

CLASSIFIED

File No. Dossier 56-1-2-USA ~~1-0000~~  
Volume 11 From - De 75-05-01 To - A 76-02-30  
88

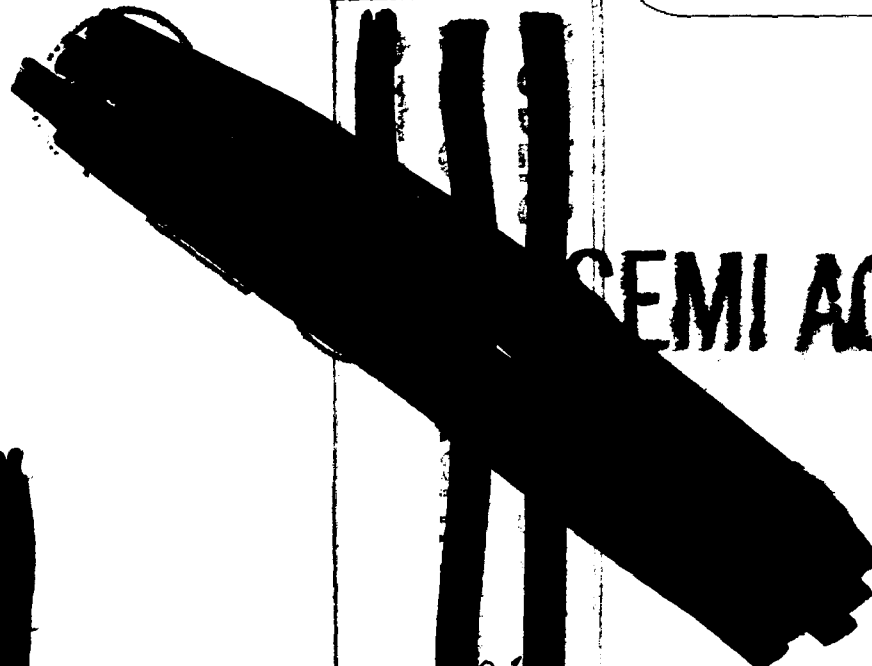
30



\*213813\*

56-1-2-USA  
Vol 11

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



SEMI ACTIVE

TITLE — TITRE:

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

ACRI

RGD ACCESSION NO

213 813

MKRD

DEPARTMENT  
OF  
EXTERNAL AFFAIRS

MINISTRE  
DES  
AFFAIRES ÉTRANGÈRES

ACCESS TO INFORMATION  
L'ACCÈS À L'INFORMATION  
EXAMINED BY / EXAMINÉ PAR  
DATE / DATE  
26/12/92

Retention period - Période de retention:

PUBLIC RECORDS APPROVALS  
NOS. 68/001, 69/063 AND  
71/001

[Empty box for Public Records Approvals]



1996

**CLOSED  
VOLUME**



**VOLUME  
COMPLET**

DATED FROM  
À COMPTER DU

75-05-01

TO  
JUSQU' AU

76-02-30

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

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

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

FILE NO. — DOSSIER N°

56-1-2-USA

VOLUME

12

**CHARGE-OUT DATE – DATE D'ENVOI**[illegible]



FAI/H. Ezrin/24068/mel  
file/diary/cric/chron

The Canadian Embassy,  
WASHINGTON

UNCLASSIFIED

The Under Secretary of State  
for External Affairs, OTTAWA

24 February 76

Washington Letter 164 dated 27 January 1976

FAI-0953

Canadian Press Comment (CPC) Budget

56-1-2-USA

It is our recollection confirmed by the meeting minutes that at the April 21/22, 1975 public affairs liaison meeting, agreement was reached that headquarters would assume responsibility for "the computer mailing and distribution costs of CPC." It was certainly not headquarters intention that the precise statement "A number of items have been questioned ... the contract for folding and mailing CPC" be interpreted as meaning that headquarters would assume entire responsibility for all payments related to the writing and publication of CPC. Indeed, the question posed at the time and which is still valid is why a contract for folding, stapling, etc., which cost \$1,820 in 1974/75 should have escalated so dramatically to over \$10,000 in FY 1976/77.

GWU

FAI/Walker

AFPC

2. Our primary concern is not, however, that funds from R.O. 291 have been used to pay for CPC but rather to ensure that the maximum funding limit authorized by headquarters for disbursement has not been exceeded. We should therefore be grateful for clarification as to whether any funds have been paid from R.O. 611 for this publication, or whether the entire amount expended to the present, \$11,854.51, approximately \$3,300 above the current authorized level has been drawn against the headquarters account. If the latter situation is the case, we shall of course honour these charges because of the priority that we place upon this programme. Moreover the additional \$3,630 required for the remainder of the fiscal year is authorized.

3. In 1976/77, it is agreed that a budget of up to \$22,000 be authorized for CPC. All charges should be coded against R.O. 291-144-015-Post Code-2-000-29103. Appropriate adjustments will also be made to your request for funding of R.O. 611 for 1976/77. We would reiterate our hope that if your full staffing complement is reached, consideration be given to the writing and editing of CPC by a member of the staff.

4. We are certain that the confusion about this budget item was the product of a genuine misunderstanding. We should be grateful in any other cases where some doubt exists that we be contacted and the situation clarified in advance.

ORIGINAL SIGNED

A. B. ROGER

Under Secretary of State  
for External Affairs

000693

FAI/H. EZRIN/2-6939/bm

FILE DIARY CIRC CHRON

Canadian Consulate General,  
NEW YORK, U.S.A.

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

Bécharde/Ezrin telecon of Feb. 24/76.

Evaluation of Public Affairs Activities

UNCLASSIFIED

February 24, 1976.

FAI-0952

56-1-2-052	

Further to the conversation under reference,  
we wish to emphasize that we are most interested to  
obtain feedback from posts about the utility of  
various types of information materials, and your  
suggestions for the production of other materials.

WASHDC

GWU  
FAC  
FAR

HERSHELL E. EZRIN

Under-Secretary of State  
for External Affairs

FAI/H.Ezrin/24068/mel  
file/diaryc/ric/chron

FAI/Roger

H.E. Ezrin

56-1-2-USA	
41	

RESTRICTED  
FOR BUREAU EYES ONLY

February 11, 1976

Post Liaison Visit - Atlanta

February 5, 1976

The public affairs programme in Atlanta is struggling to its feet. With the hiring of a bright and apparently competent LEIO in November 1975 the programme has obtained the minimum human resources required in order to implement its activities with some effect. The major problems that the post faces are as follows:

FAP

1) A weak but well meaning Head of Information Section who neither holds the confidence of the Head of Post nor has sufficient time apparently above and beyond his consular responsibilities to truly administer our programme. Mr. Graham is still working on invalid and anachronistic assumptions about the way the information programme used to be directed. (eg. shot gun goodwill instead of rifle policy objective approach) He also displayed a lack of judgement in terms of selecting priority audiences for concentration eg. he wanted to try to explain Canadian policy in Cuba to the Miami posts Cuban community.

2) The HOP's and more particularly his IT&C officers, general lack of confidence in External Affairs in general, and our Public Affairs activities in particular.

#### Post Programme

Bluntly put after about fifteen minutes of conversation it was apparent that the number of post priorities that the Public Affairs programme was supporting were limited indeed. Moreover, for a variety of reasons, particularly the fact of the close links developed between Seaborn in Washington and Dr. Preston of Duke University, the Consulate General had been effectively cut out from the academic relations programme. On the other hand, the post advised that they hardly ever heard from Mr. Percy, although I gathered he spoke to Mr. Horne from time to time.

.../2

RESTRICTED  
FOR BUREAU EYES ONLY

- 2 -

The media of the Southeastern United States with perhaps the exception of the Miami Herald are very parochial indeed. Consequently, I sought to encourage the Public Affairs division to concentrate on the business and financial community, and the local publications they read. I stressed that Atlanta should stop worrying about getting Canada into the press on a regular basis.

The basic problem which they share with other posts in the United States is a lack of secure communication so that they can obtain up-to-date information. I promised to try to ensure that the CP/CBC Bulletin would be resumed by wire rather than by airmail. I suggested to the post that they take advantage of the area's super patriotism by emphasizing Bicentennial Themes in their post public affairs activities.

There are some bright lights on the horizon for Atlanta. The IT&C will be using our LEIO for media work on our "Bicentennial (SIC)" participation in the Miami Boat Show. The LEIO is developing an action plan for public affairs, ~~and~~ The post must develop a set of priorities for these programmes and ensure that the programmes are in line with post objectives etc., are in line with these purposes.

<sup>10</sup> A perfect illustration of the current inefficiencies ~~of~~ the posts' public affairs section deals with a request they received from Washington for the current copy of a Miami Herald editorial. Although ostensibly the most important newspaper in the region the post had not budgeted for a subscription to it. Consequently, the LEIO had to race to the Public Library to photocopy copies of the editorial. When I asked why the budget for the Miami Herald had not been retained and some other paper cut I only received a vague and elusive reply.

