

Department of External Affairs

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~~A-0225~~

File No. 57-1-2-1

MGID

Subject: PUBLIC RELATIONS -  
POLICY AND PLANS \*

Vol. 2  
From 6/1/11/15  
To 27-7-71

RESEARCH AND STUDY ON INFORMATION MEDIA-  
(SCANLON AND GALIPEAU)

VOLS ACCESSION NO. 10783

References to Related Files

File No.	Subject
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TO  
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27-7-71

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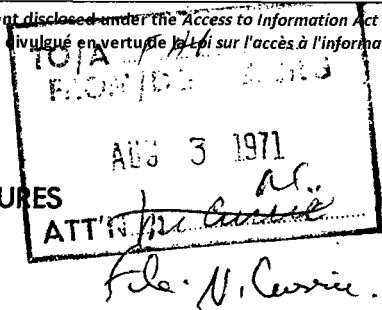
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EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES



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

SECURITY  
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UNCLASSIFIED

FROM The Canadian Delegation to the North Atlantic  
De Council, Brussels

DATE

July 27, 1971

REFERENCE Our telegram 2239 of July 22, 1971  
Référence

NUMBER  
Numéro

N- 752

PCRL

SUBJECT Gallup Survey of USA College Students attitude  
Sujet Towards NATO

FILE	DOSSIER
OTTAWA	
MISSION	

57-1-2-1  
43

ENCLOSURES  
Annexes

DISTRIBUTION

FGR

Attached is a copy of the Atlantic Community News for June of this year concerning the results of the Gallup poll mentioned in our telegram under reference. You will note that the percentage of students who looked on NATO favorably, 73 per cent, is even higher than that reported in our telegram.

The Delegation

F-1A1

ACTION COPY

C O N F I D E N T I A L

FM CANDELNATO 2239 JUL22/71

TO TT OTT EXT FAI DE LDN

DISTR DFR

REF YOURTEL FAI 1424 JUN25

---REPORT ON ANNUAL CONFERENCE OF NATL INFO OFFICIALS:NAC JUL20

NAC TOOK NOTE OF CM(71)44.

2. IN MY INTERVENTION I PUT ON RECORD POINTS MADE IN REFTEL. OUR  
OPINION ABOUT PRIORITY TO BE GIVEN TO VISITS PROGRAM WAS SUPPORTED  
EXPLICITLY BY ITALIAN PERMREP AND IMPLICITLY BY FEW OTHER PERMREPS  
WHO SPOKE TO QUESTION.

3. WHAT WOULD OTHERWISE HAVE BEEN SHORT AND NON/NON-CONTROVERSIAL  
DISCUSSION DEVELOPED INTO INTERESTING IF INCONCLUSIVE REVIEW  
OF NATO INFO POLICY WHEN LUXEMBOURG PERMREP RAISED  
POSSIBILITY OF DEVOTING MORE OF OUR INFO ACTIVITY AND RESOURCES  
TO DEVELOPMENT OF BETTER PRESS RELATIONS IN ORDER TO GARNER MORE  
SYMPATHY IN PRESS. HE WAS SUPPORTED IN THIS BY NETHERLANDS PERMREP  
WHO SUGGESTED THAT PERHAPS WHAT WAS REQUIRED WAS TOTAL RE-EXAM  
NOT/NOT ONLY OF MANNER IN WHICH NATO INFO WORK IS CARRIED OUT,  
BUT OF PREMISES UPON WHICH IT IS BASED. BELGIAN PERMREP AGREED  
THAT PERHAPS THIS WAS SO BUT RECALLED THAT QUESTION OF ANY NATIONS  
INVOLVEMENT IN NATO WAS NATL RESPONSIBILITY AND THAT IF NATO HAD  
POOR IMAGE IN ANY MEMBER COUNTRY IT WAS REALLY UP TO NATL AUTHORIT-  
IES, IF THEY SO DESIRED, TO ATTEMPT TO REMEDY THIS. I SAID THAT QUESTION  
OF DEALING WITH PRESS WAS DIFFERENT ONE THAN PURE INFO WORK AND  
BECAUSE OF NATURE OF OUR WORK REQUIRED HIGH DEGREE OF DISCRETION.  
WHAT WAS LACKING WAS SUFFICIENT EMPHASIS IN INFO MATERIAL WHICH

PAGE TWO 2239 CONFD

NATO MADE AVAILABLE TO NATL AUTHORITIES AND TO OTHERS ON NEW ROLE WHICH ALLIANCE HAD DEVELOPED IN PREPARING FOR NEGOTIATIONS WITH EAST. NATO HAD BECOME WESTERN WORKSHOP FOR PREPATION OF NEGOTIATIONS, BUT VERY FEW PEOPLE KNEW IT. I STATED THAT I FELT THIS WAS ASPECT OF NATO WHICH COULD VERY EASILY BE USED AS PART OF IMAGE BUILDING EXERCISE. DIRECTOR OF INFO, PRICE, AGREED WITH MY GEN THESIS BUT STATED THAT DIFFICULTY WAS CAUSED BY INABILITY TO FASTEN ON ONE PARTICULAR ITEM WHIC HAD BEEN NEGOTIATED FROM WESTERN POINT OF VIEW ON BASIS OF CONSULTATION IN NAC.

