies	Description	Also referred to:
5	Letter No. 152, May 19, 1970 - Department of State For The Press (Re: First National Foreign Policy Conference for Editors and Broad- casters to be held outside of Washington - San Francisco, on June 29, 1970.)	<div data-bbox="1050 628 1413 880" style="border: 1px solid black; padding: 5px;"> <p>TO: FIS FROM: ACRG OCT 16 1970 ATTN: Miss Weiss</p> </div>

F-13

INSTRUCTIONS

1. This form may be used in sending material for informational purposes from the Department to posts abroad and vice versa.
2. This form should **NOT** be used to cover documents requiring action.
3. The name of the person responsible for authorizing the despatch of the material should be shown opposite the words "Despatching Authority". This may be done by signature, name stamp or by any other suitable means.
4. The form should bear the security classification of the material it covers.
5. The column for "Copies" should indicate the number of copies of each document transmitted. The space for "No. of Enclosures" should show the total number of copies of all documents covered by the transmittal slip. This will facilitate checking on despatch and receipt of mail.

MAY 19, 1970

DEPARTMENT OF STATE
FOR THE PRESS

NO. 152

Secretary of State William P. Rogers and other principal officers of the Department of State will participate on June 29 in the first National Foreign Policy Conference for Editors and Broadcasters to be held outside of Washington. The conference will take place in San Francisco immediately prior to the Secretary's departure for the SEATO conference at Manila.

The Department has held similar conferences for the media in Washington for a number of years, most recently in January 1970. These meetings have been attended by media representatives from all parts of the country, but with heaviest participation from the East. The West Coast conference has been planned at the direction of the Assistant Secretary for Public Affairs, Michael Collins, to make this opportunity for an exchange with senior foreign policy officials more easily available to media in the Western half of the country.

Invitations will be extended as in the past to editors and commentators of the daily and periodical press and broadcast media and to other information media in all fifty states, Puerto Rico and the District of Columbia. Requests for invitations may be addressed by bona fide U.S. information media dealing with foreign affairs to the Office of Media Services, Department of State, Room 4831, Washington, D.C., 20520.

* * * * *

May 27, 1970.

file
in

INTEGRATION

This report does not cover in detail all the ramifications of integration but merely suggests the value of integration.

PURPOSE

1. Centralise operation and policy.
2. To professionalize information work for the United States.
3. To ensure Ottawa feeds Washington more effectively so that Washington feeds Consulates and the American public.

56-1-2-USA
37

Note: The value of integration would mean that Washington would, with direction from Ottawa, inform posts of policies and information objectives in programmes to be carried out as well as set up standard principles for the nation.

NEW YORK CONSULATE:

Consul General

The Consul General's prime responsibility at this post should be liaison and close contact with the financial community so that they may understand developments of Canadian political and economic policies without being subject to misinterpretation of the press. Along with other responsibilities, he should receive clear guidelines from Washington on announcements and policies and be fed any pertinent information in order to prevent his being isolated from important matters of political and economic policies.

Responsive work would continue at post in:

1. Student and teachers kits.
2. Film library.
3. Library.
4. Telephone and written enquiries.

Generative responsibility of officer could be transferred to Washington to act as national co-ordinator of following programmes:

- A. Educational liaison with Universities and Boards of Education.

Note: Officer could establish contact with national authorities and also with national organizations in this field.

- B. Portable Exhibits coast to coast.

Note: While we were successful in placing "Canadian Contrasts" in 18 different locations during a 24-month span, certain

problems of co-ordination arose because of the lack of liaison and lack of clear policies on the new exhibit "Canada Today". Please see the attached memo on this matter.

C. Series of speakers coast to coast.

This would ensure that all States interested in Canadian studies would be able to refer and direct their enquiries to one office and be reasonably ensured of the same quality of support. The problem of jurisdiction can sometimes arise, e.g., many of this Consulates contacts in education are now under the jurisdiction of the Canadian Consulate in Buffalo, although it is understood that we would handle the educational and press liaison in that area for the time being.

Establishment in N.Y.

- Present: 2 Officers
- 2 Secretaries (locally engaged)
- 1 Librarian, Senior Clerk
- 1 Junior Clerk
- 1 Film Clerk Technician. (locally engaged)

- Proposed Change: 1 Officer
- 1 Secretary (locally engaged)
- 1 Senior Clerk
- 1 Librarian, Senior Clerk
- 1 Junior Clerk
- 1 Film Technician (locally engaged).

Under the new set-up it is possible that the Officer in Charge of education, information and exhibits would be transferred to Washington. The Senior Clerk would be responsible for handling the bulk of telephone enquiries and written enquiries and provide supportive help for remaining officer. The remaining officer would be primarily responsible for press and information contacts in New York and would work directly under the guidance and advice of the Canadian Embassy in Washington, as well as directing the day to day operations of the staff of this Consulate.

Clipping Service

Most posts have a clipping service for newspaper articles of interest for their files. We suggest that the number of newspapers to each post be limited to two or three for the public on a regional basis and that newspapers be clipped in Washington, photostatted and sent to posts for clipping files. This would eliminate the duplication of work done at Consulates - the Embassy

Film Operation

Presently in Chicago and Seattle film operations are terminated and Philadelphia proposes to send films to either New York or Washington. Because of this we have inequitable service in certain regions of the country. We suggest that three regional offices be established for film library:

- A. One to handle the North-East and Mid West (Washington);

If officer had more responsibilities, this question of jurisdiction would not arise.

Do this reference to local papers? Each post needs to know what press in its area is carrying in order to answer enquiries. This arrangement would not provide quick enough service.

3.

- B. one to handle the South and South-West (New Orleans); and
- C. one to handle the West Coast (Los Angeles or San Francisco).

We suggest that films be transferred from other posts to these locations and that positions also be transferred to establishment of posts who would handle films.

Prestige film showings would be the responsibility of the local post in consultation with the Canadian Embassy in Washington so that head of post can adequately fulfil representational responsibilities in this area.

To recapitulate, centralising press and information operations in itself will not guarantee a more efficient operation, however, if proper guidelines are set and strong leadership is forthcoming from Washington, we believe that the integration of the services we provide for the American public will be a worthy enterprise. This would mean that Ottawa would have to assure Washington that the Embassy would be properly fed but at the same time by having a centralised operation it would mean that there would be less slips in the system because Ottawa would not have to worry about ensuring that each post be informed about every matter but would subsequently become the responsibility of the Canadian Embassy.

SEALS

A classic example of co-ordination problem is the position of the Canadian Government on seals and the confusion as to how we should have responded to criticism of the protesters. We believe that future matters of this sort should be handled by Washington in consultation with posts so that if they are in agreement on how a matter should be handled, Washington would go to bat for the post or vice-versa, the post would support Washington so that we may be able to present a strong case on a position which we believe should be taken by the Canadian Embassy or the Canadian Consulates.

Subject: New Portable Exhibit - "Canada Today".

The problem concerning the new prestige portable exhibit is indicative of the lack of coordination between Government Departments and Divisions in the Department of External Affairs, not only at home, but also at Posts abroad.

We received a letter on January 8, 1970, informing us that the new portable exhibit would be shipped to this Consulate for a tour of duty probably lasting three to four months. At that time, we requested information and photographs in order to make proper presentations to the Museums. After a conversation with Keith Percy in Ottawa, we were led to believe that this Consulate should initiate negotiations with prospective Museum Curators concerning the exhibit which was supposed to be ready in March 1970. The Exhibition Commission expected us to book the exhibit immediately, but we forewarned them that because of inadequate timing, we could not guarantee bookings in our area starting in March. Apparently, Ruth Roger of Information Division in Ottawa was not aware of the conversations which took place between this Consulate and Keith Percy on this matter.

Subsequently, there was a conversation with Dick O'Hagan when he visited with this Consulate, and he felt that it might be a good idea to commence bookings in this territory, thereby allowing other Consulates to make reservations for "Canada Today" and to arrange a logical pattern for distribution of the exhibit from the East Coast to the West Coast. Although Dick did not categorically commit himself to this idea, he did mention that he would speak to George Cowley in Washington and have George Cowley call me - which never happened. Information Division was not aware of the conversations.

Then Cliff Daley of Exhibition Commission came down to see George Cowley in Washington and then visited with this Consulate, at which time, we discussed the exhibit in detail. However, Mr. Daley could not answer the following questions: who was going to man the exhibit; who was going to show the exhibit; where would the exhibit first be booked; who was going to engage the firm to move the exhibit; what the liaisons with the Consulates and Embassies would be. He promised to seek the answers to my questions and write to me, but he did not reply, and on March 19, we received a letter from the Canadian Embassy which was sent to all Consulates informing us that the exhibit would be in Milwaukee for the month of July and at Macy's for the month of October, the letter was subsequently cancelled. At that point, I had discussed with Ruth Roger of Information Division the lack of coordination and she was understandably upset at not being kept in the picture. I suggested that a conference be called either in Ottawa, or in the States for one day, whereby the Embassy, this Consulate, Information Division and the Canadian Government Exhibition Commission would meet to resolve coordination problems once and for all. This idea was not accepted, but Miss Roger was able to answer some of my questions concerning Washington's letter of March 19. She stated that, depending on the situation, the host organization would bear some of the expenditure

for setting up the exhibit, that the exhibit should stand at least 10 days to 2 weeks to justify its erection from the economic point of view, and that a representative from the Exhibition Commission would travel with the exhibit and, if necessary, arrange for bookings, that they were considering setting up the exhibit in state fairs. On the basis of her information, we enquired about the following points: (1) Would there be any problem if one museum spent some money to set up the exhibit, and if the exhibit were set up free of charge in another museum? (2) We were led to believe that "Canadian Contrasts", the previous exhibit, had to stand for one month in order to be economic. How could this exhibit be economically justifiable in a 10 day to 2 week stay? (3) Keith Percy, the individual who was to accompany the exhibit, was subsequently promoted and moved to Information Canada. Would someone accompany the exhibit? (4) If the exhibit was to be placed in museums, in department stores rather than shopping centers, from a prestige and surveillance point of view, how could they justify placing it in State Fairs? (5) It is assumed that State Fairs usually rent their stalls to exhibitors. Would the government be willing to pay an extra rental fee?

As the matter now stands, the above questions have not been answered. The show is booked for Milwaukee, it has a possible booking at the Albany Institute of History and Art in August. We do not know if Ottawa, Washington, or New York is responsible for the bookings at this time. We do not know if we should proceed and make bookings for the exhibit and the show at Macy's has been cancelled. At last word, I was supposed to hear from Ruth Roger concerning the role that this Consulate should play in booking the exhibit.

File
PDM
Chron.
Circ.
Diary

MESSAGE

FM/DE	EXTERNAL	MAY 12 15 13 '70	DATE	FILE/DOSSIER	SECURITY
			MAY 11/70	56-20-4	SECURITE
TO/A	WASHDC		26	26	CONFIDENTIAL
			NO		PRECEDENCE
INFO			FIS-1534		ROUTINE

REF YOURLET 1954 OF DEC 15/69 AND TEL 969 OF MAR 31

SUB/SUJ CDN INFO IN USA

THIS IS TO CONFIRM TELECON OF MAY 7 (O'HAGAN-STEPHENS) REPORTING USSEA'S APPROVAL TO PROCEED WITH PLANS FOR AN ALTERED ORGANIZATIONAL STRUCTURE FOR THE CONDUCT OF INFORMATION ACTIVITIES IN THE USA ALONG ~~THE~~ LINES SUGGESTED IN YOURLET UNDER REFERENCE.

2. THE EXTENT TO WHICH THESE PROPOSALS CAN BE CARRIED OUT IS OF NECESSITY CONDITIONED BY FINANCIAL AND MANPOWER CONSIDERATIONS. IN ~~THE~~ CURRENT FISCAL YEAR COMMITMENTS FOR THIS PURPOSE COULD BE EXTENDED AS FOLLOWS:

NEW YORK CONSULATE: ONE ADDITIONAL FSO AND LOCAL SECRETARY PLUS APPROX \$4500 FOR TRAVEL COSTS FROM WASHINGTON TO NY OF EMBASSY INFO OFFICERS.

SAN FRANCISCO: ONE ADDITIONAL FSO AND LOCAL SECRETARY PLUS TRAVEL OF APPROX \$6000 FOR VISITS TO LOS ANGELES AND SEATTLE.

3. WE ESTIMATE THAT FOR FULL FISCAL YEAR COSTS FOR ABOVE WOULD AMOUNT TO ABOUT \$80,000. SOME SAVINGS IN ALLOWANCES AND REMOVAL COULD BE EFFECTED IF EXPERIENCED INFO OFFICERS COULD BE RECRUITED LOCALLY (I. E.

...2

DISTRIBUTION
LOCAL/LOCALE

cc. NO STD

APP (Lovell)
APO (Olivier)
GUS

PDA (Barton)
Miss Weiss
FCM (Consular)

O'Toole

ORIGINATOR/REDACTEUR	DIVISION	TELEPHONE	APPROVED/AUTORISE
SIG..... M. J. Denech/Im	FIS	2-7656	SIG..... L. A. D. Stephens

- 2 -

INSTEAD OF CAREER OFFICER) AND WE WOULD LIKE YOU TO EXPLORE PROSPECTS. TO MEET ANY OF ~~THE~~ COSTS FOR ABOVE PROPOSALS IT WILL BE NECESSARY TO MAKE CUTS IN OUR PLANNED PUBLICATIONS PROGRAMME AND WE WOULD HOPE, OF COURSE, TO REDUCE AMOUNTS REQUIRED WHERE POSSIBLE.

4. YOU SHOULD NOW SEEK INFORMATION NECESSARY TO ENABLE DEPARTMENT AND POSTS CONCERNED TO PROCEED WITH PLAN. WE HAVE IN MIND QUESTIONS OF TITLE AND OF DIPLOMATIC OR CONSULAR QUOTE LISTING UNQUOTE ETC. AND OTHER MATTERS DISCUSSED IN REF TELECON. WE SHOULD THEN BE GLAD TO HAVE YOUR FURTHER RECOMMENDATIONS AND COMMENTS.

5. RECOGNIZE THAT MINISTER-COUNSELLOR WILL NOT/NOT BE AVAILABLE TO LOOK INTO THIS UNTIL NEXT WEEK.

CONFIDENTIAL

SEEN BY THE MINISTER

May 7, 1970

56.1.2.USA	
37	—

MEMORANDUM FOR THE MINISTER

Proposed Organized Tours to the Arctic for
Foreign Heads of Mission accredited to Canada.

Over the last years a number of foreign Heads of Mission accredited here have shown interest in visiting the Canadian Arctic and many of them have travelled there, most on their own and at their own expense.

2. More recently, an increasing number of those diplomats including the Dean of the Corps, on behalf of his colleagues, have been making enquiries about the possibility that the Canadian Government might agree to organize such trips to the Canadian North for them. They have raised the question largely in the context of the government's proposed legislation on pollution in the Arctic. Their point is that this legislation is giving a new impulse to their interest in the Canadian Arctic, and that if the Canadian Government could organize tours for them, it would provide an excellent opportunity to emphasize the special conditions obtaining in the Arctic and the importance of the considerations underlying the Government's approach to the problem of pollution there. We find that the Ambassadors who have spoken to us about this often express their sympathy with the objectives of the Canadian Government in this matter and are anxious to help their own governments to understand the Canadian position better.

3. Some time ago, an exploratory meeting of representatives of Indian Affairs and Northern Development, National Defence and ourselves was convened by the Department of IA & ND at the request of Mr. Chrétien (who had been approached by several Heads of mission), to study the problem of organized tours to the Arctic for diplomats and to make recommendations. As a result of these discussions, the Department of IA & ND has now prepared the attached paper of which the following are the main points:

... 2

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WS

- 2 -

- (a) It is in Canada's national interest to organize tours for diplomats to remote areas of Northern Canada;
- (b) the tours should take place annually and proper provision made for them in future budgets;
- (c) taking into account what it is most in the Canadian national interest to show to the diplomats, the number of diplomats likely to be involved and climatic and other factors, the recommendation is that for the current fiscal year:
 - i) there be two tours each of 25 Heads of Mission (no wives) plus escorting Canadians and possibly press representatives (at their own expense). The first tour would take place the last week of September and the second tour the first week of October. If all those who accept cannot be fitted in, a third trip would take place in the late spring of 1971;
 - ii) the duration of each tour would be seven days, which is considered the minimum if enough of the area of economic potentiality is to be included to make the project fully worthwhile.
 - iii) National Defence would absorb the cost of using the aircraft (some \$32,000), with External Affairs and IA & ND sharing out of pocket expenses (between \$5,000 and \$7,000 each).
- (d) Although the paper indicates that if the three Ministers concerned agree, the attached report would become a policy recommendation for submission to Cabinet, the Department of IA & ND have since informed us that they have asked Treasury Board to advise them whether a joint submission to Treasury Board by the three Ministers might not be all that is required. In any event, once the proposal is approved, the implementing details would be worked out by three representatives of the Departments concerned with Protocol Division acting as liaison with the diplomats.

... 3

- 3 -

4. Since the paper was prepared, the Department of IA & ND have confirmed that, by removing the possible side trip from Inuvik to Tuktoyaktuk* - site of a defence installation - the proposed itinerary would be "sanitized", so that there would be no security problem created by the inclusion of the representatives of certain countries on the tour.

5. It seems to me that these proposed arrangements offer an acceptable formula for solving the various practical problems involved in implementing the project and I should be grateful to know whether you agree.

6. I would suggest that, when agreement is reached on the proposal, the announcement to the Diplomatic Corps might be made, if you concur, by means of a circular note which would request Heads of Mission to indicate on which of the tours they wish to be included.

7. As the Dean of the Corps has been under pressure from his colleagues and hopes to be able to let them know this month what are the prospects for the organized tours, we might suggest to him that he inform them that the matter is under active consideration and that you hope to have something to communicate to the Corps in the near future.

A.E.R.

A.E.R.

** I would hope that the exclusion of Tuk-tuk could be reconsidered for such a controlled trip as this one*

A.E.R.

File
Diary
rc
ChronCanadian Consulate General
NEW YORK

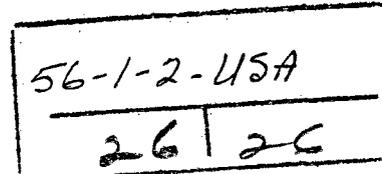
UNCLASSIFIED

Under-Secretary of State for External Affairs
OTTAWA

May 7, 1970

Your Letter 210 of April 23, 1970

FIS-1512

Visits to New Jersey State Department of
Education, March 10, 1970 and to Connecticut
State Department of Education, April 9, 1970

We have discussed some of the points you raise as a result of your visits to New Jersey and Connecticut. There is, as far as we can ascertain no Government programme for student exchanges. The Department of the Secretary of State Travel and Exchange Section is primarily concerned with inter-provincial exchanges. Some foreign students exchanges are being developed by that Department but not at present or in the next few years with United States students. External has, as you know, assisted in short term visits to Ottawa by high school students but cannot undertake arrangements for an exchange programme. Should the New Jersey authorities wish to pursue this aspect, we can only suggest that student exchange information might be obtained from Dr. Freeman Stewart, Executive Secretary, Canadian Education Association, 151 Bloor St. West, Toronto. There is the possibility also that from the U.S. side information might be available from the Bureau of Educational and Cultural Affairs, Department of State, Washington, D.C.