#### Post Staffing

Despite Mr. Horne's disclaimers to the contrary my personal observations buttressed with interviews with the locally engaged staff led me to believe that they could handle a great deal more work than they are currently handling. Considering the period of four months when there was no LEIO at the post, the information secretary (who by all accounts is a very competent person) performed the general responsibilities of that position without any strain. However, Mr. Horne had decreed that she not be allowed to do these duties once a new LEIO had been engaged. Consequently, the secretary had had enough time at her disposal to work at the office on two university courses. There is no film library; the level of enquiries is in the range of 20 to 25 per week; the print library is inadequate and used infrequently by outside visitors, primarily students.

000696

.../3

RESTRICTED  
FOR BUREAU EYES ONLY

- 3 -

LEIO

Mrs. Pharr appears to be a very thorough and effective individual who taught school in Winnipeg for two years. She suffers from a lack of guidance from her immediate supervisor. She is in the midst of preparing a new plan for public affairs which will be forwarded to us for comments. In response to my requests she is also preparing an inventory of all important media publications and organizations in the area.

With regard to the Canada based position I do not believe that we would miss the current incumbent if he ~~would be~~ were returned to Ottawa. He spends at best .2 of M/Y on public affairs activities while the rest of his time is spent on consular affairs. The Head of Post did not seem unduly upset when the possibility of his position's removal to Ottawa was broached. Indeed he mentioned that in consular matters the posts administration officer was "the expert to whom we all turn", because of this experience in the field.

Academic Relations

The post would like to expand your programme into the prestigious schools in your area apart from Duke University. They believe that Dr. Preston can do a very effective job with the twelve satellite schools and that the post effect might be concentrated in various areas such as University of Georgia.

Cultural Activities

They maintain that there is a high interest in Cultural Activities in Georgia and that this is an effective means<sup>of</sup> penetrating the local scene.

HERSHELL E. EZRIN

H.E.E.

FILE ACTC DIARY CIRC CHRON

MESSAGE

FM/DE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-USA	
OTT	EXT AFF	FAI-0561	JAN30/76	h	UNCLASS

TO/A PRMNY

CC 55-25-4

PRECEDENCE

INFO POSTOFFICEOTT/INNATL POSTAL AFFAIRS/CHURCH

DISTR. UNO GEO

REF YOURTEL WKGRO101 JAN20/76

SUB/SUJ REQUEST FOR PHILATELIC MATERIAL FOR LUXEMBOURG PM

PHILATELIC MATERIAL FOR THORN WILL BE SENT IN CLASS BAG  
LEAVING OTT FEB2 WITH COMPLIMENTS OF CDA POST.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SIG. <i>D.J. McLELLAN</i> D.J. McLELLAN/fcr	FAI	5-6916	SIG. <i>A. DESPRES</i> A. DESPRES

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*File*

To/A	FAI
From/De:	ACRA
DATE	4/1/76
SECURITY	UNCLASSIFIED
Sécurité	

TO  
A Under Secretary of State for  
External Affairs, Ottawa, **FAI** GWU

FROM  
De Canadian Embassy, Washington, D.C.

REFERENCE  
Référence

SUBJECT  
Sujet Canadian Press Comment (CPC) Budget

DATE 27 January 1976

NUMBER  
Numéro 164

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

Some confusion exists about budget responsibility for the 1975/76 CPC budget. The Post Finance Section apparently concluded from the questions asked in OTT LET NO AFP / M 147, March 27, 1975, (attachment 1) that CPC was to be deleted from local responsibility (account number 61101).

2. At the April 21/22, 1975 meeting between Ottawa and Washington, FAI agreed to pay \$8,500 for the computer mailing and distribution system of CPC (account number 29103). FAI apparently assumed that the post would continue to bear some responsibility for CPC.

3. However, this assumption was not shared by the Post Finance Section. An April 18, 1975 memorandum (attachment 2) informed this office that CPC had been deleted from accounts 56104 and 61101 as a headquarters responsibility. To complete the process, on September 18, 1975, \$4,004.54 was transferred from 29103 to 61101, so that all CPC costs for 75/76 have been paid out of 29101.

4. To date, CPC has spent \$11,854.51 (\$1,262 for writing, \$10,592.21 for printing, collating, stapling, labels, mailing, etc.) from account 29103. Through March 31, we shall need approximately \$3,630 more (\$480 for the writer and \$3,150 for printing, etc.). (This assumes we shall publish a 3-page edition each week.)

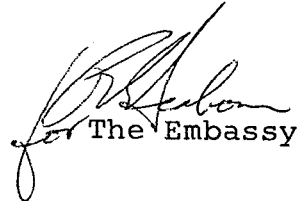
5. Please advise as to proper financial procedures for the remainder of the year.

6. The breakdown of the estimated 1976/77 CPC budget of \$20,187.43 American funds (attachment 3) is based on current prices, a mailing list of 2,500 and 12 four-page and 38 three-page issues during the year. As we have no staff member in place who has the time to write CPC, a

- 2 -

writer's fee of \$40.00 per issue has been included. Postage which is paid by the permit number Embassy account is not included. (Under the new US postal rates, it should be approximately \$14,500.)

7. The \$20,187.43 figure is a minimum estimate. Expenses could be increased by factors such as expanded circulation, inflation or increased printing prices. A realistic budget would be around \$22,500.00.

  
for The Embassy



Attachment to 1975/76 Post Budget Letter

Our Let No  
AFP /M / - 147  
27 March 1975

ATTACHMENT

1

WASHINGTON - BUDGET ADJUSTMENTS 1975/76

- 50101 - \$894,655 approved. An additional \$52,910 will be provided when Supplementary Estimates for Canadian Income Tax, etc., are approved.
- 50102 - \$86,365 approved on basis of current expenditure patterns and increased salary costs.
- 50103 - \$25,000 approved. While we sympathize with your situation, this is the maximum increase we can approve from the limited funds available.
- 50106 - \$5,900 approved. If you require additional funds for severance payments and are unable to cover from savings in salary costs through vacancies, we will endeavour to assist.
- 50108 - \$5,000 approved. This is maximum increase we can approve from the limited funds available.
- 511 - \$261,600 approved on basis of current expenditure pattern and limitation of funds available.
- 531 - \$287,800 approved. Renovations to the Official Residence and Chancery (5298) totalling \$11,500 will be funded by Headquarters (AFB). Proposed changes in CDLS (w) Building not agreed to and this item deleted along with contingency for Crown-leased SQ. Headquarters (AFB) technical approval required for other proposed renovations and alterations.
- 53108 - Deleted pending Headquarter's approval and identification of financial sourcing.
- 541 - \$85,000 approved on basis of current expenditure patterns and limitation of available funds.
- 551 - \$18,900 approved on basis of current expenditure pattern and expected cost increases.

? 561 - \$220,800 approved on basis of current expenditure patterns. Item 15 in 56104 as well as Item 4 in 56105 appear to Headquarters (FAI) responsibilities and have been deleted.

611 - \$15,000 approved. Additional funds for promotional activities must be sought from FAI. A number of items listed have been questioned by FAI, i. e., item 1 (d) Canada Reports, a special release comment piece will be funded by Headquarters, the Contract for folding and mailing Canadian Press Comment this year was only \$1,820, and the addition of new program staff should enable post to assume the editorial and writing duties related to both Canadian Press Comment and Canada in the U.S. Press.

612

ITEM  
ARTICLE

Promotional Activities

19 75 76

PAGE 1

NUMBER  
NUMÉRO  
(1)

DESCRIPTION 61101

ESTIMATES  
PRÉVISIONSAPPROVED  
APPROUVE

(2)

BROUGHT FORWARD  
À REPORTER

(3)

(4)

1.

Printing:  
(a) Official Residence in Washingt.  
(b) Canadian Representation in  
the U.S.  
(c) Special printing for book  
donations  
(d) Special brochures

\$ 1,000.

1,000.

700.

5,000. *HQ*

2.

Canadian Press Comment (sub-contra  
ct to include preparation, folding,  
mailing, etc.)

13,000. *HQ*

3.

Canada in the U.S. Press (sub-  
contract to include preparation,  
editing, folding, mailing, etc.)

14,000. *HQ*

4.

Promotion to market special  
'Canadian Content' films

1,500.

5.

Misc. printing of speeches and  
multi-page releases

6,000.

6.

Multiple letter mailings to  
universities and colleges by sub-  
contract

2,500. *Y*

7.

Misc. services, photographs, press  
relations, etc.

700.

8.

Donations of Canadian flags for  
appropriate and justified needs

500.

9.

Exhibits and exhibition support  
to various groups and conferences

300.

10.

Assistance to CANADA WEEKS, and  
other related events at U.S.  
universities and colleges

5,000.

CARRY FORWARD  
À REPORTER

15,000

TOTAL

\$51,200.

CARRY TO  
REPORTER À  
EXT 861/BIL

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

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

ALONG  
DOTTED LINE  
IF ADDITIONAL  
PAGE REQUIRED

DÉCOUPER SUIVANT  
POINTILLÉ S'IL EST  
NÉCESSAIRE D'AJOUTER  
UNE PAGE SUPPLÉMEN-  
TAIRE

ATTACHMENT 2

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO  
A Mr. R. O'Hagan

SECURITY  
Sécurité

UNCLASSIFIED

FROM  
De L. V. Ryan

DATE

April 28, 1975

REFERENCE  
Référence Your Memorandum of August 23, 1974

NUMBER  
Numéro

SUBJECT  
Sujet Post Budget 1975/76

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

The following is a summary of the amounts approved by Headquarters in this Fiscal Year's Budget which directly apply to the Office of Information Operations. The items are listed in the order given in your memorandum under reference.