4. BELGIAN PERMREP SUGGESTED THAT RESULTS OF RECENT USA GALLOP POLL WHICH SHOWED THAT 60 PERCENT OF USA COLLEGE STUDENTS LOOKED ON NATO FAVOURABLY SUGGESTED THAT USA WAS DOING SOMETHING RIGHT IN ITS PUBLIC RELATIONS WORK OR WAS AVOIDING DOING ANYTHING WRONG AND THAT PERHAPS USA METHODS SHOULD BE STUDIED. ACTING USA PERMREP STATED THAT HIS AUTHORITIES HAD BEEN GRATIFIED BY RESULTS OF POLL WHICH HAD BEEN AN OBJECTIVE ONE BUT WERE AS UNCERTAIN AS ANYONE ELSE ABOUT WHAT CAUSED IT

CAMPBELL

221204Z

# Atlantic Community News

JUNE 1971

*This should be filed with our report of the poll - I think our figures were reasonable*

## The Message of the Senate Debate

*(The following analysis was sent to officers of the Atlantic Treaty Association in the other NATO countries by the Chairman and Director General of the Atlantic Council of the United States in the hope that it would help them understand the significance of the recent Senate Debate on the level of troops in Europe.)*

*we 22/7*

The Senate has engaged in the first Great Debate over North America's relations with Europe in 20 years.

As 20 years ago, the result shows a deep commitment to Europe, an understanding that the Atlantic is the key area for the stability of the world, and appreciation of the Atlantic Community.

The results, in our view, are at least as significant today as they were 20 years ago. Then a positive step was required—the actual movement of four divisions of troops from America to Europe. But then there was a visible and tangible threat.

Today the troops are already there. It was instead a question of bringing half of them home. But the threat is also not as obvious. It is much more subtle today. For a nation that is war weary following the frustrations of Vietnam, and for which there are many competing national priorities, the depth of editorial and senatorial understanding and appreciation of the nature of the North Atlantic Alliance was most encouraging.

Two related but separate incidents played a major role in what has just happened in the Senate.

The first was the run on the dollar in Europe, which, because of increasing concern with the balance of payments, could have resulted in adoption of the Mansfield Amendment and a unilateral reduction of troops.

The second was the fortuitous timing of Mr. Brezh-

nev's speech, calling for negotiations on Mutual and Balanced Force Reductions. The argument that a unilateral reduction would foreclose this possibility was compelling, but there is no doubt that the Senate wants the Administration to respond to Brezhnev's invitation to "taste the wine."

This debate and the resulting vote clears the air for a time and opens the way for:

1. Meaningful discussions, within the institutions of NATO, for a more balanced sharing of the burdens. The Senate Debate and editorial comment throughout the nation clearly indicate that there must be action in this field.

2. Hopefully the early beginning of negotiations with the Warsaw Pact looking toward mutual and balanced force reductions.

3. Much closer coordination of political and economic policies of our nations, utilizing existing institutions where possible but not ruling out new institutions if necessary.

What we are saying is that this battle has been won, and handsomely so, but this country must move forward along the lines suggested; it cannot stand still.

The Senate, in reflecting constituents, demands some signs of progress.

W. Randolph Burgess, Chairman  
Richard J. Wallace, Director General  
THE ATLANTIC COUNCIL OF THE U.S.

## Gallup Survey Shows College Students Favorable to NATO

### A Special Report to the Atlantic Council

By STUART J. D. SCHWARTZSTEIN, Senior Research Analyst, Gallup International

The results of a Gallup college survey conducted in November/December, 1970 show that by a wide margin, students polled gave NATO a favorable rating, with 73% nationally holding favorable views and only 21% holding unfavorable views. Of those holding favorable views, one quarter (25%) held highly favorable views, more than three times as many as those holding highly unfavorable views. These results can be better understood when views of students concerning two other institutions, the Peace Corps and the Pentagon, are compared with these figures. It is interesting to note that, while NATO is not rated as favorably as the Peace Corps, it leads by a wide margin over the ratings of the Pentagon, though both are considered military organizations.

#### Ratings based on scale

Ratings of NATO, the Pentagon and the Peace Corps were given utilizing a sensitive attitude scale called the Stapel Scalometer. Those interviewed were shown a card indicating a series of five white squares followed by five black squares, the white squares being for favorable responses and the black squares for unfavorable responses, with the top white square (+5) representing the highest degree of favor and the lowest square (-5) the most unfavorable response. Each respondent was asked to indicate how far up or down the scale he would place the organization he was asked to rate. Responses in the top two scale positions (+5, +4) are regarded as highly favorable, the bottom two (-4, -5) as highly unfavorable.

Women seemed to hold slightly more favorable views (75% versus 71% for men). The percentage of those holding highly favorable views is precisely the same. Women also hold slightly more favorable views of the Peace Corps and the Pentagon than men do.