2. With regard to the participation of Canadian teachers in a workshop, we would have to contact the Canadian Teachers Federation. It would be essential to know the duration of the workshop and the financing of any participants' travel and accommodation. We are not in a position to pay these costs nor do we think they could be borne by the individual teachers themselves.

3. You are undoubtedly familiar with the regulations concerning the use of films by television networks, educational or commercial. It would be advisable to discuss this question thoroughly with the Film Board and CBC in New York before making any offer of films to the New Jersey authorities as films for in-school telecasting as well as network telecasting must be handled by them.

4. We were glad to see that New Jersey might be willing to commence a pilot project in a small number of schools. A programme in all the New Jersey schools next year would, we fear, require more teachers kits' and students kits' supplies than may be available. We certainly do not wish to dampen either your or New Jersey's enthusiasm and we do welcome your initiatives. Our budgetary restrictions, however, must confine our activities within certain limits. With this in mind we would suggest that visits by teachers to the Consulate to view films with question-answer periods to inform them of Canadian history, government, economic development etc., could be productive and not expensive to our resources.

5. Much of the above applies also to Connecticut.

6. Specifically with regard to your question about the "Canadian Weekly Bulletin", we would have to know the number of secondary schools in New York, New Jersey and Connecticut. Our estimate would be something like 10,000 in the three states, which, if right, would be prohibitory. We might be able to consider CWB distribution to the secondary schools in Connecticut alone if the number is reasonable. It is assumed that you are thinking of one copy per school.

7. We regret having to be somewhat negative and cautionary in our reply. In our present financial circumstances we are inclined to think promotion of Canadian studies programmes in universities is more advisable than in the public school levels where the student population in your territory is so enormous.

ORIGINAL SIGNED BY
L. A. D. STEPHENS
Under-Secretary of State
for External Affairs

FILE DIARY CIRC CHRON

56-1-USA	
26	26

OTTAWA, May 5, 1970.

Dear Mr. Forget:

...

As it may be of interest, we are attaching a copy of a letter from the New York Times to our Embassy in Washington concerning "Four Month Promotional Campaigns.". A copy of the Embassy's reply and the section from the newspaper are also attached. It is not our intention to reply direct to Mr. Sullivan.

...

A review of the "Economic Survey of the Americas" published in the New York Times of January 26, 1970 shows that your Department was the only Federal Government Department running an advertisements. The other Canadian advertisements were by provinces or banks.

Yours sincerely,

ORIGINAL SIGNED BY
L. A. D. STEPHENS
L.A.D. Stephens

Information Division

Mr. P.A. Forget, Director,
Public Information Division,
Dept. of Regional Economic Expansion,
Sir Guy Carleton Bldg.,
161 Laurier Ave West,
OTTAWA.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

W. M. Agnes
Mr. Sweetman
SW

TO
A GUS - U.S.A. Division

FROM
De AFP - Finance and Administration Branch

REFERENCE
Référence

SUBJECT
Sujet The Consulate General in New York

SECURITY
Sécurité UNCLASSIFIED

DATE April 29, 1970

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
56-1-USA	
MISSION	
16	

ENCLOSURES
Annexes

DISTRIBUTION

- FIS
- FCN
- APO
- APR
- PGP
- AFB
- Mr. Sweetman

A project of renovation of the Consulate premises has been under consideration for some time pending settlement of various problems. A modest project could be put in hand this year. However, we would not wish to proceed with any work until it has been decided which, if any, of Mr. Smith's recommendations will be carried out as even limited implementation would undoubtedly affect the requirements of various occupants and the layout of the offices.

2. We should be grateful if you would keep us informed of developments in this respect.

W. M. AGNES

W.M. Agnes,
Finance & Administration Branch.

FOR ACTION
POUR CONSIDÉRATION
IMMÉDIATE

SECURITY - SECURITE

DATE

TO - A

FVS

filed
low

SIGNATURE

SEE ME
ME VOIR

DRAFT REPLY
PROJET DE RÉPONSE

COMMENTS
COMMENTAIRES

Mr Stephens:

The USSEA
would like to go ahead with
this - he regards it as high
priority - making the
countervailing reductions
as you indicated in
your memo.

er.B
PDA

001791

SIGNATURE

EXT 574/BIL, EXTERNAL AFFAIRS - AFFAIRES EXTÉRIEURES

PDA

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

MEMORANDUM



TO
A

AFP (Mr. Bennett)

SECURITY UNCLASSIFIED
Sécurité

FROM
De

FIS

DATE April 28, 1970

REFERENCE
Référence

NUMBER
Numéro

SUBJECT
Sujet

Provision of Funds for Proposed
U.S. Programme, 1970-71

FILE	DOSSIER
OTTAWA	56-1-2-2509
MISSION	371

*Mr. Bennett
you may wish
to discuss with PDM*

ENCLOSURES
Annexes

DISTRIBUTION

AFF
Mr. Stansfield
Miss Brennan

You asked me to provide more detail as to how funds might be available from the 1970-71 budget of Information Division to implement, if necessary, the proposed increase in the information establishment in the United States. It has been estimated that an amount of \$80 thousand would be required.

2. We indicated in our memorandum of April 21 that approximately \$63,000 could be transferred from monies available for the issuance in new languages of the booklet Let's Look at Canada and for reprints of Facts on Canada. We now find that \$65 thousand can be made available.

3. We had planned to reprint Facts on Canada this year in the following languages and quantities: French - 150,000; German - 100,000; Japanese - 50,000; Italian - 75,000 and Dutch - 50,000 for a total of 425,000 copies at a unit cost of 18¢ and a total cost of \$76,500. If it is considered desirable that the U.S. programme go ahead this year, we would limit our printing to French - 100,000; German - 100,000; Japanese - 50,000; and Italian - 50,000 for a total of 300,000 copies at 18¢. This would mean a total expenditure of \$54,000. (*\$22m*)

4. We had proposed to produce Let's Look at Canada for the following languages and quantities: Spanish - 250,000; German - 125,000; Italian - 75,000; Croatio-Serbian - 100,000; Dutch - 50,000; Portuguese - 50,000 and Danish - 25,000 for a total of 625,000 copies at 6¢ for a total cost of \$40,500. The reduced printing programme would be for Spanish - 100,000; German - 100,000; Italian - 50,000 and Croatio-Serbian - 100,000 for a total of 350,000 copies at a total cost of \$21,000. (*\$18m*)

5. Thus the difference between the budgeted estimated cost of \$140,000 and the estimated cost of the reduced programme would amount to \$65,000 which could be earmarked for the U.S. programme.

6. We pointed out in our memorandum that we would obtain the additional \$17 thousand by cutting the exhibits and displays programme by that amount. At this point we are not able to indicate exactly what activity would be affected. The amount required would now be \$15,000, and not \$17,000.

7. I trust that this is the information you wished to obtain.

J. Stansfield
Information Division.

File
Diary
Circ.
Chron.

56-1-USA
16

MEMORANDUM

AFP (Mr. Bennett)

UNCLASSIFIED

April 28, 1970

FIS

Provision of Funds for Proposed
U.S. Programme, 1970-71

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E. A. D. STEPHENS

Information Division.

AFF
Mr. Stansfield
Miss Brennan

MEMORANDUM

file diary
Chron
circ

FCO, GRF, GUS

Unclassified

FIS

April 24, 1970

56-1-USA
16 | —

Quebec-Louisiana Cooperation

...

Attached is a copy of a letter to the Editor of Le Devoir of April 22 concerning a programme of French studies being made available in New Orleans by the Quebec Minister of Cultural Affairs and under the patronage of Quebec-Amerique. We should be grateful for information both about the programme and about the Society.

ORIGINAL SIGNED BY
L. A. D. STEPHENS

Information Division

■ lettres au DEVOIR

Les relations Québec-Louisiane

Les étudiants de la Nouvelle-Orléans bénéficieront d'un programme d'études en français, grâce au ministre des Affaires culturelles du Québec, sous le patronage de Québec-Amérique, avec la coopération de son président honoraire, M. le maire Victor Schiro, et du Dr George William Noël-Cooper, directeur du chapitre local.

Ce programme éducatif est un hommage rendu à l'occasion des fêtes marquant le 250^{ème} anniversaire de la fondation de la Nouvelle-Orléans par Jean-Baptiste Lemoyne de Bierville.

Cette toute récente initiative du Québec dans le domaine des affaires internationales s'avère d'ordre purement culturel et apolitique.

Québec-Amérique, qui compte des filiales dans les principales villes des États-Unis, a choisi la Nouvelle-Orléans comme principal centre d'opérations internationales, avec la parution de sa revue mensuelle; Québec-Amérique, sous la direction de Jean-Noël Tremblay, ministre des affaires culturelles de la province de Québec.

Le programme comporte un échange de programmes éducatifs

entre la Nouvelle-Orléans et autres villes américaines et le Québec français. L'objectif principal de Québec-Amérique est de promouvoir le français parlé et écrit. Québec est logiquement destiné à être le pivot de cette entente cordiale en matière de culture française. Toutes les institutions d'enseignement sont invitées à participer à cette nouvelle forme d'aventure culturelle.

Rousseau VAN VOORHIES
secrétaire international
Québec-Amérique
Nouvelle-Orléans, 14-4-70.

file
diary
cc: Ottawa ✓

PW/pw

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

5-6-1-USA	
26	

1746 Massachusetts Avenue N.W.,
Washington, D. C. 20036

23 April 1970

Dear Mr. Sullivan,

Thank you for your most interesting letter
and enclosure concerning the New York Times' "Four-
Month Promotional Campaigns" which I am forwarding
to our Government in Ottawa.

Sincerely,

Richard O'Hagan
Minister Counsellor
(Information)

Mr. Robert A. Sullivan,
Director,
Latin American Promotion,
The New York Times,
Times Square,
New York, N. Y. 10036

First
in advertising
in the world's
first
market.

The New York Times

Times Square, New York 10036

[Handwritten signature]

56-1-USA	
26	1

23 April, 1970

Dear Sir:

As you may know, six Latin American governments are sponsoring 1970 "Four-Month Promotional Campaigns" in The New York Times. The campaigns began in The New York Times 1970 Business Review of the Americas. Each campaign will total well over 5,000,000 printed impressions and is reaching influential Times readers in 11,317 cities and towns in all 50 of the United States, and in Washington, D.C.

The Week In Review Section of The Times I am sending you contains the third advertisement in each campaign.

You will note in this section that there are 10 advertisements from Argentina, all supporting the campaign of Argentina's Ministerio de Economia y Trabajo.

It is apparent that Argentina is making a strong effort to attract a larger share of the US\$12,300,000,000 that U.S. business will invest abroad this year.

How many of these important U.S. business executives are fully aware of your country's economic opportunities?

Yours truly,

[Handwritten signature: Robert A. Sullivan]

Robert A. Sullivan
Director
Latin American Promotion

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À

FIS

SECURITY
Sécurité

UNCLASSIFIED

FROM
De

APD

DATE

April 23, 1970

REFERENCE
Référence

Your memoranda to APP of February 18 and April 10, 1970

NUMBER
Numéro

SUBJECT
Sujet

Cost of Canadian Information Programme in the United States.

FILE	DOSSIER
OTTAWA	56-1-USA
	56-12-6-USA
MISSION	16

*File
ADD
24/4/70*

ENCLOSURES
Annexes

DISTRIBUTION

Reference is made to your memorandum of February 18 and April 10, 1970, in which you asked for data on the number, position levels and salaries of employees engaged in full or part time information work in the United States in 1969/70.

2. The only source of information available to the Personnel Branch on this subject is the 1969/70 establishment of the posts. An examination of these indicates the following:

A. Full Time

FSO 4	-	1
FSO 3	-	1
AS 7	-	1
AS 5	-	1
Librarian 3	-	1
CR 4	-	2
CR 3	-	3
CR 2	-	2
ST 6	-	1
ST 5	-	1
Locally engaged	-	22

Summary - 5 officers, 9 Canada based support and 22 locals with annual salaries and allowances totalling \$ 332,000.

B. Part Time

FSO 6	-	1
FSO 3	-	1
FSO 2	-	1
AS 5	-	2
AS 4	-	1
AS 3	-	1
Local	-	1

Summary - 7 officers and 1 local with annual salaries and allowances of \$ 202,000.

J.G. Sinclair
 J.G. Sinclair,
 APD

TRANSMITTAL SLIP

TO: ~~SECRETARY~~ SECRETARY OF STATE FOR EXTERNAL
AFFAIRS, OTTAWA
FROM: CANADIAN EMBASSY
WASHINGTON

Security..... SANS.....

Date..... 22.4.70.....

Air or Surface.. AIR.....

No. of enclosures..... ONE & ONE.....

The documents described below are for your information.

Despatching Authority..... O'HAGAN *745*

56-1-USA
16 |

Copies	Description	Also referred to:
1	Letter of April 1970 from N.Y. Times re: "Four-Month Promotional Campaigns"	<div data-bbox="1096 671 1474 930" style="border: 1px solid black; padding: 5px;"> <p>TO: FIS FROM: ACRG APR 30 1970 ATTN: <i>[Signature]</i></p> </div> <p><i>has been file ed</i></p>
<i>FIS</i> 1	copy N.Y. Times Week in Review Section of 22 March 1970	

INSTRUCTIONS

1. This form may be used in sending material for informational purposes from the Department to posts abroad and vice versa.
2. This form should *NOT* be used to cover documents requiring action.
3. The name of the person responsible for authorizing the despatch of the material should be shown opposite the words "Despatching Authority". This may be done by signature, name stamp or by any other suitable means.
4. The form should bear the security classification of the material it covers.
5. The column for "Copies" should indicate the number of copies of each document transmitted. The space for "No. of Enclosures" should show the total number of copies of all documents covered by the transmittal slip. This will facilitate checking on despatch and receipt of mail.

R. O'Hagan
1970

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO
À
The Canadian Consulate General
NEW YORK

FROM
De
The Canadian Embassy
WASHINGTON, D. C.

REFERENCE
Référence
Johnston-Bryce Telecons

SUBJECT
Sujet
U.S.A. Information Costs -- Personnel

File
ans
28/4/70

SECURITY
Sécurité UNCLASSIFIED

DATE April 22, 1970

NUMBER
Numéro 704

FILE	DOSSIER
OTTAWA	56-1-USA
MISSION	16

ENCLOSURES
Annexes

DISTRIBUTION

All Consulates
General and
Consulates --
Information
Sections

Information
Division --
OTTAWA ✓

The Embassy, in coordination with the Department, is attempting to determine the overall costs of our Information programme in the United States. Most figures can be obtained through headquarters, but it is necessary to go to posts for the following personnel costs. Could you please complete the ... attached form and return it to the Office of Information in Washington before May 15, 1970.

ORIGINAL SIGNED BY
R. O'Hagan

The Embassy

U.S.A. INFORMATION PROGRAMME

PERSONNEL COSTS

I. Full-Time

1. How many Canadian-based personnel are engaged full-time on information work? Please show classification level and salary range for each employee.

	<u>Classification</u>	<u>Salary Range</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____

2. How many locally-engaged personnel are engaged full-time on information work? Please show classification level and salary range for each employee.

	<u>Classification</u>	<u>Salary Range</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____

II. Part-Time

3. How many Ottawa-based personnel are engaged less than full-time on information work? Please show classification level and salary range, and estimate percentage of time spent on information work.

	<u>Classification</u>	<u>Salary Range</u>	<u>Percentage</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

4. How many locally-engaged personnel are engaged less than full-time on information work? Please show classification level and salary range and estimate percentage of time spent on information work.

	<u>Classification</u>	<u>Salary Range</u>	<u>Percentage</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

PDA

EXTERNAL AFFAIRS
MEMORANDUM



AFFAIRES EXTÉRIEURES

TO
À

AFP (Mr. Bennett)

FROM
De

FIS

REFERENCE
Référence

SUBJECT
Sujet

Programme Forecast - U.S. Staff increases

Under Secretary
May we discuss?

SECURITY
Sécurité

UNCLASSIFIED

DATE

April 21, 1970

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

Mr. Bennett
Please - when you can catch me, also

ENCLOSURES
Annexes

DISTRIBUTION

We were asked to examine the current Information Division budget to determine where the approximately \$80,000 required could be obtained if the Under-Secretary decided to implement this year the proposed increase in the information establishment in the United States.

2. While reluctant to further reduce our already diminished funds, we have decided that by curtailing the publication of foreign-language versions of the new booklet Let's Look at Canada and reprints of Facts on Canada we could effect a saving of \$63,000.

3. The only other information activity that could stand a new cut and yet be maintained is the exhibits and displays programme. We would propose, therefore, that the additional \$17,000 needed could be taken from this area.

4. As I have informed you, I am concerned about the unforeseen costs of the policy ^{services} booklets which are to be charged to this Division. I hope that if funds are not made available to us in advance to cover printing costs (estimated very roughly at upwards of \$35,000), the amount actually expended will be re-paid to us to enable us to carry out our programme for the balance of the current fiscal year.

PDM
AFF
Mr. Stansfield
Miss Brennan

Supps??

J. M. [Signature]
Information Division.

27.4.29(us)

deviser ✓
journal
aire

PDM via PDF

CONFIDENTIAL

FAC

April 20, 1970

56-1-2-USA	
55	8-USA
1-2	-

Cultural Exchanges with the United States

AFP
(Mr. O'Toole)

Attached you will find, as requested, a paragraph to be inserted in the five-year Cultural Exchange Programme. This paragraph explains briefly the reason why the US are not specifically listed among programme countries in the cultural exchange field. The immediately following will illustrate the reasoning behind this paragraph in more details.

2. The present Cultural Exchange Programme is mainly a programme of incentive and acts as a spur to initiate cultural exchanges where these were found to be inadequate in the past.

3. This is the reason why the first programme was set up with Francophone countries. It was acknowledged at the time that although French culture in Canada was in some peril and certainly in isolation on the North American Continent, private efforts and non-governmental support were inadequate to cope with the needs for exchanges.

4. The programme was then extended to other countries of origin (Italy, Germany, USSR, The Netherlands) for the same reasons.

5. Now these exchanges were considered inadequate in relation to those obtaining with the English-speaking world. It was noted at the time that, for instance, a Commonwealth Scholarship and Fellowship Programme had existed for twenty years linking Canada and Britain, and that while 12,000 Canadian ~~students~~ ^{scholars} were in the USA, about the same number of Americans were in Canadian universities.

6. Since then, it was found (by STAFEUR) that other cultural exchanges with Britain and the Commonwealth were too few and far between: the Commonwealth Arts Festival was about the only manifestation of this kind. Invitations to the World Theatre Festival of London, for instance, had to be declined because of the high transport costs to cross the Atlantic. This has been redressed since.

7. However, the situation is not the same with the US. Costs of transport are no greater than across Canada and no special subsidy is needed to meet them. More important, the commercial flow of cultural material (film, book and works of art) is such that it tends to inhibit Canadian creation. At the same time, Canadian companies regularly tour

.../2

the US on a commercial basis (Stratford, Feux-Follets, National Ballet of Toronto, Royal Winnipeg Ballet are examples, Love and Maple Syrup another). Every year at least, twenty exhibitions involving Canadian art or Canadian artists are held in the US and our museums are on the US circuit for international exhibitions, which means they receive international exhibitions presented in the US; several major Canadian artists - too many, some say - work in the US, like Canadian authors. Not to mention the flood of cinema, radio and T.V. productions in the audio-visual field.

8. It is therefore ^{hard} ~~hard~~ to visualize what purpose a programme of grants for exchanges - a drop in the bucket - would serve, except possibly to leave us open to the accusation of actually encouraging a flow of "exchanges" that the CRTC among others is trying to stem.