56103 - Subscriptions & Library Purchases

Amount requested	\$33,950
Amount approved	\$30,000

56104 - Professional & Business Services

(1) Transcripts of radio and television programmes - approved \$ 2,400

(2) Canadian Press Comment - deleted as HQ's responsibility

(3) Canada on the US Press - deleted as HQ's responsibility

(4) Film Programme - deleted due to the provision of film equipment by AFMT

(5) Press Conference Monitoring - approved \$ 1,000

(6) Speech Writers - approved \$ 5,000

(7) Press Clipping Review - approved \$ 1,800

(8) Distribution of Press Release, etc. by Metro - see L.O. 56105

(9) Elite Survey - deleted as FAI's responsibility.

(10) Book Presentation Programme - no funds provided

(11) Registration Fees/Seminars - approved \$ 500

000703

- 2 -

56105 - Freight, Express & Cartage

Distribution of Press Releases, etc.  
by Metro - approved \$ 500

611 - Promotional Activities

The total amount approved is \$15,000

2. In considering these estimates the Department has made the following comments:

"\$15,000 approved. Additional funds for promotional activities must be sought from FAI. A number of items listed have been questioned by FAI, i.e. item 1 (d) Canada Reports, a special release comment piece will be funded by Headquarters, the Contract for folding and mailing Canadian Press Comment this year was only \$1,820 and the addition of new programme staff should enable post to assume the editorial and writing duties related to both Canadian Press Comment and Canada in the U.S. Press."

3. The approved items listed below total slightly above \$15,000. Appropriate adjustments should be made in your programme so as to ensure that you remain within the allotted amount.

PRINTING SERVICES

1. Canada in US Press - deleted as HQ's responsibility
2. Special Brochures - deleted as HQ's responsibility
3. Official Residence in Washington - approved
4. Special Reprints - see note on page 2 of Budget attached
5. Special printing - approved
6. Presentation of books - see note on page 2 attached
7. Canadian Press Comment - deleted as HQ's responsibility

---

8. Miscellaneous printing - approved
9. Multiple letter mailing - deleted by AFP
10. Today Show - see note on page 2 attached
11. Martin Agronsky - see note on page 2 attached
12. Miscellaneous Services - approved

	<u>(Cost of a 3-page issue x 38 weeks)</u>		+	<u>(Cost of a 4-page issue x 12 weeks)</u>		<u>=Total</u>
Print	\$96.99	\$3,685.62		\$129.32	\$1,551.84	\$5,237.46
Collate	50.00	1,900.00		75.00	900.00	2,800.00
Staple	25.00	950.00		25.00	300.00	1,250.00
Fold	50.00	1,900.00		62.50	750.00	2,650.00
Insert	50.00	1,900.00		50.00	600.00	2,500.00
Seal	25.00	950.00		25.00	300.00	1,250.00
Label	50.00	1,900.00		50.00	600.00	2,500.00
Total Printing	\$346.99	\$13,185.62		\$416.82	\$5,001.84	\$18,187.46
Writer	40.00	1,520.00		40.00	480.00	2,000.00
Total	\$386.99	\$14,705.62		\$456.82	\$5,481.84	\$20,187.46

**ACTION**

UNCLASSIFIED

FM WSHDC UNAPO174 JAN21/76

TO EXTOTT FAP

DISTR PDM FAI APO APR APRL FAC FAR

REF YOURTEL FAP0031 JAN14

---LE IO RECRUITMENT

POSITION 8450X NOT/NOT FILLED NOR HAS JOB OFFER BEEN MADE.

END/277 212148Z 00030

53-12-USA	
P/	8/

FAP

H. EZRIN

SPECIAL ASSIGNMENT - MR. TED JOHNSTON

~~Mr. Ezrin~~

I spoke to Paynter - We  
 cannot have Ted. The  
 Minister has grabbed him  
 for CICE - Sorry.

RESTRICTED

January 8, 1976

8/1	
56-1-2-USA	
41	

In speaking to APO about Ted Johnston's appointment on special assignment to work with some of our posts in the public affairs field in the United States, you may wish to draw upon the following suggested job description. This is followed by a brief resumé of why Mr. Johnston has a unique combination of abilities which would be particularly suited to the achievement of these objectives.

Job Description

1. To review post <sup>public affairs</sup> operations at consular posts in the United States with particular reference to those non-ICER posts where the locally engaged information staff reports directly to non-External Affairs personnel;
2. To evaluate the suitability of the new draft Duties Paper for public affairs officers;
3. To monitor the effectiveness of locally engaged officers at particular posts with a view to making general recommendations concerning the training and evaluation procedures for programmes and personnel;
4. To assist in the development of post public affairs programmes in keeping with national and regional priorities;
5. To assess the usefulness of the Division of Responsibilities guidelines as between headquarters, the Embassy and Consular posts in the United States with regard to public affairs activities.

Mr. Johnston has been posted in the United States, doing public affairs work for over five years, and has had the opportunity of doing policy work as head of the policy section of GWU. He has a strong administrative background and will be able to assist posts in costing projects and managing the totality of post resources in support of public affairs programmes.

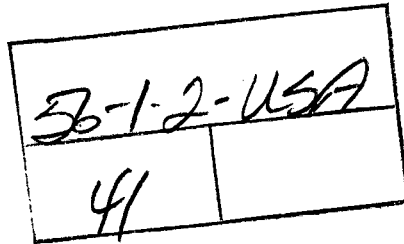
H. EZRIN (FAI)

P.S. - You might find that even superhuman beings may have difficulty in completing this assignment in less than 12 years; nevertheless it is as good a starting point as any!

FAI/H.Ezrin/24068/mel  
file/diary/circ/chron

GWU

FAP



Unclassified

January 8, 1976

Consular Jurisdiction, Public Affairs Activities

A review of the recently received Country Programmes from posts in the United States has once again highlighted the need for rationalization of consular jurisdiction for public affairs activities in the United States. There would appear to be duplication of zones of responsibility in a number of areas. In other instances the public affairs jurisdictions are not coincident with the other responsibilities of the post, an anomaly which undermines the concept of using some of our public affairs activities in support of other post programmes. For example, Dallas' Trade territory includes Oklahoma; in public affairs Oklahoma is covered by New Orleans while Kansas is covered by Chicago. *+ Kansas*

FAI

We are aware that you have been working at this issue for some time and that its resolution will require interdepartmental agreement as it relates to many programme activities.

FAR

From our perspective, it would be most helpful to the development of our programme activities on a post by post basis if such a rationalization could be effected in time for our new round of programme planning to commence in April 1976.

FAC

PATRICK REID

Bureau of Public Affairs



file diary circ chron

BEST COPY AVAILABLE

MEMORANDUM

CJP

UNCLASSIFIED

FAP

January 6, 1976

Country Objectives - U.S.A.

56-1-2-USA	
-	

5-1-3-Fair

You will recall that during our Washington public affairs liaison meetings held in April 1975, the importance of the rewriting public affairs sections of the Country Objectives in order to reflect current realities was emphasized. We have been aware that you are conducting a survey of posts in the United States concerning their comments on the appropriateness of existing objectives including, of course, public affairs objectives. Boston's comments contained in their letter 456 of December 17 are the first set of responses that we have seen and deal rather concisely with the question of the public affairs programme at the post in relation to Country Objectives. As your letter CJU 537 of October 6 requested that all posts comment by November 5, we should be grateful for copies of other posts' comments on existing objectives of their respective posts.

2. We look forward to meeting with your bureau to discuss the reworking of the public affairs elements of the USA Country Objectives both in terms of the country programme process and also in terms of the proposals contained in the Division of Responsibilities Paper between the Embassy, Headquarters and Consular posts in the United States that we hope to be issuing shortly.

PATRICK REID

Bureau of Public Affairs

GWU

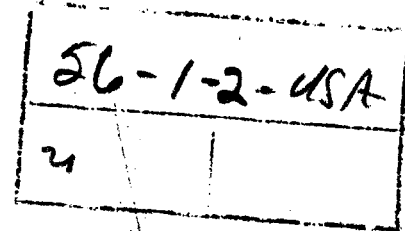
CONFIDENTIAL

January 5, 1976

FAP

Your Memorandum of December 22, 1975.

CANADA-USA RELATIONS



I agree that there are problems about priorities in the United States. These appear to vary from post to post, understandably enough, but of much more importance is the fact that they are more often perceived in the light of some untoward event rather than in the routine evolution of current objectives and country programs. While I am prepared to engage in a dialogue at any time, I think it would be useful to take advantage of the preliminaries of the current country programming exercises to arrive at conclusions based on -

- (a) your perceptions of the various posts' objectives and tasks,
- (b) our perceptions of what is required, in public affairs resources, to support the agreed post objectives and programs.