### Southerners most favorable to NATO

Regional differences showed more: the South, by far, holds the most favorable views of NATO; the East the least. The West has a sizeable percentage who expressed no opinion (13% versus 6% nationally). Only the South showed a figure higher than the national on "highly favorable," with a very high figure of 38%, though only the East exceeds the national figure on "highly unfavorable." The total favorable ratings are slightly different: both the South and the Mid-west are over the national, though again, only the East shows a higher unfavorable figure.

Regional differences are even more apparent where ratings of the Pentagon are concerned. A majority in the East (63%) hold an unfavorable view of the Pentagon, while a similar percentage in the South (65%) hold favorable views. Only the Mid-west and the South show a majority giving the Pentagon a favorable rating. The Peace Corps, on the other hand, receives favorable ratings by a heavy majority, though again, the South and Mid-west showed the highest percentage of favorable views.

Little difference is shown in comparison of types of college though denominational schools tend to have a smaller unfavorable total and a higher "no opinion" category. They do show a higher percentage of highly favorable ratings (7% above the national figure).

### Graduate students least favorable to NATO

The total favorable ratings go up with advance in class standing, but changes with highly favorable ratings dropping at the junior level and coming back with the seniors. Notably, favorable responses by graduate students are far lower, with highly unfavorable rating at 10% above the national figure.

Protestants show most highly favorable views while Jews show the most highly unfavorable (though Jewish figures should be viewed with caution as the numbers are small). Though on the total final percentage there is virtually no difference between Catholics and Protestants, and while the Jews are 7% over the national highly unfavorable, the highly favorable figure corresponds with the national almost exactly.

### Political positions show sharp differences

Most interesting is the rating by political category in which the respondents placed themselves. As might be expected, the most negative views (36% highly unfavorable) were among those who classified themselves as "far left." There was, however, a 42% total favorable versus 55% total unfavorable, which seems to indicate that even on the far left, NATO is liked by a sizable

### NATIONAL

	Total Favorable %	Total Unfavorable %	DK/NA† %
NATO	73	21	6
Peace Corps	89	8	3
Pentagon	50	45	5

† Don't know. No Answer.

percentage. Among those one step over the "left," the majority (67%) held favorable views. The group with the highest percentage of favorable responses and the lowest unfavorable is the right with 87% favorable (and 35% highly favorable) versus 3% highly unfavorable responses. Among those who placed themselves on the far right, the favorable percentage drops to 60% (though that figure should be viewed with caution since the case level is very low). It is interesting to note that of those who were asked if they considered themselves "radical" the figures are 39% favorable and 59% unfavorable, virtually no difference, though they seem to consider themselves a half-step more radical than the far left.

As might be expected, the vast majority of those who classified themselves as on the "far left" hold unfavorable views of the Pentagon (87% unfavorable compared to 12% favorable). Those on the "left" also hold unfavorable views in the majority though the percentage is lower (67% unfavorable compared with 28% favorable). Of those considering themselves "middle of the road," "right" and "far right," on the other hand, the majority hold favorable views of the Pentagon. The Peace Corps, however, is viewed favorably by a wide margin among all groups, though the percentage is considerably lower—more than 20 points—among those on the "far left."

Ratings of NATO can also be considered with responses to the question, "How do you think change in America is likely to occur during the next 25 years—through relatively peaceful means or through revolution." Predictably those forecasting peaceful change rate NATO more favorably than do those forecasting revolution, but only by 11 percentage points.

The Peace Corps, too, is rated more favorably by those predicting change through peaceful means rather than by revolution. Ratings of the Pentagon, however, show very little difference (three percentage points; which is not significant).

N.B. Tables II and III do not show all the breakdowns shown in Table I, but only those which are of interest here for comparative purposes. Table IV shows a breakdown of ratings by political position.



**TABLE I**  
**RATING OF NATO**

	Highly Favor- able %	Favor- able %	Unfavor- able	Highly Unfavor- able %	DK/NA %
<b>NATIONAL</b>	25	73		7	6
<b>SEX</b>					
Men	25	71	23	8	6
Women	25	74	18	6	7
<b>AGE</b>					
18 & Over	25	73	21	7	6
19	26	75	19	4	6
20	20	72	24	7	4
21-23	24	79	21	9	6
24 & Older	28	69	25	11	6
Undesignated	32	72	24	8	4
<b>REGION</b>					
East	18	61	33	13	6
Mid-west	21	77	20	7	4
South	38	80	14	5	5
West	19	69	18	5	13
<b>TYPE OF COLLEGE</b>					
Public	25	72	20	8	7
Private	24	72	25	7	3
Denominational	32	74	16	4	11
<b>PARENT'S INCOME</b>					
\$15,000 & Over	22	71	26	10	3
\$10,000-\$14,999	25	73	21	6	6
\$7,000-\$9,999	27	79	15	4	6
Under \$7,000	29	78	19	6	3
Undesignated	23	62	21	9	17
<b>CLASS</b>					
Freshman	26	72	21	6	8
Sophomore	27	74	21	6	5
Junior	20	73	22	8	6
Senior	26	75	20	7	5
Graduate	18	68	27	17	5
<b>CHANGE</b>					
Peaceful	25	79	16	5	5
Revolution	25	68	27	11	5
<b>POLITICAL POSITION</b>					
Far left	9	42	36	55	3
Left	17	67	7	28	5
Middle of road	30	80	3	14	6
Right	35	87	3	10	4
Far right	25	60	10	30	10