9. We do subsidize the odd operation that should clearly benefit Canadians: for instance, the annual participation of Canadian book publishers at the American Library Association Fair and this should be provided for also in the future, and we are asking our cultural/information Counsellor in Washington to draw similar possibilities to our attention. But these individual initiatives are so small in size that one could not make a programme out of them without looking a bit beggarly in comparison with present privately-sponsored and commercial exchanges in the university, audio-visual and even artistic exchanges fields. Our Information Programme is of course another source of subsidy of considerable importance for exchanges of visits, of persons and for exhibitions, and serves to project a "distinct" Canadian image throughout the US.

ANDRÉ COUVRETTE

Cultural Affairs Division

PARAGRAPH TO BE INSERTED ON PAGE 6 (after
point 5) OF THE PROGRAMME MEMORANDUM -
DATED APRIL 10, 1970

The lack of any cultural programme directed specifically towards the United States may seem to constitute a lacuna in the present forecast. However, to-date, the Canadian Government has not indicated that it felt such a programme was necessary, considering the large number of cultural contacts that exist between the two countries in the academic as well as the audio-visual and artistic fields, the bulk of which are on a commercial basis or sponsored by private institutions. On the other hand, the information programmes mounted in the USA by the Department of External Affairs and the operations of the Canadian Government Travel Bureau constitute a major official effort to project an image of Canada as a culturally distinct country throughout the USA. As for specific sectors requiring Government intervention, such as the subsidy of Canadian Book Publishers at American Book Fairs, similar projects can be financed under the "general cultural activities" item of the Cultural Exchange Programme as they arise on an "ad hoc" basis. However, we are keeping this situation under review.

FIS/E. WEISS/LB

FILE DIARY CIRC CHRON

The Canadian Embassy,
WASHINGTON, D.C.

UNCLASSIFIED

The Under-Secretary of State for
External Affairs, OTTAWA, Canada.

April 20, 1970.

FIS-1298

Information Enquiries

56-1-USA
4 | 4

The Consulate in Dallas, Texas, tells us that other posts in the United States are referring to them information enquiries originating in states other than Texas. As Dallas handles information enquiries only from Texas, we should be grateful if you would refer enquiries from Oklahoma and Arkansas to New Orleans, from New Mexico to Los Angeles, and from Kansas to Ottawa.

- BOSTON
- CLEVELAND
- CHICAGO
- DALLAS
- DETROIT
- LOS ANGELES
- NEW ORLEANS
- NEW YORK
- PHILADELPHIA
- SAN FRANCISCO
- SEATTLE

2. With the withdrawal of External Affairs personnel from the Consulates General in Chicago and Seattle, information enquiries originating in their territories should be referred direct to us in Ottawa. It would, however, be appreciated if these posts could handle routine enquiries from their territories and forward to Ottawa only those requiring research into matters, the sources for which are not readily available.

3. We would also remind posts that, whenever possible, requests for single copies of publications, i.e. a student's kit, even when received from areas outside their territories of jurisdiction, are to be filled by the recipient post. A form letter is to be enclosed with mailings of this kind suggesting that the enquirer might wish to direct further enquiries to the Canadian office servicing his area. This does not apply to requests for bulk materials which should be referred to the appropriate post.

ORIGINAL SIGNED BY
L. A. D. STEPHENS

[Signature]
Under-Secretary of State for
External Affairs

✓ FIS (Mr. Stephens) *Miss Weiss*

April 17, 1970.

MEMORANDUM FOR THE UNDER-SECRETARY

Canadian Information Programme in the USA

You referred to me two memoranda to you from Mr. Stephens regarding this subject, the first dated April 3 and the second dated April 15. You expressed the hope that we could implement this programme as soon as possible and that, in any case, it should be included as an item in Budget Level B for 1971-72. On this latter point I have spoken to Mr. Stephens, who will provide the necessary item for the Programme Review.

2. With regard to the possibility of implementing in the current fiscal year, you should know that the matter was discussed with Mr. Cadieux in January. At that time I said that there was no reason why this could not be done, provided it was given sufficient priority. By that I mean that funds have not been made available for it in the Estimates, and if it is to go ahead we should look in the first instance at the spending plans of the Information Programme for 1970-71. If Mr. Stephens can provide you with alternatives to the present plan, for example, a reduction in the publications side or some other area of his operations which would free up the \$30,000 required, I see no reason why we cannot proceed. Mr. Stephens, faced with the substantial cuts that were made in the Information Programme, is reluctant to see that plan further reduced to provide for this activity, e.g., financing the regional man on the West Coast of the United States. Mr. Stephens is now preparing for your consideration the steps that he would have to take to reduce other aspects of his work to provide for this project. You will be able then to assess the consequences of such a shift.

3. It is, of course, open to you, if the consequences of further cuts in other areas of the Information Programme are not desirable, to look at other areas of our departmental budget. In my view, given our present situation, such a search will probably prove pretty futile. The cultural programme has also been cut severely and is, in the scholarships area, heavily committed. We are also committed to financing several large and expensive tours, e.g., the Toronto Symphony to Osaka. Clearly, we cannot touch our efforts in aid

...2

administration. This leaves open to us only the general management of the department. In the personnel area, for example, I do not think we can arbitrarily reduce the allotments that have been made since it will involve staffing levels, which are already severely strained. At our last reckoning we are experiencing about \$650,000 "slippage" in our plans to save through strength reduction and redeployment. With 25 of our missions down to two officer level and a further 15 only at the three officer level, there is very little that could be done here. I think, therefore, that if we are to proceed with the proposal for the Information Programme in the USA, the funds must be found within the \$1 million allocated to this programme.

T. H. BENNETT

T. H. Bennett.

c.c. PDF (Mr. Bissonnette)
APP (Mr. Tovell)
✓ FIS (Mr. Stephens)
APP (Mr. O'Toole)

OFFICE OF THE UNDER SECRETARY

MR. BENNETT

RE THE ATTACHED MEMORANDUM

If we put four or five or our less sensitive Missions on a "care and maintenance" or "non-secure" basis, would this save enough money to help the information programme in the U.S. - to which the Department should attach a high priority.

A.E.R.

001811

April 17, 1970.

MEMORANDUM FOR THE UNDER-SECRETARY

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...2

17.4.38/051

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T. H. Bennett.

c.c. PDF (Mr. Bissonnette)
APP (Mr. Tovell)
FIS (Mr. Stephens)
AFP (Mr. O'Toole)

John -

Miss Jones
never - I judge
we want for more info.
No?

I talked with Ted Johnston
suggesting he look into Speakers
Bureaus of possible World affairs
lectures or organizations of similar
standing on a universities circuit.
By having a Speakers Bureau make
the arrangements we would avoid
"the political factors" and the expenses.
Conditions placed by bureaus on booking
arrangements should be thoroughly
investigated for a number of days

2) areas to be covered

3) time schedule

4) remuneration to speakers

5) charges.

Ted will get the names of
several reputable bureaus and discuss
with Rick.

J.W.

File

CANADIAN EMBASSY



AMBASSADE DU CANADA

56-1-USA
16 | 16

PERSONAL

1746 Massachusetts Avenue N.W.,
Washington, D. C. 20036

16 April 1970

Dear Llyn,

After the reception for the Canada/U.S. Interparliamentary Group on March 10, two of our Members of Parliament, David MacDonald (PC - Egmont, P.E.I.) and John Roberts (L - York-Simcoe, Ontario) came home with us for a post-prandial drink. In the course of our conversation, both MacDonald and Roberts whom, as you probably know, are among the brighter and more attractive young Members of the House, expressed some dissatisfaction in what they regarded as an inadequate representation to their American friends of present Canadian attitudes and concerns centered mainly in U.S./Canada bilateral relations.

The things they were saying struck me as so responsible and balanced that I said it would be interesting if there were opportunities for them to say many of the same things to American audiences, especially in the universities. Both responded most favourably to this idea, and I have now had a letter from David MacDonald in which he says he will "look forward to hearing more about that lecture tour idea if it proves at all feasible. I am sure that John and I would be most interested along with others of possible participation in such a unique communications process particularly with the turbulent youth of today's America."

I don't need to tell you that there are political factors to be taken into account should any such enterprise be considered, even in the most preliminary way, and I would be glad of any thoughts you and Elizabeth Weiss might have.

With all good wishes,

Sincerely,

*Approved by telephone conversation with Mr. Johnston
at Emb. 27/4/70
Ed*

Richard O'Hagan
Richard O'Hagan
Minister Counsellor (Information)

Mr. L.A.D. Stephens,
Head,
Information Division,
Department of External Affairs,
Ottawa, Canada.

PIM (The Under-Secretary)

Unclassified

FIS

April 15, 1970

Our memorandum of April 3, 1970

Canadian Information in the U. S. A.

I understand from Mr. Mathewson that you asked for an estimate of the cost of additional staff (mentioned in para 4 of our memo) which would be needed for the Embassy in Washington to direct a "national" programme from New York, and to base a regional Pacific Coast officer in San Francisco.

2. The total annual cost is estimated at \$79,922. The following figures show the breakdown, based on an assumption that the two officer positions would be at the F. S. O. 5 level and allowances would be for a married man with two children; The secretaries would be hired locally at a senior secretarial level.

Breakdown

San Francisco

Salary (FS05)	18,208.
Allowance	5,729.
Education Allowance	4,000.
Hospitality: (S. F.)	2,100.
(Seattle)	<u>500.</u>

\$30,537.

Travel and Hotel:

4 visits each year to Seattle for one week each - 2 visits accompanied by wife

1,985.

2 visits to Los Angeles for 1 week each

920.

Local staff secretary

6,530.

39,972.

\$39,972.

...2

PGP (Mathewson)
PDF
(Bissonnette)
PDE (Langley)
APP (Tovell)
APO (Olivier)
AFP (Bennett)
GUS
Miss Weiss

New York

Salary (FS05)	18,208.	
Allowance	5,154.	
Education Allowance	2,260.	
Hospitality	<u>2,100.</u>	\$27,722.
Travel and Hotel:		
52 visits from Washington to N. Y., 26 of them with overnight accommodation	4,800.	
Local staff secretary	<u>7,428.</u>	
	<u>39,950.</u>	<u>\$39,950.</u>
		\$79,922.

ORIGINAL SIGNED BY
L. A. D. STEPHENS

Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO A PIM (The Under-Secretary)

FROM De FIS

REFERENCE Our memorandum of April 3, 1970

SUBJECT Canadian Information in the U. S. A.

Mr. Bennett
Shower this to reflect in Program 2 of level B earlier
can be implemented

SECURITY
Sécurité

Unclassified

DATE

April 15, 1970

NUMBER
Numéro

File

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

ENCLOSURES
Annexes

DISTRIBUTION

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- PGP (Mathewson)
- PDF (Bissonnette)
- PDE (Langley)
- APP (Tovell)
- APD (Olivier)
- AFP (Bennett)
- GUS
- Miss Weiss

...2

15.4.43/05

New York

Salary (FS05)	18,208.	
Allowance	5,154.	
Education Allowance	2,260.	
Hospitality	<u>2,100.</u>	\$27,722.

Travel and Hotel:

52 visits from Washington
to N. Y., 26 of them with
overnight accommodation
Local staff secretary

	4,800.	
	<u>7,428.</u>	
	<u>39,950.</u>	<u>\$39,950.</u>
		\$79,922.



Information Division

Circulation
Div. Diary
Diary(Francis)
File

FPR/J.R.Francis/nv

56-1-2-USA	
26	—

MEMORANDUM

FIS

UNCLASSIFIED

FPE

April 14, 1970

Your Memo of April 2, 1970

UNN

CP News Bulletin

May I confirm that San Francisco will once again be receiving the CP Bulletin by telex starting this week. We received this service from CP on the understanding that it is for official use only and that it may not be distributed outside of our embassies and consulates.

2. CP has an arrangement with AP for exchanging news, and any distribution which we gave would represent an infringement of copyright. Mr. Nutt would, therefore, not be authorized to provide a copy of the Bulletin to Professor Fitzgerald.

J. R. FRANCIS

J.R.Francis
Press Office

FIS/E. WEISS/LB

FILE DIARY CIRC CHRON

RESTRICTED

OTTAWA, April 13, 1970.

56-1-USA

Dear Jim:

Thank you for your letter of March 13 concerning the possibility of increased Canadian participation in the World Press Review program. I hope your efforts will be successful.

In regard to the CP Bulletin, telex service to San Francisco will soon be re-instituted. The Bulletin is marked "for official use only" because of the strict copyright arrangements with CP. I cannot, therefore, just come out and say you can turn it over to Prof Fitzgerald. Should you decide to make the information in it available to him in some way, that could be at your discretion.

Yours sincerely,

ORIGINAL SIGNED BY
L. A. D. STEPHENS

Information Division

Mr. J.S. Nutt, Consul General,
Canadian Consulate General,
One Maritime Plaza, Golden Gateway Center,
SAN FRANCISCO, Calif. 94111.

MEMORANDUM

GUS

FIS

Your Memorandum of March 31, 1970.

The Consulate General in New York

UNCLASSIFIED

April 7, 1970.

FIS

56-1-USA	
7	—

Mr. Smith's comments concerning information work at the Consulate General in New York are appreciated and his suggestions merit close attention. We can certainly agree that objectives should be defined and close cooperation increased between departments in Ottawa and their representatives at posts. In the information field steps have been taken towards these ends by the conference in Washington and Ottawa and it is hoped that further meetings and implementation of proposals now being studied will help and improve information activities.

2. The Consulate General is to be complimented for its initiatives in promoting Canadian studies at universities. This work is indeed in conformity with our wish to increase the study of Canada at the university level. As our Embassy in Washington is also actively engaged in Canadian studies programmes, it is assumed that the Consulate General is keeping the Embassy informed of its activities.

3. Under the present financial stringencies there is little that can be done immediately about the staffing and location of the library or increasing the number of prints in the film library. The usefulness of these tools is unquestioned. It is hoped that arrangements can be made to improve liaison with the news media. There are, of course, some limitations on the aid that can be given Canadians in the cultural field in New York. It is important for them to know that "officialdom cares" but it is equally important for the impressarios to know since it is they who make the bookings and arrange the publicity without which an artist is almost helpless in New York. The best will of the Consulate and Government subsidies and the artists cannot entirely replace the functions and power of the impressarios.

4. While we agree that liaison with banking, business and industry is vitally important in increasing an understanding of Canadian policies, we do not think that liaison with other important opinion molders needs any less emphasis. The power of public opinion in the United States makes legitimate our concern about the lack of knowledge about Canada.

- 2 -

5. We should be grateful if you would thank Mr. Smith for his helpful assessment of the work in New York as it pertained to information.

ORIGINAL SIGNED BY
L. A. D. STEPHENS
Information Division

FDM (The Under-Secretary)

CONFIDENTIAL

FIS

April 3, 1970

Washington letter 1954 of December 15, 1969

Canadian Information in the U. S. A.

You will recall that in a memorandum of March 13 I asked if you would like to have the proposals made in the Washington letter under reference (copy attached) reviewed in the Senior Committee. You suggested that Mr. Cadieux's comments be obtained first. We have now had a message from Washington saying that the Ambassador agrees with the general lines developed in letter 1954 on intensifying the approach to information and related activities in the U. S. A., and that at the Embassy they look forward to the early implementation of such a plan. It remains therefore to seek your approval in principle and an indication of the priority which Personnel Operations should attach to its implementation. It is my understanding after consultation with Mr. Olivier that it would not be impossible to find the personnel for such a restructured organization, and in fact an early directive would facilitate decisions on some moves which are now pending.

2. The main points for your consideration are recapitulated below:

- 1) It can be agreed that a strong effort be made to mount a national effort in the United States to carry Canadian information to the public(s) of that country and that the Embassy should assert a large measure of direction and control of that effort, coordinating the work of all official Canadian agencies;
- 2) This national effort be conducted principally out of Washington and New York through enhanced integration of the information programmes in those cities;
- 3) The Embassy should assume the function in New York of carrying out tasks directed to national information programmes in the U. S. A. This would be accomplished by having one officer resident in New York on the staff of the Consulate General but directed by the Embassy. In addition the two senior Embassy officers responsible for information would spend some time each week in New York for liaison with the national media, maintaining contacts, and carrying out other "national" duties. These officers, resident in Washington, would be on the Embassy list and answerable for direction to the Embassy. While on duty in New York, office space for them would be provided by the Consulate General;

...2

PDF
(Bissonnette)
PDE
(Langley)
APP (Tovell)
APO (Olivier)
AFP (Bennett)
PCP (Mathewson)
GUS
Miss Weiss

- 2 -

Comment

In earlier discussion of this aspect of Embassy activities in New York it was considered that the resident officer working on national programmes might be included on the Embassy list. However further reflection precludes this possibility since it would be tantamount to setting up an Embassy "office" in New York -- a step which would be unacceptable to us if foreign missions in Ottawa wanted to maintain on the Ottawa diplomatic list the names of personnel resident in another Canadian city.

- 4) The Consulate General would continue to have an information staff of 2 officers and supporting staff for films, enquiries, publications, schools programmes, etc. in the important information region covered by the Consulate.
 - 5) Further thought should be given to responsibility for Canadian press relations of the United Nations. One possibility is for the national officer in New York to cover this responsibility from January to September with Ottawa providing a media-relations officer for the period of the General Assembly session.
 - 6) A regional information officer should be appointed for the Pacific and Rocky Mountain area to be based in San Francisco. If feasible, this officer might serve to fill some of the gap caused by withdrawal of External Affairs personnel from Chicago. As in the case of New York, this officer would be directed by the Embassy.
 - 7) We should seek the blessing of their parent departments for the greater use of detached Immigration and C.G.T.B. officials in a national information programme in the U. S.
3. Needless to say it would be central to the successful operation of such a plan to have a careful and clear identification of responsibilities and relationships between the Embassy, the Consulates General, (and the Permanent Mission to the U. N. if point 5 is accepted) It would be desirable to consult closely with the various units involved with a view to drawing up comprehensive and clear cut directives which would be acceptable to, and understood by, all concerned.
4. In addition to the staff at present involved at the Embassy and the Consulate General in New York there would be additional costing for two officers (one resident in New York, working under Embassy direction, and the other based in San Francisco) and two secretaries. There would also be travel costs for the two Washington based officers covering "national" duties in New York and for the San Francisco based officer travelling in the Pacific region.

...3

- 3 -

5. I should be grateful for your direction on these matters.

E. A. D. STEPHENS

Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

File n

TO A PDM (The Under-Secretary)
FROM De FIS
REFERENCE Washington letter 1954 of December 15, 1969
SUBJECT Canadian Information in the U. S. A.

*Mr. Berthel
Mr. Stephens
I would like to see us
get ahead with the change
you if possible
CSN*

SECURITY
Sécurité

CONFIDENTIAL

DATE

April 3, 1970

NUMBER
Numéro

111

FILE	DOSSIER
OTTAWA	56-1-2-USA
MISSION	371

ENCLOSURES
Annexes

DISTRIBUTION

PDF
(Bissonnette)
PDE
(Langley)
APP (Tovell)
APO (Olivier)
AFP (Bennett)
PGP (Mathewson)
GUS
Miss Weiss

You will recall that in a memorandum of March 13 I asked if you would like to have the proposals made in the Washington letter under reference (copy attached) reviewed in the Senior Committee. You suggested that Mr. Cadieux's comments be obtained first. We have now had a message from Washington saying that the Ambassador agrees with the general lines developed in letter 1954 on intensifying the approach to information and related activities in the U. S. A., and that at the Embassy they look forward to the early implementation of such a plan. It remains therefore to seek your approval in principle and an indication of the priority which Personnel Operations should attach to its implementation. It is my understanding after consultation with Mr. Olivier that it would not be impossible to find the personnel for such a restructured organization, and in fact an early directive would facilitate decisions on some moves which are now pending.