2. I consider, also, that some precision on who in Ottawa is supposed to be doing what, is in order. My own simplistic viewpoint is that the Public Affairs Bureau is primarily concerned with ensuring that adequate resources in material, intelligence and technique are supplied directly to posts to carry out public diplomacy in support of local objectives. Since this Bureau has relatively little control over the quantity, or indeed the quality, of the human resources deployed at posts to implement public affairs programs, I am becoming increasingly concerned about the utility of directing major material resources into a vacuum. It is doubtful, in my personal judgment, that there are more than two or three posts in the United States that are functionally capable of extracting a full measure of usefulness out of the resources that can be deployed by this Bureau. Yet we most certainly agree with you that the highest priority must continue to be accorded to an effective public affairs programme in the United States.

3. In the case in point - that of Senator Sparkman - it would be interesting to know whether or not the Embassy now has a policy about the cultivation of the Congress. A year ago such tactics were frowned upon. And if it is indeed permissible to develop a propaganda


...2

- 2 -

program of this sort has the post determined, currently, where the Congress fits in order of priority among audiences that must be cultivated? Has the Congressional Liaison Officer indicated the sort of problem he is encountering, or the sort of help he thinks he needs, in dealing with that particular audience? I think we can be inventive enough in this and similar public affairs problem-solving once we are clear about what goals we are attempting to attain and what, in this particular case, are the permissible tactics. I rather suspect that the Senator Sparkmans of the United States can be reached only at ambassadorial or ministerial level and we will have to enlist the active intervention of that sort of salesmanship if we are to be successful.

4. In the interim I would just make the point that "the vast External Affairs establishment" to which you refer is not, in terms of public affairs, of any great vintage. Indeed the full establishment in Washington has not yet been reached and, in the year that I have been on the scene, it has not functioned effectively because of prolonged shortages of Canada-based managerial talent. It constitutes the sort of vacuum to which I referred earlier.

5. It is also useful for us to remember that our public affairs talent in the United States, dispersed as it is throughout the country, is still vastly inferior in total numbers to the information establishment that, for example, the British have in New York alone. In other words we have, by any professional standard, a long way to go before we can safely reach conclusions about whether the staff we have is either sufficient or competent in achieving other than immediate, ad hoc objectives.

  
Patrick Reid,  
Director General,  
Bureau of Public Affairs.

GWU/G.S. SHORTLIFFE/2-6172/jb

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO  
À FAP

SECURITY  
Sécurité CONFIDENTIAL

FROM  
De GWU

DATE December 22, 1975

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet Canada-U.S.A. Relations

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	21

ENCLOSURES  
Annexes

DISTRIBUTION

GWP  
FAI  
GWU/Whittleton  
/Somerville  
/Clark

We have a problem. I use the word "we" advisedly because I think both of us need to re-examine some of our priorities vis-à-vis the United States. We are not getting through in terms of information and understanding to all of the key segments of the U.S. decision-making process that we ought to be reaching. We have seen last week a stark example of this when the Chairman of the U.S. Senate Foreign Relations Committee referred to "President Trudeau", "Mr. McCann", and relations between "Ottawa and the Dominions". The level of knowledge displayed by Senator Sparkman is, to put it mildly, appalling. He may be an old curmudgeon from the U.S. deep south but, in his present capacity, he is obviously the kind of individual that we must, to some extent, reach in terms of ensuring at least a minimum base of knowledge about Canada. This incident is, however, but the tip of an iceberg. What it raises in my judgment are issues about the focus and priorities which we are following with respect to our efforts in the areas of general relations, public affairs, Congressional relations, and the interaction among these areas.

2. I think the time has come when we need to sit down together and look in depth at what we are doing with the vast External Affairs establishment that now exists in the United States, how we are interacting at Headquarters (to ensure that necessary background information is getting out), and how in fact our resources are deployed and are performing throughout the U.S. posts. There is no doubt in my mind that we have made some gains in recent years in terms of enhancing understanding of and support for Canadian policies. Many of these gains have been achieved through the work of public affairs activities and some of them through work in the general relations area. On the other hand, I think it is also clear that a formidable challenge remains in front of us and I think we might profit from a thorough going review of what we are doing, why we are doing what we are doing, and where we should be going in the future. From our perspective, we would like to be able to examine these questions at the Heads of Post meeting in May. I would be prepared to assign an officer to such a review. How does this idea strike you?

P.S. - Patrick  
It Rose Rought's have  
any merit from your point of view,  
perhaps we could expand on the  
idea you raised re Test Solution  
Glu

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

December 23, 1975.

MR. REID -

Note for you from Mr. Ezrin, re the  
attached Memorandum from GWU dated December 22/75,  
on "Canada-USA Relations"

---

Glen Shortliffe and I had some spirited but friendly  
fisticuffs about this issue last week. When he commenced the  
discussion by noting the "failure of our public affairs program  
to deal with the Senator Sparkmans of the world" I retorted that  
it was the Embassy, particularly its general relations and  
Congressional relations programs which had fallen down. Of  
course the issue falls into both our collective responsibilities  
as I think Glen has correctly pointed out in his memorandum.

From the note at the bottom of the memorandum I  
gather that he would wish Ted Johnston to take this kind of  
responsibility on as well.

For your information I have prepared a very rough  
draft of a statement of duties for Ted, but I have not yet  
cleared it with Allan Roger.

Porter  
Husinger

  
H. Ezrin.

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A File

FROM  
De H.E. Ezrin

REFERENCE  
Référence Washington Tel 3545 December 22, 1975

SUBJECT  
Sujet Embassy Organization - Public Affairs

SECURITY  
Sécurité Unclassified

DATE December 30, 1975

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA X	36-1-2-USA
MISSION 41	

ENCLOSURES  
Annexes

DISTRIBUTION

GWU

FAP

FAI/Roger

I telephoned Mr. Seaborn on December 29 (who together with Mr. McKinney authored this telegram) to clarify several points raised in the telegram. I noted that the Canadian Representatives Abroad listed no less than 14 officers with designations after their names, and requested clarification about what established practice existed at the Embassy regarding use of diplomatic rank only for the diplomatic list. Mr. Seaborn repeated that this was going to be the Embassy's aim vis-à-vis the State Department's diplomatic list and that he understood the post would be taking this question up with Headquarters concerning CANREPS. In response to questioning Mr. Seaborn stated that some career foreign service officers at the post believed that the designation after their name in some way implied that they were single assignment employees and that the policy as enunciated in the telegram under reference would eliminate any misunderstanding.

2. I pointed out to Mr. Seaborn that it was not established practice as his telegram implied, for mission officers to use only their diplomatic rank in their signature title. I gave him several examples from recent correspondence from the mission. I further noted that in the public affairs field it would seem both appropriate and useful when dealing with the public media, etc. for the signature titles to include an indication of the area of responsibility of the writer.

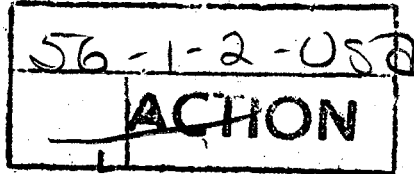
3. I asked whether the last sentence of the telegram under reference was an implication of discrimination against information officers posted on the mission. Mr. Seaborn merely reiterated his former statements about the use of diplomatic title only for career Foreign Service officers.

H.E. Ezrin

*File  
F-T  
(FAP)*

UNCLASSIFIED

FM WSHDC UNFC3545 DEC22/75



TO EXTOTT ~~FAP~~

DISTR FAI FAC FAR FAH FAPD GWP GW APO GWU

REFYURTEL FAP0097 DEC11

---EMB ORGANIZATION-PUBLIC AFFAIRS

YOUR SUGGESTIONS NOTED AND TO EXTENT POSSIBLE WILL BE TAKEN INTO ACCOUNT BY POST MANAGEMENT IN ITS DECISIONS ON NOMENCLATURE, ETC.

2. FOR YOUR INFO WE ARE USING FOLLOWING TITLES FOR LOCALLY ENGAGED OFFICERS WHICH REFLECT AS PRECISELY AS POSSIBLE THEIR RESPONSIBILITIES: MG FABIAN, LIBRARIAN JM COLTHART, ACADEMIC RELATIONS OFFICER SS CLARK, PUBLICATIONS/MEDIA OFFICER SJ HENNESSY, INFO OFFICER. WHERE OFFICERS ARE CDA-BASED AND CAREER FSOS OUR ESTABLISHED PRACTICE THROUGHOUT EMB IS THAT DIPLO RANK ONLY IS USED FOR DIPLO LIST, SIGNATURE TITLE ETC PURPOSES. AS OHAGAN AND PERCY DO NOT/FALL IN THIS CATEGORY QUOTE PUBLIC AFFAIRS UNQUOTE AND QUOTE INFO UNQUOTE CAN APPROPRIATELY BE USED IN THEIR CASES

WARREN

END/094 231645Z 00180

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

To/A FAI  
From/De: ACRA

DEC 31 1975

Mr. Egan  
UNCLASSIFIED

*Post house file*

SECURITY  
Sécurité

DATE December 16th, 1975

NUMBER 334  
Numéro

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

*41* *52*

TO All Consular Posts  
A

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

REFERENCE  
Référence

SUBJECT Information (printed) materials.  
Sujet

*[Handwritten signature]*

ENCLOSURES  
Annexes

DISTRIBUTION

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

CC.