**TABLE II**  
**RATING OF PEACE CORPS**

	Total Favor- able %	Total Unfavor- able %	DK/NA %
<b>NATIONAL</b>	89	8	3
<b>SEX</b>			
Men	89	9	3
Women	91	7	2
<b>REGION</b>			
East	86	12	2
Mid-west	92	7	1
South	92	7	*
West	85	5	10
<b>CHANGE</b>			
Peaceful	93	5	2
Revolution	86	11	2
<b>POLITICAL POSITION</b>			
Far Left	70	29	1
Left	91	5	4
Middle of Road	92	6	2
Right	91	8	1
Far right	90	10	—

\* Percentages add to less than one half of one percent.

**TABLE III**  
**RATING OF THE PENTAGON**

	Total Favor- able	Total Unfavor- able	DK/NA
<b>NATIONAL</b>	50%	45%	5%
<b>SEX</b>			
Men	46	50	4
Women	58	37	5
<b>REGION</b>			
East	32	63	5
Mid-west	55	44	9
South	65	32	3
West	46	47	13
<b>CHANGE</b>			
Peaceful	52	44	3
Revolution	49	47	5
<b>POLITICAL POSITION</b>			
Far Left	12	87	1
Left	28	67	5
Middle of Road	65	30	5
Right	73	25	3
Far right	65	35	—

TABLE IV  
COMBINED RATING

	Far Left (6.5%) %	Left (29.6%) %	Middle of Road (41.1%) %	Right (6.5%) %	Far Right (1.9%) %
<b>NATO</b>					
Total Favorable	42	67	80	87	60
Total Unfavorable	55	28	14	10	30
<b>PENTAGON</b>					
Total Favorable	12	28	65	73	65
Total Unfavorable	87	67	30	25	35
<b>PEACE CORPS</b>					
Total Favorable	70	91	92	91	90
Total Unfavorable	29	5	6	8	10

This is a subsidiary question. Those who had rated NATO, the Pentagon and the Peace Corps favorably, unfavorably or DK/NA, were then asked "Some people say that personal freedom and the right of dissent are curbed in the United States. Do you agree or disagree?" Following are the responses by categories:

	Favor- able	Unfavor- able	DK/NA
<b>NATO</b>			
Freedom curbed	63	31	6
Freedom not curbed	83	12	5
<b>PENTAGON</b>			
Freedom curbed	33	62	5
Freedom not curbed	68	28	4
<b>PEACE CORPS</b>			
Freedom curbed	87	10	3
Freedom not curbed	92	6	2

## DESIGN OF THE SAMPLE

The sample is designed to provide a national sample of all full-time college students taking courses creditable towards a bachelor's or graduate degree. The population being sampled, therefore, includes students living off campus, married students, graduate students, and those attending universities, four-year colleges and two-year junior colleges.

Using the latest available information on college enrollment, all colleges were listed by the state in which they were located and then alphabetically within each state. After stratifying by region and state, a probability sample of colleges, with probability of selection proportional to size, was drawn from the list of colleges. Twenty students were interviewed at each college.

Within colleges the selection of individual students was in conformance with sex and class year distribution, plus an approximate stratification within each college selected by whether living in organized groups such as fraternities or sororities or living independently in dormitories, or off campus.

To control the possibility of interviewing an abnormally high proportion of students in any one field of study (this is particularly a problem at large universities where a department or school such as the engineering or agricultural school may be located in one specific area) the interviewers were instructed to conduct their interviews in several different locations on each campus.

A total of 1,063 students from 61 colleges was interviewed.

## COMPOSITION OF SAMPLE

	Percentage
<b>SEX</b>	
Male	61
Female	39
<b>RACE</b>	
White	88
Negro	11
Other	1
<b>CLASS</b>	
Freshmen	37
Sophomores	25
Juniors	17
Seniors	14
Graduate Students	7
<b>TYPE OF COLLEGE</b>	
Public	69
Private	22
Denominational	9
<b>REGION</b>	
East	24
Midwest	30
South	27
West	19
<b>RELIGION</b>	
Protestant	48
Roman Catholic	21
Jewish	6
Other	4
None	19
No response	2
<b>AGE</b>	
18 years & under	26
19 years	22
20 years	16
21-23 years	24
24 years & older	10
Undesignated	2

## The Atlantic Council

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MEMORANDUM

Press Office/J.N.Francis/nv

African and Middle Eastern Division  
(Attn: Mr. Elliott)

UNCLASSIFIED

Press Office

October 31, 1969

UIN

Minister's Middle East Mission - Press

The following news-gathering organizations  
have indicated their interest in accompanying the  
Minister on his tour:

Canadian Press	- Member of London Bureau, possibly <del>John LeBlanc</del> <i>cy Fox</i>
Toronto Telegram	- Peter Ward
CBC	- Ron Chester from London plus two Camera/Soundmen (Names not known)
Montreal Star	- Name not known, possibly Peter Cowan from Paris
Standard Radio	- Ken Lawrence
Southam News	- Don McGillivray from London
<del>Vancouver Sun</del>	<del>- Bill Rayner (probable)</del>

In addition Toronto Star ~~plans~~ plans to send Bob Reguly  
from Rome to Cairo only. We will not be making any  
arrangements for him.