2. The main points for your consideration are recapitulated below:

- 1) It can be agreed that a strong effort be made to mount a national effort in the United States to carry Canadian information to the public(s) of that country and that the Embassy should assert a large measure of direction and control of that effort, coordinating the work of all official Canadian agencies;
- 2) This national effort be conducted principally out of Washington and New York through enhanced integration of the information programmes in those cities;
- 3) The Embassy should assume the function in New York of carrying out tasks directed to national information programmes in the U. S. A. This would be accomplished by having one officer resident in New York on the staff of the Consulate General but directed by the Embassy. In addition the two senior Embassy officers responsible for information would spend some time each week in New York for liaison with the national media, maintaining contacts, and carrying out other "national" duties. These officers, resident in Washington, would be on the Embassy list and answerable for direction to the Embassy. While on duty in New York, office space for them would be provided by the Consulate General;

3.4.58 (U.S.)

- 2 -

Comment

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...3

- 3 -

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Information Division

File

PDM (The Under-Secretary)

CONFIDENTIAL

FIS

April 3, 1970

Washington letter 1954 of December 15, 1969

Canadian Information in the U. S. A.

56-1-2-USA
3 > | —

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FDF
(Bissonnette)
PDE
(Langley)
APP (Tovell)
APO (Olivier)
AFP (Bennett)
PGP (Mathewson)
GUS
Miss Weiss

Embassy Washington
(O'Hagan) (blind)

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- 2 -

Comment

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...3

- 3 -

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~~DA~~ E. STEPHENS

Information Division

OK ①



EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES

MEMORANDUM

TO
À FPR

FROM
De FIS

REFERENCE
Référence

SUBJECT
Sujet

SECURITY
Sécurité RESTRICTED

DATE April 2, 1970.

NUMBER
Numéro

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

ENCLOSURES
Annexes

DISTRIBUTION

Our Consul General in San Francisco has written concerning the possibility of telexing the CP Bulletin to him in order to provide up-to-date news to Prof Fitzgerald who is the participant for Canada on the World Press Review TV programme. You will note from the attached correspondence that it is likely that Prof Fitzgerald will appear more frequently on the programme than he has in the past and so will need more current information than is presently available in San Francisco.

2. The World Press Review is a weekly programme carried on the NET Network and, therefore, reaches many parts of the United States and a discriminating audience. It is a worthwhile medium for Canadian information. Anything we can do to assist Prof Fitzgerald would, in these circumstances, seem appropriate. I should hope that this would be justification for re-instituting the telex service of the CP Bulletin to San Francisco.

3. We have not received Mr. Nutt's separate letter on the telex to which he refers but perhaps it has gone to you. I should, however, like to reply to Mr. Nutt's attached letter as soon as possible and should appreciate your views on the telex question.

J. A. Stephens
Information Division

Miss Weiss

36-1-407
714

CANADIAN CONSULATE GENERAL



CONSULAT GÉNÉRAL DU CANADA

841

One Maritime Plaza
Golden Gateway Center
San Francisco, California 94111

March 13, 1970.

RESTRICTED
CONFIDENTIAL

TO: FIS
FROM: ACRG
MAR 20 1970
ATTN: *[Signature]*

Dear Lyn:

You will be interested in the attached memo. Any views you have I would certainly appreciate. I don't want to spoil a good thing, but I do believe that certainly, as the weeks go by, we may be able to increase our participation in the World Press Review. I guess one problem is going to be how up to date FitzGerald can keep himself. In this connection, you might want to think about the possibility, in due course, if it comes to it, of our providing him with copies of the CP Bulletin on a private basis. There will also be the question of telexing this bulletin to us in such circumstances. This is something on which I am writing separately.

Sincerely yours,

[Signature]

J. S. Nutt
Consul General

Mr. L.A.D. Stephens
Head, Information Division
Department of External Affairs
Ottawa, Ontario
C A N A D A

T 15

RESTRICTED

March 12, 1970.

M E M O R A N D U M

FOR FILE

SUBJECT: WORLD PRESS REVIEW PROGRAM - CANADIAN PARTICIPATION

Following up my courtesy call last week on KQED, I had lunch on March 11 with Mr. Richard Moore, President and General Manager. During the course of our wide-range conversation in which we discussed particularly Canada - U.S. relations and the prospects for the future, we also got on to a discussion of the World Press Review program. I told Moore that I had been doing some thinking about our participation on the program on which, as he knew, Canada appeared every six weeks, or two months. I said I had not yet seen FitzGerald on this program since I arrived and was, therefore, in no position to assess how I thought Canada was coming across on the program. My off the top of the head view, however, was that Canada - U.S. relationship and all that it implied should justify a more frequent presentation of Canadian news.

Moore said that he recognized that Japan, Britain, France and Germany appeared each week on the program. At this juncture I pointed out that U.S. trade with Canada was greater than the combined total of U.S. trade with those four countries and that the total Canada - U.S. trade both ways was in the order of \$20 billion a year - \$10 billion each way. In addition to that, over one-third of U.S. investment abroad was in Canada. These were some statistics which demonstrated, I thought, that at least from an economic point of view there was a case for "Canadian" participation in the program.

MORE EXTENSIVE

I also mentioned that the U.S. Ambassador to Canada, Adolph Schmidt, had recently said in Vancouver that Americans should get to know more about Canada for the good of both countries. It seemed to me that the educational T.V. network audience would be the kind of audience that would be interested in getting to know more about Canada. There were changes taking place in Canada about which it was important that Americans know and follow as they developed. An example was the development of Canadian policy regarding foreign investment in Canada. It was far better that Americans who were interested and concerned had the opportunity to follow the development of such policies, rather than come to know about them only when they were proclaimed. I told Moore that my views were tentative so far, based only on six weeks' observation here and that part of the scenario was missing since I had yet to see how the "Canadian representative", FitzGerald, was operating. I told Moore that I would be discussing this with him again later on when I have had an opportunity to think more about the matter. In fact, I told him that I had weighed the matter of raising it with him on our first luncheon together and had decided not to weigh in until I had gotten to know him better. However, I said we seemed to have gotten off to a pretty frank and friendly start and it was for that reason that I decided to raise the matter in a tentative fashion.

2/...

- 2 -

Moore took all of the points I made and was, I think, sympathetic. The next step I think is to see how FitzGerald manages his part of the exercise (wouldn't you know I'm going to be out of town for his first appearance) and also to discuss the matter with FitzGerald, i.e. find out what he thinks and, more importantly, how often he thinks he can do the job.

J. S. Nutt
Consul General

cc: Mr. L.A.D. Stephens
Head, Information Division
Ottawa

Mr. L. R. O'Hagan
Minister-Counsellor (Information)
Washington

P.S. Last night, March 12, at a dinner party I met the Director of Programming of WQED, a Mr. Rice. He volunteered that Moore told him that he had had a very interesting conversation with me and Rice and I went over much the same ground on Canada - U.S. relations, although I did not press with Rice the question of a more frequent Canadian appearance on the World Press Review program. However, this morning, in conversation with FitzGerald preparatory to his appearance on the taping of the program this afternoon, he told me that Candyce Martin's replacement - another lady whose name I don't recall - had been in touch with FitzGerald to tell him that she was projecting future programs and FitzGerald got the impression that he might well be asked to make more frequent appearances. If this is so we are getting a rather quick payoff. I propose to be in touch with FitzGerald early in April.

FILE DIARY CIRC CHRON

MEMORANDUM

FPR

RESTRICTED

April 2, 1970.

FIS

56-1-USA

Our Consul General in San Francisco has written concerning the possibility of telexing the CP Bulletin to him in order to provide up-to-date news to Prof Fitzgerald who is the participant for Canada on the World Press Review TV programme. You will note from the attached correspondence that it is likely that Prof Fitzgerald will appear more frequently on the programme than he has in the past and so will need more current information than is presently available in San Francisco.

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ORIGINAL SIGNED BY
L. A. D. STEPHENS

Information Division

DEPARTMENT OF TRADE AND COMMERCE

MINISTÈRE DU COMMERCE

CLASSIFICATION *file*
EW

INTER-OFFICE CORRESPONDENCE

CORRESPONDANCE ENTRE-BUREAU

TO - A Undersecretary of State for External Affairs

ATTENTION OF - DE L. A. D. Stephens
Information Division

TO: FIS
FROM: ACRG
DATE April 2, 1970
VILLE - CITY Dallas
YOUR FILE - VOTRE DOSSIER
NOTRE DOSSIER - OUR FILE
APR 9 1970
ATTN: *[Signature]*

DE - FROM Consul and Trade Commissioner

REFERRING TO - RÉFÉRANT À

SUJET - SUBJECT Handling of Information Enquiries

PASS TO CIRCULER À

1. 2.

56-1-USA
#1 -

We are somewhat disturbed by the manner in which information enquiries are being handled presently. We would like to bring your attention to two specific problems we are experiencing at our office.

2 - The Canadian Consulate in Dallas has consular jurisdiction for the State of Texas only, and handles information enquiries from Texas on a responsive basis. Attached is a memo, dated October 24, 1967 "Opening of new consulate at Dallas, Texas," in which these terms of reference are clearly spelled out.

3 - For some time we received a great number of information requests from other Consulates which had originated in Kansas, Oklahoma, Arkansas and New Mexico, states under our jurisdiction for trade purposes. We attempted to correct this matter by letter No. 57, dated February 3, 1969 "Consular Jurisdiction", copy of which is also attached.

4 - In spite of this, we still continue to receive numerous information enquiries from our Consulates in the U.S., originating from states other than Texas. The latest batches from the Consulate General in New York and the Embassy in Washington even include enquiries from Kentucky.

5 - This brings us to the second problem. It was our understanding that agreement was reached during the Information Conference held in Washington in December 1967, that all posts in the U.S.A. would fill casual requests for information material, even when they were received from addressees outside their area of jurisdiction. The Consul General in New York apparently agreed with our interpretation, and we refer you to his letter of May 1, 1968, in which he indicates that New York was, in fact, following this practise, with the exception of bulk orders.

6 - While we continue to follow this practice, it certainly does not seem to be the policy of other posts in the U.S.A., including New York. We would appreciate your clarification on which practices we should in fact be following.

7 - While we appreciate that the recent reductions in personnel at other American posts have undoubtedly placed a large burden on remaining personnel; our own staff situation is no less critical, and your comments on the two problem areas raised above would be very much appreciated.

ENCLOSURES - PIÈCES JOINTES

3

[Signature]
C. M. Forsyth-Smith

COPIES À - TO

FIS

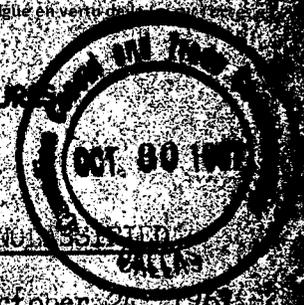
OFFICER	ACT. INFO.	B. F.
1. <i>W</i>		
2. <i>Z</i>		
3.		

EXTERNAL AFFAIRS



70

AFFAIRES EXTERIEURES



TO

Multiple letter to posts listed below

SECURITY GROUP 1

FROM

Under-Secretary of State for External Affairs, OTTAWA

DATE October 24, 1967

REFERENCE

NUMBER X-(M)-431

SUBJECT

Opening of New Consulate at Dallas, Texas

FILE
OTTAWA
1-1-3-Dal
MISSION

ENCLOSURES Annexes

1

DISTRIBUTION

T&C (Mr. McEachron)

Info Div;

Consular Div;

As you will note from the attached press release of October 16, 1967, a new Canadian Consulate has been opened in Dallas, Texas. The territorial jurisdiction of this new post will comprise the State of Texas for consular affairs, and for trade promotion purposes the States of Texas, Oklahoma, Arkansas (previously under the jurisdiction of our Consulate-General in New Orleans), Kansas (previously Chicago), and New Mexico (previously Los Angeles).

For the time being, the new Consulate is expected to do responsive information work only, restricted to the State of Texas. Information inquiries originating outside Texas and directed to the new consulate will be referred to our Consulate-General in New Orleans. This new post will be staffed, at least initially, entirely by Trade and Commerce.

There are tentative plans to have an official opening ceremony, possibly attended by the Minister of Trade and Commerce, early in the new year.

[Signature]
 for
 Under-Secretary of State
 for External Affairs

- Washington D.C.
- San Francisco
- Chicago
- Detroit
- Dallas
- Cleveland

- Los Angeles
- Seattle
- Philadelphia
- New Orleans
- Boston
- New York

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

INDEXED

UNCLASSIFIED

TO
Information Division
Department of External Affairs

SECURITY
Sécurité

DATE February 3, 1969

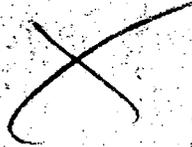
FROM
De Vice Consul and Assistant Trade Commissioner

NUMBER
Numéro 57

REFERENCE
Référence

SUBJECT
Sujet CONSULAR JURISDICTION

FILE	DOSSIER
OTTAWA	
MISSION	80-1



ENCLOSURES
Annexes

We are writing to inform you that this office has consular jurisdiction for the State of Texas only.

DISTRIBUTION

2. We have been receiving a great number of consular requests from other sources for our trade states which are Texas, Kansas, Oklahoma, Arkansas and New Mexico.

3. Would you please amend your records to show the following areas and the offices having consular jurisdiction over them:

- Texas - Dallas
- Oklahoma - New Orleans
- Kansas - Chicago
- Arkansas - New Orleans
- New Mexico - Los Angeles

4. In view of our shortage of staff for consular work, your cooperation would be appreciated.

Yours faithfully,

John A. Langley
in the absence of
C.M. Forsyth-Smith
Consul and Trade Commissioner

:lw

cc: Canadian Embassy - Washington
All U.S. Consulates

CANADIAN CONSULATE GENERAL

PRESS & INFORMATION OFFICE



CONSULAT GÉNÉRAL DU CANADA

DIRECTION DE PRESSE & D'INFORMATION

680 FIFTH AVENUE, NEW YORK, N.Y. 10019 TEL: JU-6-2400



May 1, 1968

File No. 56-1

Embassy of Canada,
1746 Massachusetts Avenue, N.W.,
WASHINGTON, D.C. 20036.

OFFICER	A.	I.	INFO.	B. F.
1.				
2. <i>e</i>				
3. <i>W</i>				
<i>KB</i>			✓	

Dear Embassy,

During the December Information Conference in Washington, the suggestion was made that Posts in the USA should fill casual requests for information material, even when they are received from addressees outside of their areas of jurisdiction. We continue to receive referrals from other Posts, and think it advisable therefore to raise this suggestion once again.

It is our practice to fill individual requests for, say, a Student Kit, and to include with it a copy of the enclosed form letter which suggests that the enquirer may wish to direct future correspondence to the Canadian office servicing his area of residence. We are not, of course, prepared to fill large bulk orders since our limited supplies of material make this impossible, and will continue to refer such orders to the appropriate Posts for attention.

A copy of this letter is being sent to all our Posts in the USA for their information.

Yours ever,

Consulate General

file

ACTION COPY

file

~~GHS~~

FIS

Seen

Mr. Stephens
Mr. Harris

56-1-2-USA	
30	30

RESTRICTED
FM WSHDC MAR31/70 NO/NO STANDARD
TO EXTER 969
REF OHAGAN-STEPHENS TELECONS MAR26
CDN INFO--USA

AMBASSADOR AGREES WITH GENERAL LINES DEVELOPED IN EMB LET 1954
DEC15 SIGNED BY MR RITCHIE ON INTENSIFYING APPROACH TO INFO AND
RELATED ACTIVITIES IN USA.WE WOULD LOOK FORWARD TO EARLY
IMPLEMENTATION OF SUCH A PLAN.MEANWHILE,MAY WE BE KEPT INFORMED
AND WHERE APPROPRIATE CONSULTED,ESPECIALLY ON ANY EXPLORATION OF
WORKING RELATIONSHIP WITH PRMNY AND ON KEY PERS ASSIGNMENTS.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

file
Paul

TO
A FIS

SECURITY UNCLASSIFIED
Sécurité

FROM
De GUS

DATE March 31, 1970.

REFERENCE
Référence Letter from Canadian Consulate General, New York
No 166, March 17, 1970

NUMBER
Numéro

SUBJECT
Sujet The Consulate General in New York

FILE	DOSSIER
OTTAWA	56-1-USA
MISSION	4

ENCLOSURES
Annexes

DISTRIBUTION

- FCN
- APO
- APR
- AFP
- PGP

... Attached is a copy of a report with covering letter from our Consul General in New York concerning operations of the Consulate General. Although Mr. Smith's criticisms and recommendations reflect his thoughts about New York specifically, he makes the point, and it is clear in his report, that the same observations could apply to all of our Consulates General in the United States. Before we prepare a detailed reply to Mr. Smith, we would be grateful for your comments on the entire report but, of course, particularly on those sections of interest to your Division. We are anxious not only to send a worthwhile reply but also to profit from the criticism and suggestions tendered. In the covering letter the contents of the report are broken down in paras 4 and 5, into specific areas of interest.

of USA Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

Document divulgué en vertu de la Loi sur l'accès à l'information / Document disclosed in accordance with the Access to Information Act
TO: *ACRI*
FROM: ACRI
MAR 24 1970
ATTN *GUS* 15

TO
A Under-Secretary of State for External Affairs
Ottawa

FROM
De Canadian Consulate General, New York

REFERENCE
Référence

SUBJECT
Sujet The Consulate General in New York

SECURITY
Sécurité UNCLASSIFIED

DATE March 17, 1970

NUMBER
Numéro 166

FILE	DOSSIER
OTTAWA	
5-1-3-6US-NYK	
MISSION	11 2-1.

ENCLOSURES
Annexes

DISTRIBUTION

Ambassador of
Canada,
Washington, DC

U.S.A. DIV.
<i>Mar 25</i>
1
2
3
4
5
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7
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(Para 14)

I am enclosing a report which is an attempt to assess how the work of the New York Consulate General might be carried out better in the future. I hope it may be found useful to the Department as I understand that there is some consideration being given to the reorganization of the consular service and its relationship to the other Departments concerned with the operation of the Consulates in the United States. I hope that the officers concerned with the work of the Consulates will find time to read this and consider the points that are made. I shall be glad to discuss the contents of the report with you when I return to Ottawa, probably towards the beginning of June, or if you wish to discuss any points in it before that time, at your pleasure.

2. You may consider the report to be somewhat long but it is a distillate of four years' work in New York; it has not been written with any particular theory in mind but the proposals put forward and the comments made concerning our deficiencies in the past are based entirely on experience and can be fully documented should you wish me to give examples of what led to my conclusions.

3. The burden of the report is that the first need is to establish objectives in detail before deciding on the organization and manning requirements for the Consulate General. Secondly, whatever is done by way of reorganization, there is a need to plan ahead and to develop long range programmes so that the work done one year in any particular field is not squandered for lack of planned follow-up. Thirdly, there is need for dialogue between Ottawa and the Consulate so that when ideas are put forward they may be explored and considered on their merits and not either ignored or rejected because they did not originate in Ottawa.