FAP  
FAI  
FAC  
FAR  
A.C.L.F.

A number of Canadian posts in the United States were recently involved with Ottawa (FAI) and the Embassy in sponsoring and organizing a visit to Ottawa of certain senior U.S. editorial executives. In the planning stages the Embassy sent to those posts a suggested reading list which, if posts felt it would be useful and appropriate, could be sent to the editors as background reading prior to their departure.

2. In doing so, we were mildly surprised to learn that some posts are not receiving what might be considered "basic" Canadian publications. This message will obviously not concern all posts, but for those posts not already receiving the publications in question we list them here for your consideration, in the hope that they might prove useful to both Canada-based and locally engaged officers and particularly their various U.S. publics.

- MacLeans
- Le MacLeans
- Canadian Forum
- International Perspectives
- Saturday Night.

These and many more can be subscribed to annually by filling in the "Post List" which should then be forwarded to A.C.L.F.

*[Handwritten signature]*

The Embassy



CANADIAN EMBASSY



AMBASSADE DU CANADA

Public Affairs Division,  
1771 'N' Street, N.W.  
Washington, D.C. 20036

56-1-2-USA 13  
R 58

13 December 1975

To/A FAP  
From/De ACRA  
DEC 31 1975  
J. H. Reid

Dear

I thank you for giving me an opportunity to look at the paper "Public Affairs in the United States Division of Responsibilities". Clearly a good deal of careful thought has gone into its preparation. I have some minor changes to suggest for your consideration. These are in the introductory part of paragraph 4 and in 4 (g). They are indicated in the attached text. As a somewhat more substantive change I wonder whether in paragraph 2 (c) the last line could be amended to "... appropriate departments and divisions in Ottawa." In the covering letter it would be acceptable to me if instead of simply proposing to review the guidelines during 1976/77 you were to indicate that an initial review could take place at the HOPS meeting which we now expect to take place in May 1976.

Yours sincerely,

J. H. Warren,  
Ambassador.

Mr. Patrick Reid,  
Director General,  
Bureau of Public Affairs,  
Department of External Affairs,  
Ottawa, Ontario.  
Canada.

DRAFT

UNCLASSIFIED

October 24, 1975.

TO: POSTS LISTED BELOW

FAP-(M)-

FROM: USSEA

REF:

SUB: Public Affairs in the United States:  
Division of Responsibilities

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

Attached is a set of guidelines defining the division of responsibilities with regard to public affairs programming between headquarters, the Embassy and consular posts in the United States. Posts will note that these guidelines reflect the direction laid down in the supplement to the 76/77 Country Program entitled Public Affairs in the Country Program.

2. We have recognized the need for a more coordinated approach in the development of national public affairs programs in the USA in order to take full advantage of the public affairs infrastructure now in place at posts and new resources that have been made available at headquarters in the past year and a half.
3. We hope that this further elaboration of the relationship between posts and headquarters will prove beneficial to posts in both the planning and implementation of their public affairs programs.
4. It had originally been intended to discuss these guidelines at the autumn Heads of Post meeting which was postponed. We would propose that posts carefully monitor the operational impact of these guidelines upon their post public affairs programs with a view to an initial review at the HOPS meeting which is now expected to take place in May 1976.

WP  
WU  
AI  
AC  
AR

USSEA

000718

## PUBLIC AFFAIRS IN THE UNITED STATES

### DIVISION OF RESPONSIBILITIES

The following guidance paper outlines the respective responsibilities between headquarters, the Embassy, Consulates General and Consulates in public affairs planning and programming in the United States.

2. The Bureau of Public Affairs, in consultation as necessary with the Bureau of Western Hemisphere and Heads of Post in the United States will:

- (a) determine, schedule and communicate to all USA posts the national public affairs programme priorities;
- (b) determine, plan and arrange for personnel and financial resources necessary for all posts to meet these objectives and priorities;
- (c) provide ongoing support to all posts by disseminating timely information and providing necessary materials and means; when appropriate in accordance with policy guidance provided by appropriate departments and divisions in Ottawa.
- (d) through the programme control sections of the Bureau of Public Affairs, suggest programme development and monitor and evaluate the effectiveness of public affairs programming of all posts in the USA.

3. The Embassy in Washington, in consultation with headquarters and USA Heads of Post, is charged with general oversight of Canadian Government national public affairs activities in the USA. The Embassy,

- (a) disseminates policy guidance to consular posts in formats appropriate for use with different priority audiences;
- (b) coordinates the implementation of national programmes, and assists consular posts with the development of local (post) programmes in conformity with the objectives and priorities enunciated by headquarters;

.../2

- 2 -

- (c) makes recommendations and provides guidance on proposed post programs having national implications;
- (d) initiates in consultation with HQ and USA heads of posts, national public affairs activities that would assist the presentation of specific policies;
- (e) in terms of its own territory, carries out the responsibilities enumerated below.

4. The Consulates General and Consulates are charged with the development and implementation of public affairs programmes within their territories directed towards the achievement of post objectives and priorities. In consultation with the Embassy and/or with External Affairs headquarters as appropriate, they are expected:

- (a) to carry out basic responsibilities both actively and responsively for public relations in general and public information dissemination in particular, arising from Country Objectives by the effective use of print and audio-visual materials, in the prompt and efficient handling of enquiries and in responses to opportunities to communicate Canadian policies;
- (b) to ensure the most favourable positive response or understanding of Canadian policies, attitudes and achievements from priority audiences and influential individuals by identifying and cultivating those audiences and individuals in a systematic and progressive manner;
- (c) to achieve wider media coverage of Canadian affairs and a more accurate interpretation or understanding of Canadian policies in the post's territory by stimulating an interest in, accurate coverage of, and intelligent and/or sympathetic reporting in the media of both news and current events;
- (d) to reflect in the United States the growing creativity and scope of Canadian culture and learning by facilitating and promoting Canadian cultural manifestations within the area of the post, and to raise the level of awareness of Canada's bilingual and multicultural personality;

...3

- 3 -

- (e) to increase and deepen knowledge of Canada by encouraging Canadian studies, courses, seminars and research related to Canadian affairs for colleges, universities and selected high schools of the post's territory;
- (f) to obtain maximum public affairs benefit to Canada from the local efforts of all departments and agencies, provinces and private organizations, businesses and citizens;
- (g) to consult regularly with the Public Affairs Division of the Embassy and with the Bureau of Public Affairs in the conduct of post public affairs programmes.

12/12/75

## SUMMARY OF EVALUATIONS OF PUBLIC AFFAIRS PROGRAMMES IN USA

### Films

56-1-2-USA		
35		

#### (a) Rainville Report

Purpose: It was undertaken in the fall of 1974 by a member of the National Film Board who had been seconded to External Affairs as 1st Secretary in Mexico prior to this assignment. He surveyed post film library requirements and means to rationalize services.

Cost: Travel Expenses - Approximately \$1,000

Follow-up: Comments were solicited from posts in the winter of 1974/75. There have been ongoing consultations with the NFB about the establishment of basic film library packages, publication of a single catalogue, modified by post and development of specialized film libraries in line with post priorities.

#### (b) Post Film Inventory and Commentary

Purpose: To ensure that post film libraries retain only most useful titles, replace worn materials.

Cost: Film shipment charges

Follow-up: This is done annually.

#### (c) Film Review Programme

Purpose: All new NFB and films produced by other departments are screened by officers from relevant geographic bureaux as to suitability for various regions of the world. The programme is useful in selecting films for versioning, etc., as well as providing a useful introduction to officers of the new film materials available.

Cost: NIL

Follow-up: Comments are solicited and evaluated by FAI, and form one of the basis for film purchase and versioning.

### Post Publications

#### (a) Canada Today/d'aujourd'hui - Readership Survey

Purpose: Evaluation Conducted 1973/74

Cost:

Follow-up:

- 2 -

(b) Canadian Press Comment

Purpose: Evaluation conducted July 1972

Cost: *not known*

Follow-up: *Results incorporated into format changes*

Programme Evaluations

(a) High School Book Presentation Programme

Purpose: Evaluation of programme currently being conducted by team from Bridgewater State University.

Cost: \$16,750

Follow-up: Report to be completed by October 15, 1975.

(b) RCI Topical Disc Programme

Purpose: To assess suitability and use of topical discs produced by RCI for use by USA stations. 700 stations now being polled.

Cost: Absorbed by RCI.

Follow-up: Implications for types of material to be produced and possibility of production by Embassy Washington of taped materials in those areas and formats not covered by RCI.

(c) Teachers Kits Programme

Purpose: Evaluation *of programme's utility, concentrating on upgrading of materials*

Cost: NIL

Follow-up: *Currently being conducted*

(d) Duke University Teacher Training Programme

Purpose:

- 3 -

Cost: NIL as it is being conducted in-house by Duke University. The Embassy in Washington will consult as necessary.

Follow-up: Report to be completed by September 15, 1975 in order to assess whether to enter into programme during 1976/77 fiscal year.