2. Could you warn the missions of the total  
number and ask them to make hotel reservations and  
insure that appropriate commercial ground transportation  
is available if required.

*W.J. Sullivan*

J.N.Francis  
Press Office



*R. Plourde*  
*July 11/69*

DEPARTEMENT DE SCIENCE POLITIQUE

CASE POSTALE 6128  
MONTRÉAL

Le 27 juin, 1969

Monsieur R. Plourde,  
Service de la Presse,  
Ministère des Affaires Extérieures,  
Ottawa, Ont.

56-1-16	
42	27

Cher monsieur,

Je vous remercie de votre lettre du 9 juin.

J'apprécie hautement que vous compreniez les motifs qui m'amènent à ne pas pouvoir mettre en oeuvre le projet dont nous avons discuté à quelques reprises. Comme vous l'indiquez, c'est avant tout une question de qualité et, pour ma part aussi, j'espère bien que l'occasion se présentera de nouveau pour mener à bien cette recherche qui m'apparaît extrêmement intéressante.

Veillez agréer, cher monsieur, l'expression de mes sentiments distingués.

*Guy Bourassa*

Guy Bourassa,  
Professeur agrégé

cc: File  
Diary  
Circ.

Press Office/R. Plourde/mk

NF

file W-56-1-16	56-1-16
42	

Ottawa, le 9 juin, 1969

Monsieur le professeur,

Je vous remercie de votre lettre en date du 20 mai et regrette infiniment qu'il ne vous sera pas possible de procéder à la mise en oeuvre cette année du projet d'étude que nous avons discuté lors de mon récent passage à Montréal.

Je comprends fort bien par ailleurs qu'il vaut mieux remettre à plus tard un projet de ce genre que de l'entreprendre dans l'immédiat sans l'assurance de pouvoir le mener à bonne fin. J'ose espérer cependant que ce ne sera que partie remise et que nous pourrons, le cas échéant, compter sur votre précieuse collaboration.

Veuillez agréer, monsieur le professeur, l'expression de mes sentiments les meilleurs.

R. Plourde  
Service de la Presse

M. Guy Bourassa,  
Professeur agrégé,  
Université de Montréal,  
Case postale 6128,  
Montréal 3, P. Q.





UNIVERSITÉ DE MONTRÉAL

NIF

I informed Miss Gagnon of Personnel Operations  
Division and suggested that it would be advisable  
to cancel the funds set aside for this program  
this year. In view of uncertainty of carrying on  
program next year, it was also decided not to  
commit funds for that purpose

DEPARTEMENT DE SCIENCE POLITIQUE

Le 20 mai 1969.

R. Plourde  
June 6/69

File  
R. Plourde

61-56-23-4
56-1-16
42 42

Monsieur Roger Plourde,  
Service de la Presse,  
Chambre 371,  
Edifice de l'Est,  
Ministère des Affaires Extérieures,  
Ottawa, Ont.

Cher monsieur,

Pour faire suite à notre récente conversation et  
après avoir examiné longuement la question, notamment celle des  
assistants possibles, je me vois dans le regret de vous dire que  
le projet ne peut pas tenir cette année.

En effet, nous sommes à peu de temps des vacances  
universitaires et des assistants valables que j'aurais sous la main  
me paraissent très discutables. D'autre part, je ne vous cache pas  
que faire une telle étude de manière sérieuse et approfondie en un  
temps assez bref, à moins que vous n'acceptiez de faire la remise  
du rapport final à la fin octobre ou au mieux à la mi-octobre, prochains,  
toutes ces raisons m'amènent à conclure qu'il vaut mieux ne pas s'en-  
gager dans une telle entreprise.

Croyez bien que je regrette très vivement cette décision  
mais la prends en sachant que c'est encore celle-là qui est la plus  
valable dans les circonstances et qui n'amènera pas de résultats insa-  
tisfaisants et trop brefs. Je vous remercie notamment de l'attention  
que vous avez portée à mes intérêts et j'aurais été des plus heureux de  
collaborer à ce projet, lequel j'espère aura une suite dans un avenir  
prochain.

Veillez agréer, cher monsieur, l'assurance de mes  
sentiments distingués,

*Guy Pourassa*  
Guy Pourassa  
Professeur agrégé

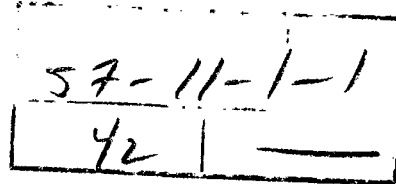
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OTTAWA 1, CANADA



SCHOOL OF JOURNALISM

231-2707



Mr. J. R. Francis,  
Press and Liaison Division,  
Department of External Affairs,  
East Block, Parliament Buildings,  
Ottawa, Ontario.