4. As far as the objectives are concerned, the main ones may be summarized as follows:

- (i) the servicing of Canadian interests (Para 6)
- (ii) the development of trade and encouragement of capital investment (Para 11)
- (iii) the development of close financial liaison between Ottawa and New York (Paras 15-18 inclus.)

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- (iv) encouragement of a wider and higher level of studies on Canada in schools and universities (Para 20)
- (v) dissemination of information in general on Canada (Para 22)
- (vi) support and development of cultural visits and exhibitions (Para 23)
- (vii) reporting to the Embassy and Ottawa on matters of national interest when they are required and when the material can be used on its arrival in Ottawa. (Para 26)

5. To meet these objectives, certain proposals have been made:

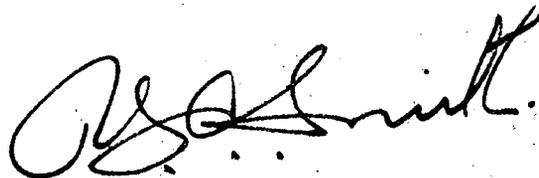
- (i) It is of the utmost importance to ensure that the Consulate is adequately staffed, not only as to numbers but more particularly that the persons sent to New York be adequately trained for the job that they would be expected to do. (Para 8)
- (ii) There must be a much closer and constant liaison with various departments and organizations in Ottawa. (Para 18)
- (iii) Increased visits by Ministers and senior officials when these are involved in developments in Canada of topical and important meaning to financial interests in the United States. (Para 19)
- (iv) Concentrate on working with State educational systems rather than to docilely react by subsidizing primary education in the school system by sending out material to primary schools. The aim here should also be to develop liaison between the Provincial and State school administrations.
- (v) Provide adequate library/reading room facilities, properly staffed (Para 22A)
- (vi) Extend and improve the film library (Para 22-B)
- (vii) Continue to develop and improve the portable static exhibits (Para 22-D)
- (viii) Liaison with press, radio and television and extend direct mailing of summaries of important financial developments to individuals on Wall Street. (Para 22-E)
- (ix) Where possible and when journalists and writers signify definite interest, increase visits of such writers to Canada. (Para 22-F)
- (x) Wider use of Canada Council funds to support appearances of worthy Canadian talent in New York. To bring outstanding performers to New York, consider the possibility of raising funds locally in support of such visits. (Para 23)
- (xi) Administration: Proposals for improving administration of the office by wider coordination and specifically through the centering of all stores supplies under one central stores officer, and all accounting under one accounting officer. (Para 29-31 inclus.)

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6. This report has not been written in despair nor with the sense that the Consulate has not been doing good work in the past despite somewhat less than ideal liaison with Ottawa and co-operation between Departments in Ottawa. It is written in the hope that it will help to bring about real improvement in the services offered and a better return on the investment that all Departments make in the operation of the Consulate. No amount of reorganization and no amount of juggling with the staffing requirements would bring about any real improvement unless there is a change in the attitude of mind in Ottawa towards the Consulate. If all Departments and all organizations such as the National Gallery, the National Film Board, etc., are not made to realize that the Consulate General is operating for Canada and is not concerned with the one-up-manship of one Department over another, and if Ottawa is not prepared to consider, discuss, and evaluate the views put forward by the Consulate from time to time, then there should be a reappraisal of the whole organization.

7. The proposals contained in this report would require very little extra money but given this change in approach to the operation much more could be done, almost within the existing resources. (Para 32) Nor do I wish to suggest that during the last four years the Consulate has not done useful work. I believe that much has been done to further the interests of Canada, to establish credibility of the Consulate, to improve liaison with Wall Street, to improve liaison with the educational authorities, and to generally provide a service to the public that has reflected favourably on the name of Canada. We have also made a great many constructive proposals, few of which have been acted upon, many have been rejected without discussion, and many have fallen on sterile ground without acknowledgement.



R.G.C. Smith
Consul General

The four years that I have been in New York have given an excellent opportunity for assessing the operation of the Consulate General and of contemplating how it could be made more effective. The four years under review saw us through the Centennial and Expo, through a period when timid attempts at five year planning with implied stress on growth were followed rapidly by retrenchment in people and a sterility in forward planning that could not have been foreseen in the euphoria of 1967. Nobody as yet has been able to define what the Consulate General in New York should be doing, nobody has tried to fathom the difficulties of co-ordinating the work of five departments in Ottawa with relation to their work in New York and indeed nobody has been able to work out real co-ordination between the different divisions within the Department in Ottawa insofar as they are separately concerned with New York.

2. It is not that the "patient" has not been examined by various doctors. Indeed the files are full of reports in what should be done - the Bridle report, the Stephens report, the Dr. Nason report and finally the Chevrier report, all within a period of about five years. None to be sure were exclusively related to New York but all dealt with the work of the Consulates in the U.S. and therefore had particular relevance to the largest, New York. Yet in spite of all this microscopic peering, nothing much has been done to establish what it is that the Consulates should be doing and therefore to bring about any fundamental improvements. Indeed the economy drive seems to have overlaid all other considerations to the point where what the office does, or what it should be doing seems to be no longer of current concern.

3. During this time we have put forward various suggestions for change in administrative reorganization; in the information field; in educational activities; cultural activities. But for one reason or another not much has been altered. On the eve of winding up "my regime", there may be some benefit to go over it all and try again to come up with some suggestions for improvement. In doing this there will be little new, but the full experience has helped to develop and refine previous ideas.

4. Why should it be so difficult to define what the Consulates should be and how they should operate to form a service commensurate to the costs involved? I believe the difficulties first stem from considering the organization and staffing before the objectives have been clearly thought out and established in any sort of detail. Not sufficient to say that one of the major roles is an information programme, unless one first decides what it is hoped to achieve by such a programme. Similarly it is to no purpose to say we should improve the school information programme if we don't first decide what we want such a programme to achieve, or what we expect to gain from it. Secondly the failure to get the most out of the Consulates seems to me to be rooted in the lack of any sort of long range planning to achieve the objectives, imperfectly and vaguely visualized as they have been. Thirdly there is no sort of dialogue between Ottawa and the Consulates concerning ideas for programmes,

5. Because: (a) New York is physically so close to the main centres of finance,

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government and commerce in Canada;

(b) it is the financial heart of the U. S. from whence is pumped the life blood of Canada, and from whence stem most of the decisions governing the actions of the enormous numbers of large and small U. S. owned corporations in Canada;

(c) it is the home of branch offices of the five principle Canadian banks, of some sixteen branches of Canadian brokerage houses, of most of the large newsprint corporations and major lumber firms, of many mining corporations;

(d) it is the centre of the communication network of the U.S.;

(e) it is the centre of the entertainment (drama, dance and music) industry and of the artistic flowering of the U.S.;

(f) because of all of these things and of the number of universities centered in New York there are an enormous number of Canadians resident here as well as a vast number of Americans with Canadian affiliations and with deep interest in Canada, it is presumed that a Consulate General located in New York is essential and that to be effective it must be adequately staffed to provide a service to these interests.

6. The first broad objective of the Consul General might therefore be defined as one to provide a service to Canadian interests in New York, to Canadians in the area both resident and passing through, and to provide services to U. S. citizens and corporations having an interest in Canada.

7. Such a general objective is not too difficult to meet. Most of these services are easily identified and measurable because they are those that are required just because the Consulate exists. They do not on the whole arise from deliberately planned or executed initiatives although immigration, sub para (e) below, and tourism, sub para (g) below are clearly subject to increase in volume as Government policy decide on expenditure for programmes, but even with no positive effort the enquiries would still come in. These services include:

(a) the handling of passport and citizenship applications, birth registration;

(b) dealing with distressed Canadians or problems of Canadian citizens generally;

(c) answering enquiries about Canada in general, casual and of research type;

(d) answering enquiries of a commercial nature concerning Canada, such as customs duties and regulations, non tariff barriers, sources of supply, industrial incentives;

(e) dealing with enquiries about immigration to Canada;

(f) answering questions about the position of Canadians resident in the U. S. vis-a-vis the military draft call;

(g) responding to enquiries on tourism to Canada.

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8. It must surely be beyond question that the services given by the Consulate General under all of these headings must be given with the maximum effectiveness, with courtesy and without delay; to do less would be to negate the reason for having a Canadian centre in New York of any kind. The staffing requirements for these purposes can be easily measured since the demand for them over the years can be shown statistically and the growth pattern easily plotted. The only way that the growth can be curtailed is to handle enquiries inefficiently or discourteously - a method that cannot be contemplated. If the bare minimum requirements in personnel can be measured from the growth or lack of growth pattern, it should follow that the numbers engaged in these tasks must be sufficient to ensure that the objective of prompt, courteous and active service can be obtained. But numbers alone are not the answer; what is more important is that the skills and knowledge of those assigned to the positions must be fully adequate - for it must be constantly borne in mind that New York is the centre of most superlatives and that in every endeavour there is the fiercest kind of competition, the most modern techniques are employed by our "competitors." Since we cannot (and should not try to) compete on the basis of affluence, we must cope by using highly trained and interested persons at all stages of the operation. These principles may be self evident, but I stress them because if realized in the past, they have not been followed and their importance does not seem to be recognized even now (for example, the suggestion was made that our competent and dedicated librarian should be replaced by a junior clerk with no experience in library work and only the most elementary knowledge of Canada and the sources of information. It took nearly two years of the most sterile sort of confrontation before local salaries were adjusted to enable us to employ satisfactory local employees.)

9. That then is the broad outline of the problem related to one phase of the operation, "the responsive work." The "positive" work, that which is generated through the implementation of positive government policy is more difficult to define. It can be as intensive and as broadly based as policy and resources determine. These may be considered under the following headings:

- (a) commercial and trade development;
- (b) financial liaison;
- (c) information and press liaison;
- (d) the propagation of the Canadian image with educational institutions;
- (e) aid to Canadian cultural endeavours - art, music, drama, the dance and sports;
- (f) the active encouragement of tourism;
- (g) the active encouragement of immigration - including the recapture of Canadian students or professionals studying or residing in the U.S.;

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(h) the sale of National Film Board films and their free non-commercial distribution;

(i) reporting on political, social and labour developments.

10. All of the foregoing may be expanded or even eliminated according to government decisions. The numbers and types of people assigned to these functions will depend on just how much activity the Government decides is essential in carrying out its over-all policy, and (which is just as important) on how much activity and output from the establishment in New York the agencies in Ottawa can and need to use, are in a position to service - useless to set up an elaborate information establishment in New York, if Ottawa is not in a position to provide it with the information material it must have to be effective. Equally useless to report on relevant events, to give advice based on experience and close contact, if Ottawa is not geared (and prepared) to consider, to weigh and to discuss. To carry out these functions under each of these headings effectively should require clearly defined objectives as the first step.

11. Commercial Division This is one division where the objectives, and then methods, are set out in a detailed way. There needs to be a clearer understanding in Ottawa of what the role and authority of the Consul General is in this most important function of the consulate. There is good liaison locally, but if Ottawa does not expect the Consul General to be concerned with the development of policy and with the execution of that policy, then it is difficult for the Deputy Consul General to operate in complete frankness with the head of post. The Consul General can and should lend maximum support to the work of this division. He should not be expected to be directly concerned with the nuts and bolts of trade promotion, but he can provide support in the way of using the residence for receptions in connection with any particular commercial operation, by highlighting the commercial side of the operation in his public speaking engagements, and by advising on the over-all effects of any particular commercial programme that is being planned. At the present time there seems to be some sort of feeling in Ottawa that it is none of the Consul General's business how the commercial division should operate or what they should be doing. Thus, I say, there is need in Ottawa for a better understanding of the over-all role of the Consul General that must be agreed to and accepted by all Departments.

12. Press and Information Division This is certainly the area in which there is the greatest uncertainty about what should be the objective and on how it should be reached. It is here in particular where the failure to establish objectives and to relate them to reality is most marked. The subject is usually treated under such general observations as "there is need for a greatly improved information service". But little attention has been given to the reason for this need, the class of people who need to be reached. Proposals have been put forward from time to time that would have involved enormous sums of money to provide this magical "improved information service" - but for what purpose? Generally that question is

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hardly considered. I do not pretend to know all the answers in this highly imprecise science, but we have had enough experience to see where funds have been spent to little effect and to reach some conclusions which may be helpful in resolving the problem.

13. In the first place, let us consider what we want to achieve. I submit we are too pre-occupied with what we consider to be (a) the lack of knowledge of the average American of Canada and (b) the failure of the press and news media (wonderful word!) to give enough coverage on Canada - only a scandal or a disaster is newsworthy, etc.

14. Lack of Knowledge This is undoubtedly true, but why should we be particularly upset over this? Only if this lack of knowledge operates to our disadvantage. Otherwise, is it sensible to expect anything else? What country really bothers to know very much about another as far as its general public is concerned? In our case, we should be concerned that Government understands what goes on in Canada, and in this area, except for some notable and unaccountable lapses e.g. Mercantile Bank, U.S. Balance of Payments legislation etc. - we surely have little grounds for complaint. In any case this phase of better understanding is not developed by an "information programme" as such. It is the function of Embassies and inter-governmental bodies.

15. Objectives: Financial Liaison: We should be concerned with what investors and lenders know about Canada. Here it is evident that they know a very great deal. "Wall Street" on the whole has a profound knowledge of Canadian resources, of our budgeting and fiscal policies and even of our politics. There are undoubtedly gaps in their understanding, but the enormous investments by the U.S. in Canada is surely absolute proof that these gaps do not adversely affect us on the whole. Again this is not a job for a P.R. programme, it is the job for the Consulate and particularly for the Consul General.

16. What is missing here is not so much knowledge but understanding. "Big Brother" despite his expertise and generally sympathetic attitude towards Canada, tends to assume that what is good for him must be good for his friendly docile neighbour, who in any case is lucky to have had him nearby to finance, instruct and generally develop. He is, therefore, sometimes puzzled when said pupil fails to do things his way or to react in the same way he would. This is where there is a role and a most important role to be played by the whole Consulate, it is important because if "Wall Street" could be made to understand the reasons for our actions, perhaps some of the fiscal crises that flare up from time to time could be avoided, and perhaps we could be surer of the continued and vital fiscal support in the future that could be alienated as we follow increasingly independent lines in the unrolling of our foreign policy if this deeper understanding is not developed.

17. Thus, our objective here should be to ensure that the controllers

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of U. S. money understand what we are doing and particularly why we are doing it in order to ensure continued confidence and support. We should understand very clearly that no amount of talk, of posturing or of friendly contact, will achieve this end if we do not perform well in Canada. Performance is infinitely the best advocate we have. It is our job to ensure that good performance is understood, even when what we do may be unpalatable to the U. S. To achieve this does not require large expenditures of money. It does not require any diabolically clever p.r. schemes. In many ways, it is helped by the whole image of this Consulate. If the tourist office performs efficiently, if the customs division provides prompt and accurate answers, if the film board shows a fine creative ability, if the commercial division shows it can and does intelligently promote the sale of Canadian goods and provides intelligent information on direct investment, if the consular division sends its customers away happy, and the immigration division handles its applicants rapidly, with courtesy, if the whole operation exudes the spirit of efficient and cheerful service Canada's reliability and creditability as a going concern is strengthened.

18. More positively the objectives should be to establish good liaison with Wall Street, to work with the Canadian Banks and brokerage houses to explain the reason for Canada's actions. To be more effective this involves close personal liaison between the Consul General and Ottawa particularly with External, Finance, Bank of Canada and with Industry, Trade and Commerce. I believe that if it was generally understood that the Consul General would make regular visits to Ottawa, perhaps as often as once a month when things are moving, for briefing and consultation with those Departments and Agencies and if it was generally known on Wall Street that the Consul General was speaking with authority and with the complete backing of these authorities in Ottawa, the effectiveness of the office in attaining this vital objective would be much increased. In addition with this sort of liaison the Consul General would be in a position to explain Canada's position whenever a new move is contemplated before opinion based on lack of knowledge of the background had hardened.

19. In addition the "programme" would be immeasurably strengthened if the Minister of Finance, Governor of the Bank of Canada, and other Ministers related to the commercial, financial and developmental roles would come to New York on a planned programme for informal lunches and dinners with leaders in the investment and banking circles. In many cases, especially if the visit were to be related to some particular new development, radio and TV appearances could be arranged at the same time. These sort of limited "meetings" are infinitely more productive than formal "speaking engagements" to huge audiences. They may not make the headlines

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(the speaking engagements in New York City do not either) but they do "make yards". The organizing and staging of such visits should be one of the major activities of the Consul General, but he cannot operate effectively in this field without the more active cooperation of Ottawa and the closer liaison mentioned previously.

20. Educational Liaison: Another objective should be to bring about a wider study of Canada in the school systems and in the universities. At the present time there is only a very short period, perhaps five to six weeks, at the fifth or sixth grade level where Canada enters the school curriculum at all. We have been spending a very large share of a very small budget in responding to children and teachers for material to be used for this woefully inadequate course on Canada. This is surely wasteful and non-productive. Better to meet these demands with some very superficial material that could be slanted towards tourism, and to concentrate our efforts on persuading the State School administrations of the relevance and importance to their high school children of a better understanding of the background of Canada's history, its different political system, its importance to the U.S. Our role here is to develop close liaison with the State School administrations and to encourage meetings with the Provincial Educational Authorities. The stimulating of student and teacher exchanges, liaison between teacher training colleges, visits by senior students and teachers could all help to improve matters. It will be a difficult task and take years before much movement will be possible, but to continue catering to the elementary school programmes - subsidizing in effect the school costs of the most affluent country in the world with little if any benefit to Canada will never bring us nearer the goal.

21. Similarly, the Universities must be brought to an understanding of the relevance and importance of Canadian studies programmes. There is some evidence of growing interest. We should seize on any initiatives in this direction by organizing the support of the Provincial educational authorities, the universities and of business, and by ensuring that the flicker of interest is not allowed to die for want of nourishment from Canada. Again the role of the Consulate General should be to follow such initiatives which he will only come upon if he keeps close contact with the university and school authorities and with the universities in his territory. But it will be useless to maintain such liaison if there is no response from Canada when opportunities however slight, can be discerned. Again this seems self evident but it needs mentioning, because in the past we have allowed flickers of interest to die out for lack of nourishment from Canada.

22. General objective The dissemination of information on Canada generally in a sensible way to those who seek, and to those who may be logically

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expected to appreciate it.

(a) Responsive role This is centered principally around the library insofar as general information on Canada is concerned. The present location and general layout of the library is bad. However, given a good librarian with a good knowledge of Canada and of the sources of information much can be done and indeed has been done, to provide a useful service. The commercial library could be incorporated in the same area but with its own independent librarian. In any reorganization one of the priorities should be to provide adequate and attractive library. Ideally, this should be at street level and should be staffed with professional librarians, backed with up-to-date clipping services of current events in Canada. This library should provide for lending facilities to the general public. A good library can be of immense value, not only as a source of up-to-date information on Canada, but also as an important link with the local press and media.

(b) Film Library This is a most useful "tool" but it required adequate staffing and a considerable number of films and film titles to be effective. Admittedly the adequacy of films is one that can never be reached but considering the scope of New York, the numbers should be increased well beyond its current supply and the staff must be sufficient to ensure wide use of this excellent resource. Apart from the distribution of films to clubs, schools, universities and associations, the use of "prestige film" showings at museums, at galleries, universities is a useful method of improving and spreading the image. This method has been expanded with good support from Ottawa, I believe to good effect, and should be continued.

(c) The "film library" must be operated in complete harmony with and as a compliment to the commercial distribution of the National Film Board.