(e) Canadian and Binational Societies

Purpose: The Embassy is developing the parameters of a study of how Canadian and Binational Societies would be established in the USA. These clubs would provide platforms for dissemination of Canadian policies and attitudes to influential U.S. audiences, and might also serve as potential lobby organizations.

Cost: UNKNOWN

(f) Gallup Poll Survey

Purpose: Evaluation conducted December 1971



CANADIAN CONSULATE

To/A FAI  
From/De: ACRA

JAN 13 1976

Att'n: Mr. Ezrin

CONSULAT DU CANADA

15 South Fifth Street  
Minneapolis, Minnesota 55402

December 9, 1975

File: 55-21-2

*Mr. Roger will  
then file  
H.B.*

Mr. H. E. Ezrin  
Head, Program Control Section  
Information Division (FAI)  
Department of External Affairs  
Ottawa, Ontario K1A 0G2

56-1-2-USA	
41	43

Dear Mr. Ezrin:

I am equally surprised that a comment made during dinner concerning an aspect of our information program resulted in your November 27, 1975 letter. I would hope that my remark was correctly "reported" but to set the record straight, I said that Minneapolis had an excellent information officer and that sometimes a faster reaction from Ottawa to a proposal would be welcomed. Specifically, I had in mind Gerry Foley's proposal regarding the St. Thomas College "Canadian Week". Ottawa misplaced his proposal for a few months and our Information Officer was getting concerned by the lack of response. It took a long time to implement his request.

My comment related to a particular situation, it is unfortunate that it was interpreted as a criticism of the Public Affairs Program.

Yours sincerely,

*Bernard Giroux*  
Bernard Giroux  
Assistant Trade Commissioner

*M. B. Grier*

*⇒ H. Syre*

*File  
HJ*

*Passed to  
Mrs Seaborn*

*HJH  
9/12/75*

**ACTION**

UNCLASSIFIED  
FM BONN ZQFC2354 DEC5/75

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

TO EXTOTT FAI FAP

INFO PARIS

REF FAI0442 DEC2 FAP0086 NOV10

—FAP SENATE CTTEE TESTIMONY

AMOUNTS IDENTIFIED BY US DO NOT/NOT INCLUDE TOURISM AND TRADE  
FAIR EXPENDITURES.

END/148 081530Z 00080

# MESSAGE

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

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-	SÉCURITÉ
OTTAWA	EXT AFF	FAI- 4122	DEC2,75		UNCLAS.
					PRECEDENCE

FM/DE

TO/A PARIS, BONN

INFO

DISTR.

REF

FAP 86 OF NOV 10/75

SUB/SUJ

FAP SENATE COMMITTEE TESTIMONY

GRATEFUL REPLY REF ~~FILE~~ ASAP.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SG.....

H. EZRIN

FAI

2-1068

SIG.....  
NA. SEC-SEC

PAI/H. Ezrin/24068/mel  
file/diary/circ/chron  
c.c. GWU, FAP

Minneapolis

56-1-2-USA	
41	28

OTTAWA, KLA OG2

November 27, 1975

Dear Mr. Giroux,

I was surprised to learn from Mr. Brady of GWU, who met you recently at ~~meetings~~ in North Dakota, that you do not feel that the post public affairs programmes have been given sufficient support by this bureau. Indeed the implication of your comments was that we are not responding to your needs. Although in some matters, it has taken some time to implement your requests, we have not received any indication from the post that we were not following up on your requests.

As you know, a most vigorous programme has been developed in Minneapolis. We have provided substantial support to a number of projects, the most recent being the Bicentennial symposium (speakers films) at the College of St. Paul. Others recent support included exhibits for a joint CGOT promotion at the IDS centre as well as numerous press guidance and background papers. Your post also placed a distinguished visitor on the November Editorial Executive visit to Ottawa and received a collection of prestige volumes for presentation by the Head of Post.

As you are probably aware, we are currently exploring the possibility of a prestige film showing/film festival in your region. However, an important criteria will be how use of a film festival showing will support post objectives and touch priority audiences.

I would be grateful for some indication of how we have not served your post's interest, and what proposals you might wish to make. I look forward to reading your post submission on public affairs in the country programme.

Yours sincerely,

HERSHELL E. EZRIN

H.E. Ezrin,  
Head, Program Control Section,  
Information Division.

Mr. B. Giroux,  
Vice-Consul and Assistant Trade Commissioner,  
Canadian Consulate, Minneapolis.

FAI/H. Ezrin/24068/mel

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*16 copy for GWU  
done*

TO  
À

Mr. A.B. Roger *Good Report.*

SECURITY  
Sécurité

CONFIDENTIAL

FROM  
De

H.E. Ezrin *- suggest copy to GWU  
- also we must see right*

DATE November 27, 1975

REFERENCE  
Référence

MacIntosh Memorandum, to Mr. Graham of November 20, 1975  
*to LEO appraisal system & report*

NUMBER  
Numéro

SUBJECT  
Sujet

Visit to Canadian Consulate, Buffalo

FILE	DOSSIER
OTTAWA	
56-1-2-150	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

FAP

FAR

The purpose of this memorandum is simply to supplement the excellent report already done by Mr. MacIntosh, the essence of which I concur. I should like to highlight the following problems in Buffalo.

1) Lack of Support Staff.

Although it was most difficult to hold a decisive conversation with the two heads of posts (incoming and outgoing) at the meeting, particularly as they held differing views, GWU and we argued in the strongest terms for the provision of at least a minimum level of work for Graziplene the LEIO. Mr. Johnson, the new head of post, assured us that he would take much greater interest in the programme and that he would assure stenographic support for the fiscal year 1976/77. He cautioned however, that additional support would be required for fiscal year 1977-78 if their other major programmes were to be accomplished and requested that we review the situation in order to advise whether a way could be found for us to provide additional support staff.

2) The LEIO as External Affairs Officer.

Our memorandum of August <sup>to</sup> GWU identified a fundamental problem at the post. The LEIO is being used any time the post is tasked with a general relations, or public affairs activity (eg. political reporting requested by the Embassy was undertaken by Grazeplene). This has led to the unhealthy situation of Graziplene being sent to represent Canada in very important seminars and other activities where the presence of the Head of Post or at the very least a senior post official would have been more appropriate particularly as they had access to confidential information that Graziplene did not. It naturally cuts into the time the LEIO has for his Public Affairs work.

3) Duties of the LEIO.

Graziplene does not really have a statement of duties. He is by and large ignorant of all budget procedures, did not participate in the preparation of the most recent post budget estimates for the public affairs programmes and has not been taking advantage of funds available for his projects at the post. He also urgently requires indoctrination into the type of programme support available from headquarters. Mr. Johnson, Head of Post, has agreed that Graziplene must be permitted to attend the next LEIO briefing in Ottawa.

.../2

-2-

4) Programme Priorities in Public Affairs.

Bluntly put there are none<sup>x</sup> <sup>b</sup>because the media received a great deal of information direct from Canadian newspapers and television the post has more or less remained convinced that there is no need to explain the Canadian Government viewpoint on complex issues to priority audiences. Tasking in some areas, eg. Academic Relations, has not reflected an overall sense of priorities.

5) Territorial Jurisdiction.

This problem has not yet been resolved, indeed we discovered that Buffalo has programme responsibilities for St. Lawrence College and Plattsburg; yet the Consulate General in New York is covering this area. (Personally I think that for the time being the situation is better left untouched). A simple example of the confused jurisdiction is that two MANDI teams, one from Buffalo and one from Congen New York visited Plattsburg University in two consecutive weeks recently, each being unaware of the other's existence.

6) Academic Relations.

An interesting discussion arose with Graziplene about the fact that the State University System in New York is closely controlled by the State Education Department in Albany which is in New York's territory. Although some pressure may be brought to bear by local colleges on Albany requesting additional resources for programmes such as Canadian Studies it is a *move* point whether we should be focusing our attention on individual colleges or rather on the Albany decision makers.

7) Role of Receptionist.

Taking advantage of an agreement previously arranged that the receptionist would supply some support to Graziplene, I developed the following list of responsibilities for her which should free Graziplene from some of the menial tasks he has been doing.

- i) Responsible for supervising the library
- ii) Answer routine general enquiries - we shall have to supply examples of a standard answer book

8) Mission Common Services.(Mail etc.)

Graziplene has agreed that he will rely on Mission Common Services eg. mail room, addressograph rather than attempting to do it himself because it was faster.

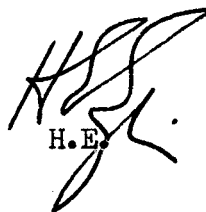
9) Personnel Assessment - Graziplene

Although the post has spoken highly of his willingness (understandably so) to undertake any task that they offer him and his excellent local connections, it is apparent that he has been given no real supervision or direction. Furthermore, he has not demonstrated an ability to assess how much of his time, he should devote to competing activities with different priorities. No doubt there will be some improvement as he gets experience on the job as well as when he receives a new statement of duties against which he can measure his own performance.

-3-

We should look to evaluate Graziplene's activities in approximately six months' time. The major factor to be assessed should be whether he can "manage" a public affairs programme and display some judgement in distinguishing between activities of different magnitudes of priority (eg. clerical vs programme) rather than Academic Relations/Media/Cultural.