Dear Ross:

A gentleman by the name of K. Nakayama has applied to Carleton to enter the journalism program and informed us he is now on the staff of the Canadian Embassy in Tokyo.

We are having some difficulty in assessing his application and I wonder if it would be possible for you to ask someone in the Embassy in Tokyo to give us a reference.

Yours sincerely,

*T. Joseph Scanlon*

T. Joseph Scanlon,  
Director.

GCP

Assistant information clerk. lived a year ago.  
February. Translations and went out in cells with  
Nakayama who was

Telephoned School of Journalism May 2/69.  
Left message for Professor Scanlon who was  
away until May 5/69.

RP.

John Hastings is to call  
Scanlon about Nakayama.  
May 5/69  
RP

Bill Savage  
Monday 64406

April 8, 1969.

John Hastings has called  
Scanlon after I had spoken  
to the latter. He appeared  
satisfied with the info  
Hastings gave him -

file  
R. Scanlon  
May 12/69

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A Mr. Francis  
FROM  
De R. Plourde  
REFERENCE  
Référence s.19(1)  
SUBJECT  
Sujet Media Programme Study by Professor  
Bourrassa

SECURITY  
Sécurité Unclassified  
DATE December 12, 1968  
NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	56-1-16-17/12/68
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

I finally succeeded in getting in touch  
with Professor Bourrassa of the University of Montreal

I asked him if he were still  
interested in undertaking the research programme which  
he had discussed earlier this year with Mr. Fortier.  
He said that he was, but that in the present circum-  
stances he would be unable to make any plans before  
mid-January or February of 1969. I also asked him  
whether he would still be associating with Professor  
Steinburg of McGill University in the research project.  
He seemed to imply that Professor Steinburg might not  
now be able to undertake this study.

2. In any event, Professor Bourrassa will be  
making frequent visits to Ottawa early next year and  
he promised to get in touch with us with a view to  
outlining the manner in which he thought this project  
could be carried out. I am B.F.'ing the file for  
January, 1969, and I will follow up the matter with  
Professor Bourrassa at that time. When you take this  
up with Mr. Fortier would you note his comments on  
this memorandum and return the file to me.

R. PLOURDE.

*March 10, 1969*  
*Prof. Bourrassa*  
*came to Ottawa on*  
*Feb. 14 and Feb. 19.*  
*He called me on the*  
*14th to say that he would*  
*not be able to meet with*  
*us on Feb. 19 but*  
*that he felt he could*  
*certainly that he could*  
*see us on the 19th. I*  
*have not heard from him*  
*since.*

*Thanks*  
*I will take up with*  
*Mr. Fortier when he is back*  
*in town.*

56-23-1  
42 -

Ottawa, le 12 juillet 1968.

Mon cher Georges,

J'ai laissé votre lettre du 13 mai en souffrance car je n'ai pu obtenir que cette semaine les autorisations nécessaires de la part du Ministre. Je suis heureux de vous confirmer que votre rapport restera notre propriété exclusive, mais que nous n'avons pas d'objection à ce que vous publiez le résultat de vos recherches pourvu que vous indiquiez bien clairement qu'il ne reflète que les vues de leur auteur.

Pour votre information personnelle, je vous fais part que monsieur Sharp a autorisé le Service de Presse à donner à votre étude une diffusion restreinte au sein du gouvernement canadien. Nous ferons donc tenir des exemplaires aux bureaux et ministères qui s'intéressent d'une façon ou d'une autre aux questions d'information. De même, j'enverrai en votre nom un exemplaire de l'étude aux personnes que vous mentionnez dans votre lettre du 13 mai, comme vous me l'avez demandé.

Je vous envoie, comme vous me l'aviez demandé, 15 copies de la version finale de votre rapport. Vous pourriez peut-être en faire tenir une copie à monsieur John Holmes, Directeur de l'Institut canadien des Affaires internationales, sous couvert d'une lettre personnelle. Vous jugerez peut-être opportun de modifier la présentation de votre étude aux fins de diffusion et de publication. Je n'ai aucune suggestion spécifique à vous faire en la matière et vous êtes libre en définitive de l'utiliser comme bon vous plaira sous la seule réserve indiquée plus haut relativement au caractère personnel de l'étude et des conclusions. Vous trouverez peut-être que j'insiste indûment sur cet aspect mais je

...2

M. le Professeur Georges Galipeau,  
CESTI,  
Faculté des Lettres et Sciences humaines,  
Université de Dakar,  
DAKAR, SENEGAL.

-2-

crois que vous en comprendrez toute l'importance dans une situation où il faut réconcilier la liberté académique d'une part et d'autre part l'obligation du gouvernement d'être très prudent et réservé en tout ce qui a trait aux affaires de presse et d'information.