(d) Static Exhibits Recently Ottawa has produced a number of portable static exhibits that have been given wide distribution. Although these are costly to operate they are a most useful tool and should be continued. As we have gained experience, they have been immeasurably improved. We have used them sometimes in connection with the Prestige Film Showings, sometimes with Travel Bureau promotions and with schools and universities showing an interest in Canada. They can also be most useful at seminars dealing with education, particularly when they can be supported by officers from the Consulate in attendance (at least for the opening days).

(e) Liaison with Press, Radio, Television Clearly the Consulate should establish good connections with the information media. Sending out press releases is of little benefit, since newsworthy events will be carried by the wire services, and it is debatable whether the news releases to provide background data fulfill their purpose. (On the

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other hand, I believe releases giving more authentic and more detailed information on Canadian economic and financial developments to those directly involved - i.e. banks, "Wall street" and the financial and economic press are useful). Good liaison can be reflected by arranging for Cabinet ministers or newsworthy Canadians to appear on television and radio when visiting New York. However, while it is relatively simple for these arrangements to be made for stations outside of New York, if the Minister or other V.I.P. is not newsworthy nor "known" no amount of personal contact will succeed in having him appear in New York City - the competition for space is too severe.

(f) Visits of Journalists, etc. to Canada There is little doubt that money spent on this sort of activity is worth while, particularly in the tourist field. However, generally the more responsible press will not be "bribed" to do stories, financial or more sophisticated topics on Canada by this ploy. If the "financial" or commercial press becomes intrigued by a Canadian development, or can be persuaded to be interested, then they will pay their way. This is infinitely more productive than a paid "junket". Here we can and do help enormously by laying on and planning the programme. In other words, we should not seek to improve this sort of work just by "money" but by the quiet implanting of the seed.

23 Cultural Support There are innumerable Canadian artists, musicians and actors who come to New York for exhibitions, recitals or plays. Our objective here should be to give maximum support, and also to initiate exhibitions, cultural visits insofar as funds are available. Occasionally a Canadian play or review tilts at the Windmill of New York. Some companies, the Royal Winnipeg Ballet, the Canadian National Ballet, the Toronto Symphony, make regular tours of the U.S., but generally do not appear in New York City. All such endeavours should receive the active support of the Consulate because it is all part of the piece of image forming for Canada. Such support is not always easy, for frequently the Canadian groups are not very cooperative - and what is discouraging just as frequently they are not very appreciative! It may also be open to question whether a reception, following a performance for example, does much positive good. It is also doubtful if circulars advertising Canadian events of this nature are very productive. Nevertheless they probably should be carried on, if only to encourage the artists into believing that Canadian officialdom "cares". Apart from that, these receptions do help in establishing good relations with the "entertainment world" that can be used to good effect in a more positive role.

24. We have some excellent theatre, music and dance that perhaps could compete in New York. The trouble is the lack of funds to bring the "best" to New York under the best circumstances. Stratford has yet to come here despite its enviable world status and its success

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in Chicago. If we want to show off in New York - and I think it is to the best interest of the artists and of Canada that we should - we must do what other countries do, subsidize such visits. It is tempting to suggest a long range plan to use our Canada Council funds and direct government grants to send the best we have to New York (and other countries). The Consulate should act as a liaison office to help in the laying out and organization of the programme and in drumming up local support. But it is important that we do this over a period of years, otherwise to give and withdraw support will be unproductive. However, if at some future time this kind of money is available, we should assess very carefully if it should be spent in this way. The benefits will be felt by relatively few Canadian "artists", and will be directed to a relatively small audience in the U.S. It is certainly debatable whether a similar amount of money spent on improving the "responsive" services, as for example, the provision and staffing of a modern, efficient and attractive library/reading room for the general public and for university students and researchers in New York would not be a better way to use such funds.

25. Until such time as we have a substantial reservoir of talent capable of standing up to the bruising competition of New York, probably the support for ventures of this nature should come from "local" interests in New York. This may well mean that the occasions when Canada "shines" in New York will be few and far between, but the possibility of organizing such support should not be dismissed.

26. Reporting The objective here might be to keep the Embassy and Ottawa informed on matters of national importance insofar as they have a Canadian bearing, and to the extent that such information is useful to the recipients and can be used. There is always the danger that this activity could become a "make-work" one. This can be avoided if the Embassy and Ottawa indicates areas on which they require information. It is not to say that the Consulate should not develop initiatives here, but it is sometimes difficult to know how much agencies in Ottawa are informed of events in New York. For example, does Finance need any commentary on Wall street's reaction to Canadian fiscal or monetary moves? The closer liaison mentioned in paragraph 18 should do much to define the amount and areas of reporting that can be of value to Ottawa.

27. Other The work of the other divisions in the Consulate, Immigration, Tourism, Customs, Film Board are all part and parcel of the operation but generally they are fairly self contained. At the same time, if, for example, Immigration moves into a positive stance, the propagation of "the gospel" can and should be tied into "tourism" (and vice-versa). What is needed here is the realization in Ottawa that this is an integrated

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operation and that if Immigration or any other Department has plans to expand their operation by the provision of information officers, or other additional persons for new and specific roles, we should be informed and expected to comment on whether or not such additional activity is useful to the attainment of the overall objectives, or whether the anticipated roles could not be undertaken within existing resources.

28. Organization The Consulate General now is organized as follows:

- (a) Administrative Section - External
- (b) Commercial Division - Industry, Trade and Commerce
- (c) Press and Information Division, including Cultural Affairs - External
- (d) Consular Section - External
- (e) Immigration - Manpower & Immigration
- (f) Customs - National Revenue
- (g) Travel - Travel Bureau, including regional office
- (h) Films (Commercial distribution) - Film Board

29. Administration At the present time, the administration division is responsible for the administrative services for the whole Consulate: telephone, messenger, mailroom, telex, cleaning, and receptionists (except for the commercial division). It also recruits for the Press and Information division and for its own requirements. It administers the chancery and official residence of the Consul General, takes care of attendance records for External Affairs personnel, administers the Consulate Station Wagon and official car. It takes care of customs clearances for all Departments, for the hotel and travel arrangements of officials coming to New York or passing through, meeting Ministers and other V.I.P.'s arriving in New York by air, sea or land. The Commercial Division generally looks after the travel arrangements for its own personnel. It is the "agency" for the purchase in New York of books and other supplies required for External's use in Ottawa and throughout the world. It looks after External's office supplies and equipment. It operates the accounts for External Affairs and for National Revenue, handles rental payments and allowances for all divisions, electricity and utility payments for all Canadian-based employees, postage for Information, Consular, commercial, immigration and customs division. The commercial

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division, travel bureau offices, national film board operate their own accounts and the travel bureau and national film board each handle their own mailing. All equipment within the Consulate such as photocopier, automatic typewriter, telex equipment, automatic sorter and stuffer, postage machine are available for all divisions in the Consulate. Supplies are all over the place, with no space available for one single deposit. Consequently, each division has its own storeroom or rooms.

30. This situation is chaotic, uneconomic in manpower and in costs, and most inefficient. While a completely satisfactory solution will have to wait for the redesigning of the office space much could and should be done even under the present unsatisfactory arrangement in the Chancery. First there should be a single accounting officer who would handle the accounts for the Consulate as a whole except for the National Film Board. (This is a self-contained commercial operation that actually sells films, so that their accounting goes beyond that of a simple administrative function.) While this manoeuvre might not save any actual "bodies" it would release hands for more productive work - a most desirable requirement in the light of the recent cuts in manpower. Secondly we should experiment with a single "stores officer" in charge of all supplies for the Consulate. With the numerous small deposit areas scattered throughout the three floors, the problem of space with control will be difficult of solution. However, if all stores could be consolidated through one source of supply there would be savings in shipping and printing costs, and the avoidance of duplication (one division that didn't need nor want them received thousands of Canada 1867-1967, when the Information division could hardly obtain any at first).

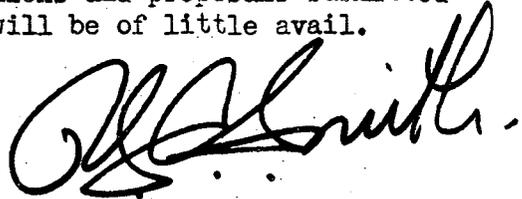
31. The Administration division must be recognized by all Departments serviced by it, that it is in fact responsible for running the Consulate and that all divisions must share the whole cost including salaries, rental costs and utilities, the provision of stand-by operator and receptionists. It would not be difficult to work out a prorated sharing of the costs of such administration on a percentage basis set at the beginning of each year, thus doing away with the time-consuming breakdown of each item to different Departments.

32. The foregoing proposals may not seem to be particularly innovative nor to suggest any very fundamental or spectacular changes. In fact, if they were to be adopted they would revolutionize the operation of the Consulate. At the same time, their adoption would not cost very much in money or manpower. Fundamentally, the effectiveness of the proposals will depend on a change in the attitude of minds in Ottawa.

...13

-13-

If all Departments are not brought to recognize that the Consulate is the representative for all of Canada, that it is working to promote the best interests of Canada and not of one Department against another, then no amount of reorganization in New York will be significantly effective. Moreover, with External, if there is not established a desire to consult about and weigh opinions and proposals submitted from New York, again, reorganization will be of little avail.



R. G. C. Smith
Consul General

FIS/M.Q.DENCH/js
AFFAIRES EXTÉRIEURES

EXTERNAL AFFAIRS



Ed

PDM

FIS

Washington letter 1954 of December 15, 1969

Canadian Information in the USA

*16/2/70
Mr. Stephens
will speak
with O'Hagan*

SECURITY
Sécurité

CONFIDENTIAL

DATE

March 13, 1970

NUMBER
Numéro

FILE

DOSSIER

OTTAWA

56-1-2-USA

MISSION

311

TO
A
FROM
De
REFERENCE
Référence
SUBJECT
Sujet

*Pls ask Mr
Cochran to his
comments just*

file

ENCLOSURES
Annexes

DISTRIBUTION

- 1
- APP
(Mr. Tovell)
- APO
(Mr. Olivier)
- PGP
(Mr. Mathewson)
- Washington
(Mr. O'Hagan)

You will recall that the reference letter (copy attached for convenience) which you sent from Washington made a number of interesting proposals for altering the organizational structure and approach to information and related activities in the United States. As a result it was decided that the questions raised were of sufficient importance and interest to be discussed in the Senior Committee, and you will also recall that at the Department's request Mr. O'Hagan came to Ottawa for such a discussion on January 14.

2. A number of propositions arising out of your letter were put before the Committee. There was a sympathetic discussion but it was too inconclusive for follow-up action. In the circumstances you might like to have these points reviewed again by the Senior Committee, speaking to them in the light of your own experience in Washington.

3. The points for discussion were:

- 1) That a strong effort be made to mount a national effort in the United States to carry Canadian information to the public(s) of that country and that the Embassy assert a large measure of direction and control of that effort, coordinating the work of all official Canadian agencies;
- 2) That this national effort be conducted principally out of Washington and New York through enhanced integration of the information programmes in those cities;
- 3) That a branch of the Embassy be located in New York. It would consist of the part-time presence in New York of, say, two officers of the Embassy, resident in Washington, for whom office space would be provided in the New York Consulate General and of one officer resident in New York but a member of the Embassy staff; he would also be housed and supported by the Consulate but would not belong to it. This would constitute the Embassy function in New York directed to national information programmes.
- 4) The Consulate General would continue to have an information staff - reduced to 2 officers and supporting staff for films, enquiries, publications, schools programmes, etc. in the important information region covered by the Consulate.

13.3.52/US)

CONFIDENTIAL

- 2 -

- 5) That further thought be given to responsibility for Canadian press relations of the United Nations. One possibility is for the national officer in New York to cover this responsibility from January to September with Ottawa providing a media-relations officer for the period of the General Assembly session.
- 6) That a regional information officer be appointed for the Pacific and Rocky Mountain area to be based in San Francisco. If feasible, this officer might serve to fill some of the lamentable gap caused by withdrawal of External Affairs personnel from Chicago. As in the case of New York, this officer would be directed by the Embassy; whether he should be listed on Embassy staff, also, is something else.
- 7) That we seek the blessing of their parent departments for the greater use of detached Immigration and C.G.T.B. officials in a national information programme in the U.S.
- 8) That particular attention and priority be given to staffing information positions with officers qualified by aptitude, experience and interest.



Information Division

Miss Weiss file

56-1-237
714

CANADIAN CONSULATE GENERAL



CONSULAT GÉNÉRAL DU CANADA

841

One Maritime Plaza
Golden Gateway Center
San Francisco, California 94111

March 13, 1970.

RESTRICTED
CONFIDENTIAL

TO: FIS
FROM: ACRG
MAR 20 1970
ATTN: <i>[Signature]</i>

Dear Lyn:

You will be interested in the attached memo. Any views you have I would certainly appreciate. I don't want to spoil a good thing, but I do believe that certainly, as the weeks go by, we may be able to increase our participation in the World Press Review. I guess one problem is going to be how up to date FitzGerald can keep himself. In this connection, you might want to think about the possibility, in due course, if it comes to it, of our providing him with copies of the CP Bulletin on a private basis. There will also be the question of telexing this bulletin to us in such circumstances. This is something on which I am writing separately.

Sincerely yours,

J. S. Nutt
Consul General

Mr. L.A.D. Stephens
Head, Information Division
Department of External Affairs
Ottawa, Ontario
C A N A D A

FIS

RESTRICTED

March 12, 1970.

M E M O R A N D U M

FOR FILE

SUBJECT: WORLD PRESS REVIEW PROGRAM - CANADIAN PARTICIPATION

Following up my courtesy call last week on KQED, I had lunch on March 11 with Mr. Richard Moore, President and General Manager. During the course of our wide-range conversation in which we discussed particularly Canada - U.S. relations and the prospects for the future, we also got on to a discussion of the World Press Review program. I told Moore that I had been doing some thinking about our participation on the program on which, as he knew, Canada appeared every six weeks, or two months. I said I had not yet seen FitzGerald on this program since I arrived and was, therefore, in no position to assess how I thought Canada was coming across on the program. My off the top of the head view, however, was that Canada - U.S. relationship and all that it implied should justify a more frequent presentation of Canadian news.

Moore said that he recognized that Japan, Britain, France and Germany appeared each week on the program. At this juncture I pointed out that U.S. trade with Canada was greater than the combined total of U.S. trade with those four countries and that the total Canada - U.S. trade both ways was in the order of \$20 billion a year - \$10 billion each way. In addition to that, over one-third of U.S. investment abroad was in Canada. These were some statistics which demonstrated, I thought, that at least from an economic point of view there was a case for "Canadian" participation in the program.

MORE EXTENSIVE

I also mentioned that the U.S. Ambassador to Canada, Adolph Schmidt, had recently said in Vancouver that Americans should get to know more about Canada for the good of both countries. It seemed to me that the educational T.V. network audience would be the kind of audience that would be interested in getting to know more about Canada. There were changes taking place in Canada about which it was important that Americans know and follow as they developed. An example was the development of Canadian policy regarding foreign investment in Canada. It was far better that Americans who were interested and concerned had the opportunity to follow the development of such policies, rather than come to know about them only when they were proclaimed. I told Moore that my views were tentative so far, based only on six weeks' observation here and that part of the scenario was missing since I had yet to see how the "Canadian representative", FitzGerald, was operating. I told Moore that I would be discussing this with him again later on when I have had an opportunity to think more about the matter. In fact, I told him that I had weighed the matter of raising it with him on our first luncheon together and had decided not to weigh in until I had gotten to know him better. However, I said we seemed to have gotten off to a pretty frank and friendly start and it was for that reason that I decided to raise the matter in a tentative fashion.

2/...

- 2 -

Moore took all of the points I made and was, I think, sympathetic. The next step I think is to see how FitzGerald manages his part of the exercise (wouldn't you know I'm going to be out of town for his first appearance) and also to discuss the matter with FitzGerald, i.e. find out what he thinks and, more importantly, how often he thinks he can do the job.

J. S. Nutt
Consul General

cc: Mr. L.A.D. Stephens
Head, Information Division
Ottawa

Mr. L. R. O'Hagan
Minister-Counsellor (Information)
Washington

P.S. Last night, March 12, at a dinner party I met the Director of Programming of KQED, a Mr. Rice. He volunteered that Moore told him that he had had a very interesting conversation with me and Rice and I went over much the same ground on Canada - U.S. relations, although I did not press with Rice the question of a more frequent Canadian appearance on the World Press Review program. However, this morning, in conversation with FitzGerald preparatory to his appearance on the taping of the program this afternoon, he told me that Candyce Martin's replacement - another lady whose name I don't recall - had been in touch with FitzGerald to tell him that she was projecting future programs and FitzGerald got the impression that he might well be asked to make more frequent appearances. If this is so we are getting a rather quick payoff. I propose to be in touch with FitzGerald early in April.

602/J. H. [Signature]
M. [Signature]
[Signature]
[Signature]
[Signature]

BEST COPY AVAILABLE

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

[Handwritten signature]

TO
À

The Canadian Consulate General, New York

SECURITY
Sécurité

Confidential and file

FROM
De

The Under-Secretary of State for External Affairs, Ottawa

DATE

March 6, 1970

REFERENCE
Référence

Your Letters Nos. 118 of February 16 and 113 of February 19, 1970.

NUMBER
Numéro

60-0 913/70

SUBJECT
Sujet

Opening of Consulate in Buffalo

FILE	DOSSIER
OTTAWA	56-1-USA
MISSION	4

ENCLOSURES
Annexes

DISTRIBUTION

FOR
AIR
MAIL
VIA
TELETYPE
Buffalo
RCS (cont.)

The opening of two new RCS Consulates, Buffalo and Birmingham, became official at the end of January when the Cabinet approved a Memorandum of October 31, 1969. It was the desire of RCS that knowledge of these openings be established for the time being until all the necessary formalities had been completed and in order to give the new posts sufficient time to establish themselves. To regret any inconvenience or embarrassment to you that may have arisen as a result of not giving you early notice.

2. To have copies with a number of divisions in the Department and to see to disposition to you concerning to carry on the cultural and educational programs which you have developed within the area committed to the new Consulate in Buffalo.

3. The new Consulate is committed to the following areas:

- Upper New York State consisting of these counties: Chautauque, Cattaraugus, Erie, Niagara, Orleans, Warren, Yates, Allegany, Livingston, Lewis, Wayne, Ontario, Yates, Chenango, Hamilton, Schoharie, Warren, Cayuga, Seneca, Broome, Cortland, Hamilton, Oswego, Jefferson, St. Lawrence, Lewis, Oneida, Madison, Chautauque, Dolansville, Otsego, Herkimer, Montgomery, Sullivan, Hamilton, Warren, Franklin, Clinton.

In the Memorandum to Cabinet of October 31, 1969 stated that the Consulate in Buffalo would "provide the normal range of consular services", to expect that this should eventually reduce your consular workload from that area. However, because the post in Buffalo is not not only has one officer at the present time, it seems that the consular workload for that area should be transferred only gradually. In a few months to will have an opportunity to assess the consequences of the opening in Buffalo but in the meantime to expect that such matters as not-urgent passport work will be forwarded to New York.

G.C. LANGILLE

Under-Secretary of State for External Affairs

001866

James Huntley

TO: FIS
FROM: ACRG
MAR 18 1970
ATT: *Mr. Stephens*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO: The Under-Secretary of State for External Affairs, Ottawa, Canada.

SECURITY: Unclassified / Sécurité

FROM: The Canadian Embassy, Washington, D.C.