This is particularly important if there is little prospect of a new External Affairs position being placed in Buffalo, whose occupant might provide more careful supervision of the programme.

  
H.E.

FAI/H. Ezrin/2-4068/km

file/diary/circ/chron

MEMORANDUM:

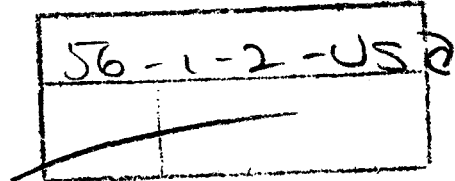
GWU

UNCLASSIFIED

FAP

November 27, 1975

GWP/GWU Liaison Visit to Washington




... Attached are the following papers concerning Public Affairs interests which you may wish to discuss with the Embassy in Washington.

FAR

FAI

- (i) Role of Public Affairs Division in Embassy Operations
- (ii) Staffing Issues - Washington
- (iii) Division of Public Affairs Responsibilities
- (iv) HOP meeting - Public Affairs
- (v) Promotion of Positive Canadian Image
- (vi) Construction of New Chancery: Public Affairs Facilities
- (vii) Ministerial Speaking Engagements in the U S A

2. The Cultural Affairs paper was dispatched to you earlier.

  
Bureau of Public Affairs



## ROLE OF PUBLIC AFFAIRS DIVISION IN EMBASSY OPERATIONS

WE wish to emphasize to the Ambassador the importance that we attach to the active participation by the Head of the Public Affairs Division in the senior management committee and CPM of the post. We have been concerned in the past when other sections of the Embassy, for example the energy section, have tasked posts in the United States to perform public affairs responsibilities relating to the communication of public information to priority audiences, without consulting the Public Affairs Division of the Embassy. If that resource is to be used to its most effective end it should play a role in 1) reviewing public statements in order to ensure that they are appropriate to the needs of the United States electronic and other media, as well as other target audiences, 2) and in the development of coherent national programmes, liaising as appropriate with other posts in the United States who may have important regional audiences, or media.

## STAFFING ISSUES WASHINGTON

It would not be our intention that you raise any special staffing issues with Washington at this time. Rather, if the occasion arises you may wish to note that this bureau places a higher priority on staffing the positions in the Public Affairs section in Washington than on the staffing of all other FAP programmes positions elsewhere in the world. We are very conscious of the need to assign officers whose talent in the Public Affairs field are complemented by a fine sense of tact and demonstrated liaison capability, particularly in two national roles, the National Academic Relations officer and the National Information Liaison officer.

## DIVISION OF PUBLIC AFFAIRS RESPONSIBILITY BETWEEN HEADQUARTERS AND CONSULAR POSTS

You already have copies of the paper that has been prepared upon the basis of submissions from Washington and after conversations and discussion between GWU and this bureau. The Ambassador has received a personal copy just before we release it in the United States.

You may recall that this issue has been "a live one" since the summer of 1974 but we were not prepared to adopt a position in this matter until we had had the opportunity to review the operation of Public Affairs activities at posts in the United States. Given the lengthy delay in clarifying this relationship we would not like to see another delay that would inevitably follow any attempt to renegotiate this proposal at this time. Instead we would recommend that comments from the Ambassador would more appropriately be useful during fiscal year 1976/77 when we shall have had an opportunity to assess the effectiveness of the suggested plan of operation from both our perspective and that of posts in the United States.

## HEAD OF POST MEETING PUBLIC AFFAIRS

Because the September 1975 HOP meeting was cancelled, the scheduled one day seminar on Public Affairs in posts in the United States to be held at the end of the HOP meeting was postponed.

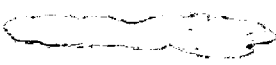
This also caused a postponement of a special "film use" seminar for post information officers and locally engaged film librarians which we had agreed to co-sponsor with the National Film Board. Posts will be receiving the division of responsibility papers and the new statement of duties paper for public affairs officers in addition to the paper of objectives, priority audiences, and techniques which accompanied the 1976/77 program documentation. We are still very interested in holding a meeting with HOPs and senior public affairs officers for one day at the end of the next Head of Post meeting.

## PROMOTION OF POSITIVE CANADIAN IMAGE

A natural consequence of the development of a comprehensive public affairs plan and the creation of an infrastructure at posts throughout the United States to implement this programme has been the heightening of the Canadian profile in U.S.A. circles. In line with the Ambassador's oft stated desire to accentuate the positive aspects of the Canada-U.S.A. relationship in order to offset wherever possible negative tensions or irritations that have arisen more frequently in our relations, we believe that the Embassy should take advantage of every opportunity in public affairs terms to promote positive aspects of our relations. Each major Embassy activity should be considered in light of possible public affairs input.

One recent case where this was not done was the contribution of \$50,000 as Bicentennial gift to SAIS at Johns Hopkins University. Public promotion of the gift was left to Johns Hopkins. No tangible action was taken to exploit in a public information sense the ceremonial presentation that had been arranged either with the media, with ARBA or with US academics until after questions about press coverage were raised by this bureau. The embassy should be more conscious of these types of opportunities.

## CONSTRUCTION OF NEW CHANCERY PUBLIC AFFAIRS FACILITIES

It is our understanding that you may wish to review with Mr. Warren requirements for representation and other facilities for the new Chancery complex. If this issue is raised during the GWP-GWU liaison visit to Washington, we would strongly urge the mention of our interest in an exhaustive review of Public Affairs  facilities in the light of the new techniques and technology currently existing. eg. VTR, Video Tape, etc. We appreciate that you may not wish to raise this subject during the December 1 meeting or at least until the question of a Chancery/Bicentennial Park has been resolved. We would ~~hope~~<sup>hope</sup>, of course, that the letter is kept alive.

BEST COPY AVAILABLE

## MINISTERIAL SPEAKING ENGAGEMENTS IN THE USA

You may recall that this proposal was initially passed to FAI as an informal proposal in September 1975. The proposal was forwarded to GME for consideration. We understand no response, formal or informal, has been passed to the post.

We see merit in the concept of using Ministerial speaking engagements as a means of reaching influential U.S. decision-makers; we recognize however that the potential difficulties arising from implementing such a proposal (both in a policy and a logistics sense) require that a detailed proposal on a specific issue or issues be put forward for examination before a decision can be reached.

BEST COPY AVAILABLE

Seattle

Ottawa, KIA 002

November 24, 1975

Dear Peter,

I am much looking forward to receiving your Country Programme in order to determine the emphasis you may have planed on media relations in your region. For your own information I attach a letter which you had drafted some time ago while in FAI about the post programme. "What do you think now."

In a number of recent proposals including the WWSO television proposal, I have detected a strong emphasis on the academic relations portion of the program. While I am certainly in sympathy with the aim encouraging Canadian studies at WWSO, I think (and I have told John Graham) that you and the Embassy may have been too rigid in viewing the proposal only within its academic relations context. What is potentially staring us in the face is regular access to the large non-academic audience by means of a respected programme viewed by large numbers in the northwest. Why, therefore, make it only an academic relations programme, using Rutan as the intermediary and thereby severely restricting our input. To put it another way, if you can get us interview time on this type of show we will find people to be interviewed in line with your post objectives, on a fairly regular basis. To return to the theme of your unwritten memorandum let's put some media relations priority back into the programme.

Best wishes for a happy holiday season.

Yours sincerely,

HERSHELL E. EZRIN

Hershell Ezrin,  
Information Division

Mr. Peter Van Brakel,  
Vice Consul,  
Canadian Consulate General,  
Seattle, Washington,  
U.S.A.



FAI/H. Ezrin/2,068/mel  
file/diary/circ/chron

BEST COPY AVAILABLE

The Canadian Consul,  
DALLAS

Unclassified

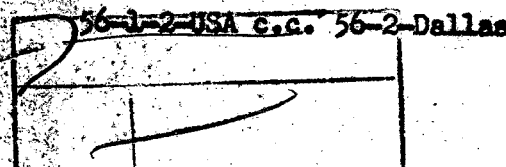
The Under Secretary of State  
for External Affairs, OTTAWA

November 24, 1975

FAI-4285

Dallas Letter 192 of September 23, 1975  
and Dallas 74 of March 27, 1975

Post Information Estimates



Your two letters under reference concerning funding of public affairs programmes lead us to believe that some confusion about R.O. 611 may exist. R.O. 611 is for local promotional charges only eg. printing of posters, mounting of minor exhibits, printing of local press releases etc. You should not, as your letter number 74 implies, be drawing against hospitality funds to meet such charges.

2. More significantly, you should be aware that the intent of our letter FAI(M) 378 and subsequent requests for information about major public affairs activities the post wished to undertake was in order that additional funds could be budgeted, after evaluation with competing U.S.A. priorities, from a headquarters fund.

3. It is not intended that major promotional activities eg. a prestige film showing, major exhibit, a Canada Week at a university or public institution should be charged against R.O. 611.

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

Government  
of CanadaGouvernement  
du CanadaACTION  
REQUESTFICHE DE  
SERVICE

TO - À

FILE NO. - DOSSIER N°

DATE

FROM - DE

☐ PLEASE CALL  
PRIÈRE D'APPELER

TEL. NO. - N° DE TEL.