Je suis désolé de n'avoir pas l'occasion de vous revoir cet été. J'espère que vous aurez d'excellentes vacances en Europe et que cette lettre pourra vous rejoindre sans trop de retard dans vos pérégrinations. A la réflexion et pour bien m'assurer qu'elle vous rejoigne je répète le jugement de Solomon et je vous l'envoie à Dakar et aussi à Beyrouth aux soins de notre ambassadeur et ami en incluant cinq ou six copies de votre étude avec chaque copie de lettre aux deux endroits.

Il s'est passé de grandes choses au Canada au cours des derniers mois dont j'aurais aimé m'entretenir avec vous. Il faut, malheureusement, remettre cet échange de vues à plus tard. Je vous offre mes meilleurs vœux de succès dans vos nouvelles fonctions.

D'Iberville Fortier

cc: a/s M. l'Ambassadeur,  
Ambassade du Canada,  
Beyrouth, Liban.



D'I. Fortier/fl

Ottawa, le 11 juillet 1968.

56-23-1

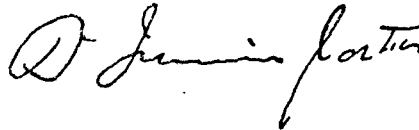
42

Cher monsieur,

... Georges Galipeau m'a prié de vous faire tenir copie d'une étude que vous trouverez en annexe sur "les sources de l'information étrangère dans la presse canadienne d'expression française". Il désire vous communiquer cette étude pour information. J'ignore ses intentions quant à une éventuelle publication en tout ou en partie.

J'attire, à sa demande, votre attention sur ses "propos liminaires" qui précisent l'entière liberté dont l'auteur disposait dans sa démarche intellectuelle et son exclusive responsabilité pour les conclusions auxquelles il en est arrivé.

Je vous prie d'accepter mes meilleurs sentiments.



D'Iberville Fortier

Monsieur Jacques Ferron,  
931, Boulevard Bellerive,  
Ville Jacques Cartier, P.Q.

D'I. Fortier/fl

Ottawa, le 11 juillet 1968.

56-23-1

72

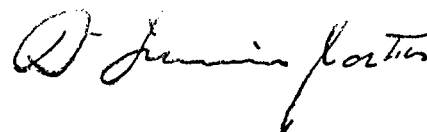
Mon cher Jean-Marc,

...

Georges Galipeau m'a prié de te faire tenir copie d'une étude que tu trouveras en annexe sur "les sources de l'information étrangère dans la presse canadienne d'expression française". Il désire te communiquer cette étude pour information. J'ignore ses intentions quant à une éventuelle publication en tout ou en partie.

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Je te prie d'accepter mes meilleurs sentiments.



D'Iberville Fortier

Monsieur Jean-Marc Léger,  
Secrétaire général de l'AUPELF,  
Université de Montréal,  
R.P. 6123,  
Montréal, P.Q.

Ottawa, le 11 juillet 1968.

Mon cher Jean,

56-23-1

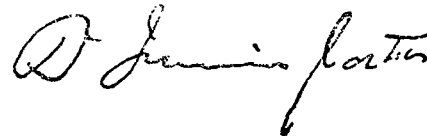
42 -

...

Georges Galipeau m'a prié de te faire tenir copie d'une étude que tu trouveras en annexe sur "les sources de l'information étrangère dans la presse canadienne d'expression française". Il désire te communiquer cette étude pour information. J'ignore ses intentions quant à une éventuelle publication en tout ou en partie.

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Je te prie d'accepter mes meilleurs sentiments.



D'Iberville Fortier

Monsieur Jean Cloutier,  
40, Willowdale,  
Outremont, P.Q.

D'I. Fortier/ll

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMOIRE

TO  
À M. Ross Francis

FROM  
De D'Iberville Fortier

REFERENCE  
Référence

SUBJECT  
Sujet Recherches d'été

SECURITY  
Sécurité SANS COTE

DATE le 11 juillet 1968

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	56-23-1
MISSION	42. —

ENCLOSURES  
Annexes

DISTRIBUTION

... Je vous renvoie le dossier 56-23-1 relatif  
aux études Scanlon-Galipeau et à leur poursuite en 1968.

2. Vous y trouverez une lettre que je viens de  
recevoir du Professeur Bourassa à laquelle je donne un  
simple accusé de réception.

3. Je vous signale l'approbation par le Ministre  
de cinq des recommandations énoncées dans notre mémoire du  
17 mai qui implique de votre part une suite à donner.

4. En me retirant de ce dossier je me contente, pour  
faire suite à notre conversation téléphonique de ce matin,  
de mettre le Professeur Galipeau au fait de l'autorisation  
de publication donnée par le Ministre et de lui envoyer une  
quinzaine de copies de la version finale de son étude.

BONNE CHANCE.

D'Iberville Fortier

Ottawa, le 11 juillet 1968.