DATE: March 6, 1970.

REFERENCE / Référence

JG File

NUMBER: 420 / Numéro

This copy on:

SUBJECT: A Journal of U.S.-Canadian Relations. / Sujet

FILE	56-1-USA	DOSSIER
OTTAWA	20-4-16	
MISSION	16 55-11-7 ?	16

ENCLOSURES / Annexes

DISTRIBUTION

A Mr. James Huntley recently visited the Embassy and had discussions with a number of other persons in Washington concerning his ideas for a journal of U.S.-Canadian affairs.

2. Mr. Huntley is a U.S. citizen living in England. He has been active in the formation of the Atlantic Council, and is at present in town working with the Atlantic Council of the U.S. Although he has relatively little experience in Canadian-U.S. affairs, he has become convinced that a journal covering that field would be commercially successful. He already has had discussions with the Iliffe Scientific and Technical Publications Ltd. of 32 High Street, Guilford, Surrey, (a subsidiary of the International Publishing Co. of London) and the firm agrees that such a publication might be economically viable. Publication in England would reduce costs. The Company has asked Mr. Huntley to discuss the project, and are prepared on the basis of his recommendations to undertake a market survey.

3. Huntley passed through Ottawa and Toronto, and discussed the project with such persons as Ted English, Louis Sabourin, Chuck Wootton, Arnold Heeney, Ron Ritchie, John Holmes, Richard Gregor of the University of Toronto, and Robert Fulford of Saturday Night. He has also seen Livingston Merchant, Joe Scott and Jim Connolly here in Washington. One and all, according to Mr. Huntley, agree that the project is worth considering.

4. Mr. Huntley also outlined his proposals to Dale Thomson of the Canadian Study Center. Professor Thomson was frankly dubious that the venture could support itself financially at this stage, although he feels it might be worth working toward. As a starter, he proposes to issue a periodic summary of efforts in Canadian studies in the U.S., a project which the Donner Foundation may underwrite.

FIS
Ext. 407B/Bil.
(Admin. Services Div.)

- 2 -

5. Mr. Huntley does not, incidentally, envisage any particular role for himself with such a publication, but rather is thinking in terms of asking some established journalist such as Leonard Beaton to serve as editor.

6. We have now heard from Mr. Huntley, following his return to England, and he reports that the publisher considers the project worth investigating, and that although they cannot pursue the matter for the moment, they propose to revive the project next summer and launch some appropriate market research.

W. Huntley
The Embassy.

Minister of External Affairs

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



TO / À PDM (The Under-Secretary)

SECURITY / Sécurité Restricted

FROM / De FIS (Information Division) *UB*

DATE March 2, 1970

REFERENCE / Référence

NUMBER / Numéro

SUBJECT / Sujet Senior Committee Consideration of Information Matters

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES / Annexes

DISTRIBUTION

PGP (Mr. Mathewson)

I understand from Mr. Mathewson that the Senior Committee would be prepared to set aside the larger part of a meeting in the near future to consideration of a range of information matters. As Mr. Mathewson will be away for some time, I am setting out below some of the items which may need to be discussed. If not an agenda, it might be regarded as a check-list:

- 1). Domestic Information
 - a) Consideration of recommendations in memorandum of February 19.
 - b) External Affairs Bulletin. Memoranda of February 25 and February 11. *OK*

(I am assuming that a special meeting will have previously taken up the question of the public presentation of the White Paper on Foreign Policy and companion papers.)

Try draft memo to Robin on A.E.R.

- 2). Information Abroad
 - a) Steps to take on recommendations in Information Task Force Report, required submissions to Cabinet, etc. Draft memorandum to the Minister dated January 21 relates; and memorandum to you of February 23 provides background.
 - b) Information structure in the United States. There is unfinished business here. I attach copy of a memorandum of January 6, which was discussed sympathetically but inconclusively at a meeting of the Senior Committee on January 14 which Mr. O'Hagan came from Washington to attend.

Not discussed. Do by memo.

2. Would you let me know when it would be convenient for the Senior Committee to look at these questions?

L.A.D. Stephens

L.A.D. Stephens

2.3.40(us)

MEMORANDUM

Mr. Mathewson (POB)
Secretary of Senior Committee

L. A. D. Stephens

CONFIDENTIAL

January 6, 1970

56-1-4107

Washington letter 1954 of December 15, 1969
Canadian Information in USA.

On January 2 I sent a copy of Mr. Ritchie's letter of reference to the Under-Secretary under a memorandum suggesting that the Senior Committee might take a look at this question. He agreed and also agreed that we should ask Mr. O'Hagan to come from Washington to take part in the discussion.

Mr. Tovell
Mr. Olivier
Mr. O'Hagan
(Wash.)

2. The Under-Secretary added the following hand-written comments:

"If resources were available for N.Y. and the West Coast my impression is that these proposals will result in a more effective, i.e. better integrated information set up in the U.S.A.

If no resources are available beyond those now deployed, I wonder whether the N.Y. office can do more than deal with regional requirements or whether they are in a position to provide personnel for a Washington directed national effort.

Will U.S.A. regulations allow nationally oriented staff based in N.Y. but directed from Washington to be carried as part of the Consulate staff?

On the whole, the scheme seems to be an ingenious one to derive maximum benefit from limited and hitherto scattered resources. M.C. "

3. I suggest that the Senior Committee might wish to focus on a number of propositions:

1) That a strong effort be made to mount a national effort in the United States to carry Canadian information to the public(s) of that country and that the Embassy assert a large measure of direction and control of that effort, coordinating the work of all official Canadian agencies;

- 2) That this national effort be conducted principally out of Washington and New York through enhanced integration of the information programmes in those cities;
 - 3) That a branch of the Embassy be located in New York. It would consist of the part-time presence in New York of, say, two officers of the Embassy, resident in Washington, for whom office space would be provided in the New York Consulate General and of one officer resident in New York but a member of the Embassy staff; he would also be housed and supported by the Consulate but would not belong to it. This would constitute the Embassy function in New York directed to national information programmes.
 - 4) The Consulate General would continue to have an information staff - reduced to 2 officers and supporting staff for films, enquiries, publications, schools programmes, etc. in the important information region covered by the Consulate.
 - 5) That further thought be given to responsibility for Canadian press relations of the United Nations. One possibility is for the national officer in New York to cover this responsibility from January to September with Ottawa providing a media-relations officer for the period of the General Assembly session.
 - 6) That a regional information officer be appointed for the Pacific and Rocky Mountain area to be based in San Francisco. If feasible, this officer might serve to fill some of the lamentable gap caused by withdrawal of External Affairs personnel from Chicago. As in the case of New York, this officer would be directed by the Embassy; whether he should be listed on Embassy staff, also, is something else.
 - 7) That we seek the blessing of their parent departments for the greater use of detached Immigration and C.G.T.B. officials in a national information programme in the U.S.
 - 8) That particular attention and priority be given to staffing information positions with officers qualified by aptitude, experience and interest.
4. I assume you will do the necessary documentation for the Senior Committee. I am copying this memo to Messrs Tovell and Olivier with whom Mr. O'Hagan and I will be conferring before the Senior Committee meeting.

L. A. D. STEPHENS

L.A.D. Stephens

~~Mr. Ball...~~
~~Mr. ...~~
~~Mr. ...~~
~~Mr. ...~~
340

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES FEB 24 1970

TO: FIS
FROM: ACRG
ATT'N: <i>[Signature]</i>

TO
A Under-Secretary of State for External Affairs
Ottawa

SECURITY
Sécurité UNCLASSIFIED

FROM
De Canadian Consulate General, New York

DATE February 20, 1970

REFERENCE
Référence

File 653
27/2/70

NUMBER
Numéro 129

SUBJECT
Sujet Information New York - "Globe and Mail" Comments

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

ENCLOSURES
Annexes

DISTRIBUTION

You may have noticed in the February 19 issue of the "Globe and Mail" a column written by Robert W. Reford entitled "Cutting the Image" (copy of article is attached) wherein he castigates the Government for its withdrawal of the information work in both the Consulate General and in the United Nations Delegation in New York.

2. I want to inform you that this article was written without any connivance of this office. Mr. Reford did not discuss our situation with me or with any of the officers at present in the office. Indeed I had no knowledge that the article was being prepared or published until Mr. Reford told me about it yesterday.

3. I hope that it is not necessary to say that I do not subscribe to the deductions which Mr. Reford has made in this article. It suggests that the information work of the Consulate General will now grind to a halt. While perhaps he may be forgiven in assuming that withdrawal of so many people will bring this about, in fact we have no intention of allowing that to happen. I want to particularly emphasize that Mr. Reford's rather cavalier remarks implying that the work being handled by a "junior officer" will be ineffectual is just not true. In the first place, both Mr. Hughes and Mr. Gorn have developed very valuable contacts and they have very materially helped in the over-all development of the information programme; Mr. Gorn specializing in the educational field and Mr. Hughes with the media.

[Handwritten Signature]

R.G.C. Smith
Consul General

[Handwritten initials]

By ROBERT W. REFORD

Cutting the image

NEW YORK

Just as the Government is establishing the new Information Canada it is cutting its information activities in New York so drastically that they will almost have to be rebuilt from scratch. The cuts in Government spending have led to the following moves: Guy Beaudry, information specialist at the Consulate-General, has been fired and is not being replaced; Sidney Freifeld, press officer at the Canadian delegation to the United Nations, has been posted to another position and has not been replaced; The Canadian Government Travel Bureau's office in Hartford, Conn., is to be closed; The National Film Board's library of travel films in New York has been virtually stripped and its library in Detroit has been closed. Staff is being reduced. Mr. Beaudry's information section has been cut in half, and the travel bureau offices in the United States have been told not to fill vacancies in establishments. Canadian secretaries and receptionists are being set home and local girls hired, thereby cutting down on living allowances. Information is a



Sidney Freifeld

a funny commodity. It is seldom possible to point to specific achievements. The travel bureau cannot produce precise figures showing how many tourists visited Canada as a result of its activities. Mr. Beaudry and Mr. Freifeld would find it difficult to name articles directly inspired by their talks with editors and reporters. On the other hand, it is certain that without them, Canada's story will not be as widely told. Mr. Beaudry has been in New York for five years. He has made valuable contacts with the newspapers, magazines, TV networks, universities and schools. He has been able to suggest things about Canada which might interest them and to answer inquiries.

The same was true of Mr. Freifeld at the UN. He was always available to the international press corps to make sure Canada's views on issues were known. This might not show up in articles saying that Canada feels thus and so. But the Canadian interpretation would be taken into account by correspondents.

The same will be true when Mr. Beaudry leaves. His work will be handled by a junior officer who will have neither the contacts nor the prestige to be as effective. There will still be a senior information officer at the Canadian Embassy in Washington. However, the press corps here is mainly concerned with reporting on the activities of the U.S. Government. New York remains the headquarters of networks and national magazines, and they are major outlets for the Canadian story.

The closing of one office of the travel bureau may not appear a tragedy. However, the tourist industry is one of Canada's biggest earners and even the chance of failing to attract a few extra visitors would seem short-sighted.

Canadians often worry about the image they present abroad. They are upset because they feel Americans are ignorant of their neighbor to the North. It is a pity to see an efficient information operation in the largest metropolitan area of the United States being largely dismantled for budgetary reasons. No word has reached here yet that information Canada will be coming in to take over. The organization does not even exist, and the priorities for its operations have still to be decided. When it does, it will have a hard job rebuilding from scratch.

GLOBE AND MAIL February 19, 1970

DEPARTMENT OF EXTERNAL AFFAIRS



CANADA

MINISTÈRE DES AFFAIRES EXTÉRIEURES

Miss Hedges - return

File

Miss Hedges - would you hold for the instructions

L.A.D. Stephens

4/14/70

Ent

56-1-USA
12

Ottawa, February 13, 1970

PERSONAL and CONFIDENTIAL

Dear Lyn,

Following our telephone conversation today I am sending herewith a photostat copy of the memorandum dated August 6 which we were asked to submit to Hanley Bennett on the subject of establishment cuts. You will see that in our first alternative which we hope will be the one adopted, we put in our recommendations for cuts which would have done away with 15 positions in our U.S.A. posts.

Our alternate proposal "B" did recommend a substantial reduction in our presence in Chicago but you will notice that we recommended four positions should remain in our Chicago post (see Appendix B). I explained some of this in more detail to you on the telephone. Like you, we were very surprised to learn that in the package put to Cabinet, a complete withdrawal from Seattle and Chicago was recommended. We were not consulted about this.

Yours sincerely,

Kew

K. J. Burbridge,
Head, U.S.A. Division.

Mr. L.A.D. Stephens, Head,
Information Division,
Department of External Affairs.
Ottawa.

(I had been told that USA Division had recommended the withdrawal of external personnel from Chicago. Mr. Burbridge has taken the trouble to make clear that this was not so.)

Diary
Cir Diary

Mr. T.H. Bennett, Director General
Finance and Administration Branch

CONFIDENTIAL

August 6, 1969

U.S.A. Division

Establishment Cuts

Set out below are two proposals (A & B) which, if carried out, will eliminate either 15(A) or 32 or 34 (B) establishment positions in the area of this Division's responsibility. You will note that each proposal is centred on closing or substantially reducing the strength of one mission, in the case of A Seattle, in the case of B Chicago. In our view, substantial savings can be achieved in no other way. Our current U.S. Operations are "lean" and we feel that an across the board cut for each mission would create more problems than it would solve.

Proposal A

"The elimination of 15 establishment positions in U.S.A."

This Division would propose the following:

(a) Close Seattle.

Reasons

1. Of our Consulates General, Seattle has in proportion to area and population served a high operational cost. Population in consular area 1965, 6 1/2 million, cost FY1967-1968 \$189,363. For example the average cost of our entire representation in the U.S.A. (excluding U.S.A. Division) amounts to approximately 1.7¢ per U.S. resident. In Seattle our cost is approximately 2.8¢ per resident of consular territory.
2. The area could be serviced from San Francisco.
3. One reason for strong representation in the area - the Columbia River Development - is no longer as important and requiring of constant attention as it once was.

... /2

CONFIDENTIAL

Savings

Officer Positions - 3
Admin (Ott) Positions - 2
Local Positions - Total of 8

N.B. Additional positions (local) would have to be provided in San Francisco or Los Angeles to handle redirected consular and information work consequent on closing Seattle. Two local positions would probably suffice.

Positions cut - Total 11

- (b) Remove one officer from Detroit.

Reason

Our operations in Detroit can be handled from elsewhere, although not so effectively, and this is the only consulate manned by I. T. & C. at which we have an officer.

Savings - Officer position IAS-3

N.B. It is unlikely our routine expenditures could be held below \$3,000/annum even if this man is removed.

- (e) New York - withdraw FS02 doing consular work and replace with local staff.

Saving - Officer position 1 FS02.

Cut one Ottawa based Admin staff in Admin section

Saving - 1 CRA

- (d) Washington - Cut Ext 1221(CR-3) Reference Library.

Saving - 1 CR3

Cut Ext 3776(ST-6) Secretary to Science Attaché.

Saving - 1 ST-6

Conclusions for Proposal A

Total positions cut	15
of which	
Officers	5
Ott Based Admin	5
Locally employed	5

CONFIDENTIAL

- 3 -

Proposal B

"The elimination of 33 establishment positions in U.S.A."

Proposal B is a continuation of Proposal A.

This Division would suggest the following:

(a) Chicago

Substantially reduce our presence in Chicago.

Reasons

1. This Division feels that it is important to maintain as strong a presence on the west coast of the United States as possible. We do not feel it would be appropriate to close both Seattle and either San Francisco or Los Angeles. Similarly, a continued presence in New York is, after Washington, most important. It is not considered feasible at this time, for a variety of reasons to suggest we close either Boston or New Orleans. Thus substantial savings can only be achieved by reducing considerably in Chicago, which was established as and continues to be primarily a trade office. This Division also feels that with a considerable increase in inefficiency much of our work presently being handled in Chicago could be handled elsewhere.
2. However, we would not recommend our operation in Chicago be closed entirely. We feel that there is sufficient justification to warrant the presence of one officer and three local employees to handle consular and information work.

Savings

Officers Position	1 (2 if Head of Post is on external position)
Ottawa based Admin	2
Local Staff Total of	9

(b) Los Angeles

Cut 1 locally engaged Admin Ast.

(c) New Orleans

Cut 1 locally engaged Admin Ast.

(d) Boston

Cut 1 locally engaged Admin Ast.

... /4

CONFIDENTIAL

APPENDIX A

Seattle

Officer positions	Head of Post Consul Consul. Admin	Ext 1205 Ext 1214 Ext 1284	FSO-7 FSO-4 AS-3
Ottawa based Admin	Sect. to Head of Post Registry Accts Clk	Ext 1157 Ext 937	ST-6 CR-5
Locally Engaged	Senior Servant	Ext 425X Ext 424X Ext 421X Ext 423X Ext 1001X Ext 3715X Ext 422X Ext 3716X	Grade 8 Grade 6 Grade 6 Grade 6 Grade 6 Chauffeur Driver Mgr

Civil Salary and Wages	FY 1967-68	\$ 94,438
Allowances	FY 1967-68	42,350
Other Operational Expenses	" " "	44,949
Capital Expenses		<u>7,626</u>
		\$189,363

In addition monies could be realized from the sale of the Consul General's Residence.

Detroit

Officer Positions		Ext 894	AS-5
Civil Salaries & Wages	FY 1967-68	\$ 8,885	
Civilian Allowances	" " "	16,093	
Other Operational Expenses		5,338	
Capital Expenses		<u>38</u>	
Total Cost		\$ 30,354	

New York

Officer Positions		Ext 647	FSO-2
Ottawa based Admin		Ext 876	CR-4
Saving estimated at in excess of		\$ 16,000	
Less Local Employee		<u>6,000</u>	
Net Saving in excess of		\$ 10,000	

Washington

Ottawa based Admin		Ext 1221 Ext 3776	CR-3 ST-6
Savings would be in order of		\$ 12,000	
Total Savings approx (plus monies from sale of Con Gen Res Seattle)		<u>\$240,000</u>	

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APPENDIX B

Chicago

Officer Positions		Ext 73	FSO-4
Ottawa based Admin		Ext 3762	CRA ST-4
	Secty to Head of Post		
Locally engaged	Senior Servant	Ext 106X	Ast 4
		Ext 105X	Ast 6
		Ext 107X	Ast 5
		Ext 370X	Ast 6
		Ext 1095X	Ast 6
		Ext 104X	Ast 6
		Ext 108X	Ast 6
		Ext 3702X	Ast 5
		Ext 2018X	Ast 6

to be retained Ext 347 AS-4
 Ext 1139X Ast-6 (consular)
 Ext 1014X Ast-6 (consular)
 Ext 1045X Ast-6 (consular-info-secty)

Savings

Civil Salaries and Wages	FY1967-68	\$ 92,547
Civilian Allowances	" " "	34,592
Other Operational Expenses	" " "	86,292
Capital Expenses		19,773
Total		233,204
Less Staff to Remain		<u>40,000</u> aprox
	net	\$193,000 aprox

Los Angeles

Ext 259X Clerk (Los) Grd 1

New Orleans

Ext 314X Ast(NOr) Grd 6

Boston

Ext 3700X Ast(Bos) Grd 5

Washington

Ext 3910 SG-1
 2 Supernumery SG5

Totals for Proposal B

Officer 1 or 2
 Ott based Admin 5
 Local Employees 12

Cash savings estimated at \$220,000

PGP/A. de W. Mathewson/r1

Miss [unclear] file
L. [unclear]

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

MEMORANDUM

TO Mr. Robinson, Mr. Collins, Mr. Bissonnette,
A Mr. Langley, Mr. Barton

SECURITY CONFIDENTIAL
Sécurité

DATE Jan. 12, 1970

FROM PGP
De

NUMBER
Numéro

REFERENCE
Référence

SUBJECT Senior Committee Meeting: Wednesday, January 14,
Sujet at 11 a.m.

FILE	DOSSIER
OTTAWA <u>56-1-U.S.A.</u>	
<u>56-2-1</u>	
MISSION	

ENCLOSURES
Annexes

Item 1: Information in the USA

Mr. O'Hagan and Mr. Stephens will discuss with the Committee the following propositions (based on the attached Washington letter 1954 of December 15) together with resource implications and possible alternative approaches.

- 1) That a strong effort be made to mount a national effort in the United States to carry Canadian information to the public(s) of the country and that the Embassy assert a large measure of direction and control of that effort, coordinating the work of all official Canadian agencies;
- 2) That this national effort be conducted principally out of Washington and New York through enhanced integration of the information programmes in those cities;
- (3) That a branch of the Embassy be located in New York. It would consist of the part-time presence in New York of, say, two officers of the Embassy, resident in Washington, for whom office space would be provided in the New York Consulate General and of one officer resident in New York but a member of the Embassy staff; he would also be housed and supported by the Consulate but would not belong to it. This would constitute the Embassy function in New York directed to national information programmes.
- (4) The Consulate General would continue to have an information staff - reduced to 2 officers and supporting staff for films, enquiries, publications, schools programmes, etc. in the important information region covered by the Consulate.
- (5) That further thought be given to responsibility for Canadian press relations of the United Nations. One possibility is for the national officer in New York to cover this responsibility from January to September with Ottawa providing a media-relations officer for the period of the General Assembly session.

DISTRIBUTION
Mr. Stephens
Mr. Bennett
Mr. Tovell
Mr. Haggan
Mr. Francis

- (6) That a regional information officer be appointed for the Pacific and Rocky Mountain area to be based in San Francisco. If feasible, this officer might serve to fill some of the lamentable gap caused by withdrawal of External Affairs personnel from Chicago. As in the case of New York, this officer would be directed by the Embassy; whether he should be listed on Embassy staff, also, is something else.
- (7) That we seek the blessing of their parent departments for the greater use of detached Immigration and C.C.T.B. officials in a national information programme in the U.S.
- (8) That particular attention and priority be given to staffing information positions with officers qualified by aptitude, experience and interest.

Item 2: Foreign Operations Task Force
(Carried forward from previous meeting).

A departmental position on the concepts reflected in the Task Force paper of December 29 is required before January 26. The Committee may wish to have a preliminary discussion of the paper (distributed with the Secretary's memo or January 5) leaving detailed consideration to its meeting of January 21.

Item 3: Presentation of Credentials

Carried forward from previous meeting.

Item 4: Expenditure Guidelines: Manpower Implications

The Committee may wish to continue its discussion of the question of examination of the departmental organization and a headquarters "establishment review" (Personnel Branch Report on Manpower Situation, Jan. 2, paras 17-21.)



A. de W. Mathewson

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO: FIS
FROM: #6
DEC 30 1969

ATTN: *[Handwritten]*

TO
A

Under-Secretary of State
for External Affairs, OTTAWA

FROM
De

Canadian Embassy, WASHINGTON

REFERENCE
Référence

Our letter No. 1822 of November 18

SUBJECT
Sujet

Canadian Information in the U.S.A.

SECURITY ~~CONFIDENTIAL~~
Sécurité
DATE 15 December 1969
NUMBER 1954
Vendredi
FILE OTTAWA DOSSIER
MISSION *[Handwritten]*

ENCLOSURES
Annexes

DISTRIBUTION

In evaluating present and (insofar as they are measurable) future needs of Information and related activities* in the United States, and how to meet them, may we suggest you consider a somewhat altered organizational structure and approach, one that in our conceptual terms would be marked by a higher level of co-ordination, cohesion and mobility.

2. It is implicit that the Embassy has supervisory authority for Information as it does for all other Canadian official works. It will be necessary though, under the operating plan envisaged, to make this authority explicit, preferably by directive from Ottawa. It would be desirable at the same time, we suggest, to describe in as much detail as possible how we intend to proceed.

3. As already indicated by us in our letter under reference, it would be especially helpful to all concerned if at the Trade Commissioners' meeting in San Francisco, January 21 to 23, we were able to elaborate somewhat on our goals and intentions.

4. We are assuming that, before adoption, any proposal we make herein would be the subject of consultation in the degree required among the managers of External Affairs Information, the Embassy, and our other U.S.A. posts.

5. It has for some time been our view that in Information matters a much closer, in certain respects almost an integrated working relationship, ought to be effected between the Embassy and the Consulate General in New York. Precisely because the Embassy and the Consulate General are the only full-service Information units Canada has in the United States and because of the need to get maximum mileage from our resources (and to eliminate in the process even the slightest duplication), a semi-consolidation of operations and services is in our judgment fundamental to the introduction of any new national

* notably cultural affairs

FIS
Ext. 4078/BR.
(Min. Services Div.)

programme development and management concept. Essential to any such coming together or rationalization would be a clear understanding on jurisdictional lines and functional responsibilities. For New York this would mean a practical division between that which is manifestly regional in character and substance, i.e., that which would normally fall within the purview of any Consulate or Consulate General, and that which by virtue of New York's being in so many ways the communications capital of the United States must by any reasonable definition be considered national i.e. the media--New York Times, Wall Street Journal, the broadcasting networks, independent TV producers and packagers, newsmagazines, general consumer periodicals, certain sections of the financial and other specialized press; and perhaps universities of national and international standing (e.g., Columbia, State University of New York, Stony Creek, and elsewhere, Cornell, Colgate).

6. It should be noted that while Manhattan to an overwhelming degree is national communications headquarters, there are noteworthy exceptions. Coming to mind at once are the Readers' Digest at Pleasantville, N.Y., Newsday on Long Island (which has a lively syndicate), the Newhouse and Gannett chains whose head offices and many of whose papers are in the State of New York.

7. Obviously, the identification and separation of these roles and sectors of interest will need to be thoughtfully done. The British in New York have made such a division and claim thoroughly satisfactory results. How sharp a line of demarcation we may find it necessary to draw would be determined by closer investigation. That there could be personnel implications is apparent. It might call for one or possibly two officers with supporting staff, to be assigned so-called "national" duties. These officers would be on the Embassy list and answerable for direction to the Embassy. Still other solutions may present themselves.

8. You may be sure we have no wish, in our pursuit of consolidation and harmonized goals to over-compartmentalize, or to sacrifice flexibility. And we don't think either will occur, provided all those involved are motivated by a spirit of sensible and generous co-operation. Our over-riding objective, after all, is more efficient employment of our resources leading, thereby, to improved performance and better results.

9. Beyond the Washington-New York unit, we believe a case can be made, even now, for the appointment of an information officer with defined responsibility for the whole Pacific Coast and Rocky Mountain region. From a geographic standpoint, he would be most advantageously attached to the San Francisco Consulate General. As in the case of the New York "national" unit, he would report to the Embassy for operational direction. Obviously, such an officer would need to be energetic and well disposed to travel.

10. None of this speaks to the question of a redrawing of Information boundaries, although it would seem to us logical for San Francisco to absorb the basic Seattle business (with San Francisco ceding some of its territory to Los Angeles, if that would achieve a better balance); and with the Chicago area being divided, perhaps more functionally than territorially, between New York and Washington.

11. Because of the presence of the United Nations in New York, we are obligated, one assumes, to ask ourselves if the press and information requirements of our Permanent Mission to the U. N. can be met from a common resource pool, viz, the so-called "national" unit we are proposing for New York. We tend to doubt the practicability of drawing for this service on what must of necessity be a decidedly U.S.-oriented office but we would not wish to dismiss such a notion without a careful examination of the facts. To this end, we would be glad to join in any feasibility study thought desirable.

12. We would also want to ensure in any comprehensive plan developed a somewhat closer pattern of liaison with any Canadian representative, whatever his department or agency affiliation, who by his location and the nature of his assignment may serve an all-round Canadian public relations and representational role, e.g., Travel Bureau Managers in Cincinnati and Minneapolis and the Manpower and Immigration officer stationed in Denver.

13. Everything we propose above assumes that the officers selected will be well-suited by temperament and experience for information work, in all its many aspects, in this country. Assumed as well--the plan could not succeed without it--is more frequent travel on the part of those officers than may have been the case in the past. The Report of the Task Force on Government Information makes incumbent upon us the need to search for more original and hopefully more effective means of discharging of this important mandate; austerity adds only a further tax on our inventiveness.

14. In summary then, we are suggesting:

- (1) that Washington primacy in the information field in the United States be explicitly set out;
- (2) that a workable and reasonable division of responsibility between "regional" and "national" be made in respect of the New York Consulate General's operations;
- (3) that the appointment of a western regional information officer, reporting to the embassy, and based possibly in San Francisco, be considered;

- (4) that the practicability of servicing the press and information requirements of the Permanent Mission to the U. N. be examined;
- (5) that particular attention be paid to staffing, with Information positions filled wherever possible by officers with the requisite qualifications of aptitude, experience and interest;
- (6) that any operational plan evolved not overlook the role played by detached official Canadian representatives, viz, Canadian Government Travel Bureau, Department of Manpower and Immigration;
- (7) and finally, that the Embassy be kept informed of your thinking and planning as it progresses.

15. It goes without saying, of course, that we stand ready to assist in any way your consideration of the foregoing proposals.



The Embassy.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

File

I do not favour groups (from experience with the UN press gallery) but selected correspondents according to opportunities as we have done formerly (the Unclassified fifties). But - this can be done

TO
A

Mr. L.A.D. Stephens (through Mr. Bellemare)

SECURITY
Sécurité

Unclassified

FROM
De

Visits Section - Miss A.T.Hardy

DATE

January 8, 1970

REFERENCE
Référence

Your Memorandum to the Under-Secretary of January 2 on Canadian Information in the United States.

NUMBER
Numéro

efficiency but the most part only when we have a info officer covering termite BOSSIER

SUBJECT
Sujet

Information Work at the Permanent Mission to the United Nations.

FILE	OTTAWA
	56-1-USA
MISSION	<i>ef</i>

ENCLOSURES
Annexes

DISTRIBUTION

We brought to Canada for a three-day visit in June 1961 a group of from 20 to 30 members of the United Nations Correspondents Association, of which Stanley Burke was then President. The Association has grown in numbers and, I would assume, in importance since then.

2. The assessment of the press corps at the United Nations which our Mission made late in the 1950's indicated the correspondents or broadcasters were mainly American stringers. The membership directory for 1968, attached, lists good representation from the major countries as well as minimal representation from the developing areas.

3. A number of members of the United Nations Correspondents Association have the responsibility for covering United States and Canadian developments, as well as news from the United Nations. Occasionally, a member of the Association will divide his time between Washington and New York. Those who are responsible for watching Canadian developments have usually found it extremely difficult to get away and have usually put Canada to one side, in favour of news about the United States and the United Nations.

4. Occasionally, we have been able to help the more senior correspondents of the Association who have come up from New York on specific assignments or to take a general look around. As you know, Mr. Robert Estabrook of the Washington Post keeps in touch with developments here by a personal visit. Mr. Rudolph Hafter of the "Neue Zuercher Zeitung" came up a year ago, mainly to establish a resident correspondent in Toronto.

5. Many of the Embassies in Washington have their information arm in New York and it would be interesting to see what contact these offices have with the United Nations press corps. During the General Assembly sessions there is probably a great deal of interest in the stand we take at the United Nations on the questions which come up but after the session is over it is mainly the members of the Security Council who attract press attention.

6. I would assume that there would be little interest among the United Nations press corps in general information contacts with our Permanent Mission but we should continue the useful opportunities for briefings or development of personal friendships. When there is little going on at the United Nations we might bring to Ottawa some of the more able correspondents under the Visits Programme.

9

Oliver J. Hardy
Visits Section

L.A.D.Stephens/FIS/rh File Diary

Yr. file ~~65-34~~
Our file 56-1-USA

Ottawa, January 8, 1970

Dear Mr. Dawson,

Thanks very much for your letter of December 31 and the invitation to be present at your discussions of information work in the U.S. on January 23 during the Trade Commissioners' Conference.

I have been talking to Dick O'Hagan about this. We both assume that long "resource papers" are not called for and that relatively brief exposition as background for general discussion is what would be most useful.

I note the reservation at the Clift Hotel. I think my plane booking (UA257 ex Vancouver) gets me in at 4:48 which should provide just about the right kind of time.

I'll look forward to seeing you.

Yours sincerely,

L. A. D. STEPHENS

L. A. D. Stephens
Head, Information Division

Mr. R. M. Dawson,
Consul & Trade Commissioner,
Canadian Consulate General,
One Maritime Plaza,
Golden Gateway Center,
San Francisco, California 94111

MESSAGE

Comcentre
File
Diary
rc
Caron
USIA
EXT OTT

TOR/TOO
COMCENTRE
EXTERNAL AFFAIRS
JAN 7 16 21 '70

FM/DE

DATE	FILE/DOSSIER	SECURITY SECURITE
JAN 7/70 REE	56-1-USA q d	UNCLAS

TO/A WASHDC

NO	PRECEDENCE
FIS-59	ROUTINE

INFO

REF YRLET 1954 DEC 15

SUB/SUJ INFO IN USA

OBLIGED IF O'HAGAN COULD BE AVAILABLE TO ATTEND
SENIOR CTTEE DISCUSSION HERE MORNING JAN 14 ON QUESTIONS
RAISED IN REFLET.

DISTRIBUTION
LOCAL/LOCALE

NO STD. c.c. MR. MATHEWSON
SECY. SR. CTTEE

ORIGINATOR/REDACTEUR	DIVISION	TELEPHONE	APPROVED/AUTORISE
SIG..... L.A.D. STEPHENS/rh	FIS	2-8262	SIG..... <i>L.A.D. STEPHENS</i> L.A.D. STEPHENS

MEMORANDUM

Mr. Mathewson (PGB)
Secretary of Senior Committee

L. A. D. Stephens

file
CONFIDENTIAL

January 6, 1970

Washington letter 1954 of December 15, 1969
Canadian Information in USA.

5-6-1-USA
4 /

On January 2 I sent a copy of Mr. Ritchie's letter of reference to the Under-Secretary under a memorandum suggesting that the Senior Committee might take a look at this question. He agreed and also agreed that we should ask Mr. O'Hagan to come from Washington to take part in the discussion.

Mr. Tovell
Mr. Olivier
Mr. O'Hagan
(Wash.)

2. The Under-Secretary added the following hand-written comments:

"If resources were available for N.Y. and the West Coast my impression is that these proposals will result in a more effective, i.e. better integrated information set up in the U.S.A.

If no resources are available beyond those now deployed, I wonder whether the N.Y. office can do more than deal with regional requirements or whether they are in a position to provide personnel for a Washington directed national effort.

Will U.S.A. regulations allow nationally oriented staff based in N.Y. but directed from Washington to be carried as part of the Consulate staff?

On the whole, the scheme seems to be an ingenious one to derive maximum benefit from limited and hitherto scattered resources. M.C. "

3. I suggest that the Senior Committee might wish to focus on a number of propositions:

1) That a strong effort be made to mount a national effort in the United States to carry Canadian information to the public(s) of that country and that the Embassy assert a large measure of direction and control of that effort, coordinating the work of all official Canadian agencies;

2) That this national effort be conducted principally out of Washington and New York through enhanced integration of the information programmes in those cities;

3) That a branch of the Embassy be located in New York. It would consist of the part-time presence in New York of, say, two officers of the Embassy, resident in Washington, for whom office space would be provided in the New York Consulate General and of one officer resident in New York but a member of the Embassy staff; he would also be housed and supported by the Consulate but would not belong to it. This would constitute the Embassy function in New York directed to national information programmes.

4) The Consulate General would continue to have an information staff - reduced to 2 officers and supporting staff for films, enquiries, publications, schools programmes, etc. in the important information region covered by the Consulate.

5) That further thought be given to responsibility for Canadian press relations of the United Nations. One possibility is for the national officer in New York to cover this responsibility from January to September with Ottawa providing a media-relations officer for the period of the General Assembly session.

6) That a regional information officer be appointed for the Pacific and Rocky Mountain area to be based in San Francisco. If feasible, this officer might serve to fill some of the lamentable gap caused by withdrawal of External Affairs personnel from Chicago. As in the case of New York, this officer would be directed by the Embassy; whether he should be listed on Embassy staff, also, is something else.

7) That we seek the blessing of their parent departments for the greater use of detached Immigration and C.G.T.B. officials in a national information programme in the U.S.

8) That particular attention and priority be given to staffing information positions with officers qualified by aptitude, experience and interest.

4. I assume you will do the necessary documentation for the Senior Committee. I am copying this memo to Messrs Tovell and Olivier with whom Mr. O'Hagan and I will be conferring before the Senior Committee meeting.

L. A. D. STEPHENS

L.A.D. Stephens

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO
À The Under-Secretary (PDM) *nee*

FROM
De FIS *(MB)*

REFERENCE
Référence Washington Letter 1954 dated December 15, 1969 *file L.A.D. Stephens Jan 6/70*

SUBJECT
Sujet Canadian Information in USA

SECURITY
Sécurité CONFIDENTIAL

DATE January 2, 1970

NUMBER
Numéro

FILE	DOSSIER
OTTAWA	
	56-1-USA
MISSION	<i>4</i>

ENCLOSURES
Annexes

DISTRIBUTION

Deputy Under-Sec. (PDS)

Mr. Mathewson, Secty. Senior Cttee. (PGP)

Cultural Affairs (FAC)

----- I attach a copy of the letter of reference, a draft of which you saw in Washington, I understand. The letter covers suggestions about:

- 1) Confirmation of general authority of Embassy over Canadian Government information activities in the U.S.A.,
- 2) Integrated working relationship between information offices in Washington and New York which might result in a dual role - regional and national - for the Washington-cum-New York office,
 - 2 a) Possible Embassy accreditation for one or more people working out of New York on full or part time on "national" duties,
- 3) A regional information officer for Pacific West and Midwest, possibly based on San Francisco,
- 4) The desirability of studying the best means for covering our press and information interests at the United Nations,
- 5) Closer liaison with information offices of other Government Departments.

2. The letter also suggests the need for early Ottawa-Washington consultations on these matters. If you agree, the Senior Committee might appropriately give some consideration to this whole area and I think it would be useful if Dick O'Hagan could come from Washington to take part.

yes puc

....2

2.1.11/US

3. What would be particularly useful would be to have your comments available for Senior Committee discussions in the optic of your present and future responsibilities.

L.A.D. Stephens

L.A.D. Stephens

- If resources were available for NY & the West Coast my impression is that these proposals ^{will} result in a more effective, i.e. better integrated information set up in the USA.
- If no resources are available beyond those ^{now} deployed, I wonder whether the N.Y. office ^{could} do more than ^{deal} with regional requirements or whether they were in a position to ^{provide} personnel for a Washington ^{directed} national effort.
- Will USA regulations allow ^{regionally} oriented staff based in NY but ^{directed} from Washington to be carried as part of the Consulate staff?
- On the whole, the scheme seems to be an ingenious one to ^{derive} maximum benefit from limited & hitherto scattered resources. NA