Cher monsieur,

56-23-1  
42  
Je vous remercie de votre lettre du 5 juillet, qui ne me surprend pas outre mesure dans les circonstances. Je me réjouis que vous entrevoyiez la possibilité de mettre ce projet de recherches sur pied à l'automne. Je dois vous informer que depuis notre dernière rencontre j'ai quitté le poste de directeur du Service de Presse que j'occupais et que monsieur Ross Francis m'y a remplacé. Il lui incombera donc de poursuivre les échanges de vues avec vous. J'ai l'impression personnellement que les dates que vous donnez dans votre lettre du 5 juillet nous seront acceptables. Je me contente de vous rappeler que monsieur Francis ne pourra obtenir de décision finale de la part du Ministre que lorsqu'il aura reçu le projet que vous espérez maintenant pouvoir préparer pour le milieu ou la fin du mois d'août.

J'ai été très heureux que ce projet me permette de faire votre connaissance et de travailler avec vous. Je souhaite vivement que se poursuivent les relations entre le Ministère et votre Département.

Veuillez agréer, cher monsieur, l'assurance de mes sentiments distingués.

*D'Iberville Fortier*

D'Iberville Fortier

4  
3/56-79  
3436579  
M. le Professeur Guy Bourassa,  
Directeur du Département de  
Science politique,  
Université de Montréal,  
Case postale 6128,  
Montréal 3, P.Q.

recu 12/20  
12.20  
Envid. 777 4601



D'I. Fortier/fl

*full*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMOIRE

TO  
À M. Ross Francis

FROM  
De D'Iberville Fortier

REFERENCE  
Référence

SUBJECT  
Sujet Recherches d'été

SECURITY SANS COTE  
Sécurité

DATE le 11 juillet 1968

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA 56-1-16 <del>56-23-1</del>	
MISSION 42	

ENCLOSURES  
Annexes

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BONNE CHANCE.

*D'Iberville Fortier*  
D'Iberville Fortier

Ottawa, le 11 juillet 1968.

56-23-1

42

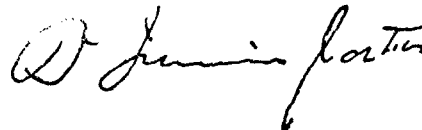
Cher monsieur,

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Je vous prie d'accepter mes meilleurs sentiments.



D'Iberville Fortier

Monsieur Gaston Dugas,  
166, rue Georges Vanier,  
Pont-Viau (Laval), P.Q.



UNIVERSITÉ DE MONTRÉAL

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Document divulgué en vertu de la Loi sur l'accès à l'information

TO: Mr Fortier *fill*

FROM REGISTRY

~~64341~~

JUL 10 1968

65451

FILE CHARGED OUT

TO:

W

DEPARTEMENT DE SCIENCE POLITIQUE

Le 5 juillet 1968.

Monsieur D'Iberville Fortier,  
Directeur - Presse et Liaison,  
Ministère des Affaires Extérieures,  
Ottawa, Ontario.

56 - 1 - 16
45 - 21

Cher monsieur,

Voici enfin quelques nouvelles concernant le projet  
que nous avons discuté à quelques reprises.

Je dois d'abord vous qu'il apparaît tout-à-fait impos-  
sible de prévoir la mise sur pied de cette entreprise à ce moment-  
ci de l'année. En effet, j'ai pu parler très brièvement à madame  
Steinberg au téléphone récemment et, alors que je pensais commu-  
niquer de nouveau avec elle ces jours derniers on m'informe qu'elle  
est absente de Montréal pour une quinzaine tandis que moi-même je  
dois quitter dimanche jusqu'au milieu du mois d'août. Cela a donc  
des conséquences très précises et très claires pour le programme  
que nous avons prévu.

Je regrette infiniment que tout ce que nous avons élaboré,  
de même que les propositions tout-à-fait intéressantes que vous nous  
aviez indiquées, soient pour l'instant laissées de côté. Je tiens  
cependant à vous affirmer mon intérêt très vif pour ce genre de re-  
cherche et l'espoir que nous pourrions en discuter de nouveau et peut-  
être le mettre sur pied à la rentrée, c'est-à-dire vers le milieu ou  
la fin du mois d'août. Vers cette date, il m'apparaît tout-à-fait  
faisable de prévoir une structure qui permettrait à la recherche  
comme nous en avons parlé le 7 juin dernier d'être menée à bon ter-  
me. Cela veut dire concentrer nos efforts sur la seconde semaine  
d'octobre en prévoyant la fin du rapport pour le 30 janvier. En tout  
cas, permettez-moi de le répéter, avec l'expression de mon regret et  
de mes excuses pour cet abandon momentané, veuillez agréer l'assurance  
de ma collaboration la plus entière et la plus réelle si les choses vous  
paraissent encore possibles dans six ou sept semaines.

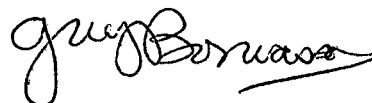
Monsieur D'Iberville Fortier,

Le 5 juillet 1968.

- 2 -

Veillez agréer, cher monsieur, l'assurance de mes  
sentiments distingués,

Le directeur,

A handwritten signature in cursive script, reading "Guy Bourassa". The signature is fluid and elegant, with a long horizontal stroke at the end.

Guy Bourassa