EXT. - POSTE

☐ WANTS TO SEE YOU  
DÉSIRE VOUS VOIR

DATE

TIME - HEURE

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

Another excellent example  
of Muncie's programme  
in action

Thank you  
have kept a copy  
PS

000742

The Canadian Embassy  
Washington, D.C.

The Canadian Consulate,  
Minneapolis

To/A	FAI
From/De	ACPA
DEC 1 1975	
Att'n:	McEgin
UNCLASSIFIED	

November 19, 1975

698

Academic Relations/grant proposals

56-1-2-USA	
41	54

55-11-3

1

The Post's LEIO has recently been included in discussions of two grant proposals in which we know you will be interested. The first proposal, for a public TV series on Canada, has already been mailed to the National Endowment for the Humanities. The second, a joint effort by two colleges for an International Studies project including a section on Canada, is due at the Department of Health, Education and Welfare next month.

By Post:

External  
Ottawa FAI,  
FAR.

2. KTCA-TV, the local public station, submitted the enclosed proposal to the Media Program of the National Endowment for the Humanities, for a series of seven one-hour programs exploring the topics listed in the project abstract (item 8, page 1). The seven topics represent a distillation of approximately 15 possible subject areas identified by the planning team.

3. We endorsed the project because of the all too obvious need for it and because the author-planners are capable academicians known to the Embassy's Academic Relations Counsellor. They include: Dr. J. Edgar Rae, University of Manitoba; Prof. Hans Peterson, Northern Montana College (a 1975 Fellow in the Duke Canadian Studies program); Dr. Cyril Allen, Mankato State College, and Dr. Thomas Correll, Bethel College. Correll and Prof. James Cox should be credited with final authorship. Cox, a University of Montana chemistry professor, is on a one-year sabbatical to serve KTCA as its resident grants coordinator after successfully creating a number of ultimately-funded proposals for his university. As regards this proposal, it is most fortunate that he also happens to be a scholar of Canadiana.

4. This proposal requests nearly \$50,000 for the first phase of the project which would be research and development for the series. Funding for actual production costs would be sought in a later proposal. The NEH should notify KTCA of its decision by early January.

5. The second proposal is a response by the College of St. Thomas and its sister institution, the College of St. Catherine (both in St. Paul), to the Department of HEW's "International Education Project." The proposal outlines a project which would deal with up to a half dozen countries, including Canada, as subjects of interdisciplinary study. A ceiling of \$30,000 per proposal has been set by HEW. If funded, the project would actualize during the 76/77 academic year and be eligible for renewal the following year.

The Canadian Embassy, Washington, D.C. - Page 2

6. The four-member team planning the Canada section held one of its meetings at the Consulate (Oct. 31). While its concept at that point seemed somewhat unstructured, we hope the team will hone its plans enough to create a convincing proposal. Among the plans are:

- an interdisciplinary "Introduction to Canada" course which would go beyond the usual geography-history discussion and include exploration of Canada's cultural diversity, political system, arts, metro governments, etc.
- a public seminar (modeled after the successful Upper Midwest Council's "Canadian-American Dialog") which would focus on a specific area and include both Canadian and American participants
- a month-long documentary film series using NFB films
- a "cultural splash"--this discussion became nearly hallucinogenic as the team discussed the possibility of importing everything from an original cast production of the "Riel" opera to Le Theatre du Nouveau Monde. If the overall project reaches reality, we hope some Canadian arts representation might take place, but the team may have to pare its pipedreams.

7. The team consists of : Dr. Edward Brandt, CST political science professor who has taught in Canada and is very earnest in his pursuit of Canadian Studies; Dr. Scott Wright, CST library director and chairman of the college's program on Canadians held in September; Prof. Marguerite Hedges, a Canadian member of the CSC music department who claims numerous contacts in the Montreal theatre and music world; Sister Mary Henry Nachtsheim, chairman of CSC's Foreign Languages Department who has an advanced degree from Laval University and has for some time included French Canada content in her upper division courses.

8. It should be noted that St. Thomas was a recipient of the Canada Council book program last year and St. Catherine's is a recipient this year. We strongly feel that the book program is responsible for activating what was apparently latent but genuine interest in Canadian studies on the part of these professors and a number of others at these two institutions.

9. The Head of Post and the LEIO will travel north next week to visit three institutions. A book presentation ceremony will take place at Scholastica College, a Roman Catholic college in Duluth. A half-day of discussions at the University of Minnesota Duluth will focus on that institution's continuing efforts to launch a Canadian Studies program. A visit to Northland College in Ashland, Wisconsin will include a book presentation ceremony, discussions about the Canadian Studies activity being pursued at the college, and a reception for the Head of Post, hosted by the President, with a guest list which includes business and civic leaders as well as academicians. A followup report on this trip will be sent later.

The Canadian Embassy, Washington, D.C. - Page 3

10. Campus visits are being planned for the Head of Post at Augsburg College (Minneapolis) in December and St. Cloud State University in January.

The Consulate

GWF/tmm

NATIONAL ENDOWMENT FOR THE HUMANITIES  
806 15th Street, N.W.  
WASHINGTON, D.C. 20506

PUBLIC PROGRAM GRANT APPLICATION

NUMBER: \_\_\_\_\_

DATE RECEIVED: \_\_\_\_\_

1. INSTITUTION (NAME & ADDRESS)

Twin City Area Educational  
Television Corporation  
1640 Como Avenue  
St. Paul, Minnesota 55108

2. PROJECT DIRECTOR (NAME, TITLE, ADDRESS)

Dr. Thomas Correll, Prof. of Anthropology  
Bethel College  
St. Paul, Minnesota  
AREA CODE 612 PHONE 641-6329

3. TYPE OF APPLICATION (CHECK ONE)

NEW X  
RENEWAL \_\_\_\_\_ NEH NUMBER \_\_\_\_\_  
RESUBMISSION \_\_\_\_\_ NEH NUMBER \_\_\_\_\_

4. TYPE OF INSTITUTION APPLYING  
(CHECK ONE)

PUBLIC \_\_\_\_\_  
PRIVATE NON-PROFIT X

5. INCLUSIVE DATES FOR PROJECT

(DATE, MONTH, YEAR)  
FROM (STARTING DATE):  
January 1, 1976  
TO (CONCLUDING DATE):  
September 1, 1976

6. AMOUNT REQUESTED (SEE ALSO ITEM 10)

ONE YEAR  
(a) OUTRIGHT GRANT \$49,245  
(b) GIFTS & MATCHING \_\_\_\_\_  
TOTAL ONE YEAR (a&b) \$49,245  
TOTAL SUBSEQUENT YEARS \_\_\_\_\_  
TOTAL \$49,245

7. PROJECT TITLE "The 49th Parallel"

8. PROJECT ABSTRACT (RESTRICT TO THIS SPACE)

We propose a series of 7 one hour programs titled "The 49th Parallel" on the subject Canadian Studies to acquaint Americans with cultural differences between the two countries from various humanistic perspectives, differences which will help Americans to better understand Canadians and as a result their own cultural background. The proposed series would be a scholarly effort to treat similarities and differences in Canadian and American traditions from the following perspectives in tentative order of presentation:

1. The Cultural Geography of Canada and The Canadian Self-Image
2. The Spirit of Two Frontiers, East-West and North-South
3. Melting Pot or Mosaic, A Study of Ethnic Identity
4. Compact or Allegiance, Two Ways to View Authority
5. An Alternative View of American History
6. Religion in North American History
7. The Cultural Dichotomy in Art and Language

Initially the proposed series would be prepared and shown to a regional audience in the North Central tier of states (Montana, North Dakota and Minnesota), states which make up 60% of the Canadian land border with the United States, but the content will be suitable for wider use in the United States. The programs will comprise a serious academic effort directed to a thoughtful adult audience.

For each topic the conferees who met at KTCA-TV have identified the leading Canadian scholar in the subject area who will then select an American counterpart with whom to collaborate on the script. The actual writing will be done by Silvian-Dooley in the constant consultation with both scholars. Coordination of these efforts will be directed by Dr. Thomas Correll, American cultural anthropologist and arctic expert, of Bethel College, St. Paul. The seven films would later provide a focus for formal and informal educational efforts by institutions interested in Canadian Studies.

9. HAVE FUNDS FOR THIS PROJECT BEEN SOUGHT ELSEWHERE? YES \_\_\_\_\_ NO X

IF THE ANSWER TO 9 IS YES, CHECK APPROPRIATE BOX AND GIVE DETAILS:

       PUBLIC AGENCY        PRIVATE FOUNDATION        OTHER

DETAILS:

10. DETAILS OF ITEMS 5 AND 6 FOR MULTI-YEAR PROJECT

YEAR	INCLUSIVE DATES		AMOUNT
	FROM	TO	
1st YEAR- Only	January 1976	September 1976	\$49,245

11. AUTHORIZING OFFICIAL (NAME & TITLE)

12. PAYEE

CHECK TO BE MADE PAYABLE TO:  
Twin City Area Educational  
Television Corporation

CHECK TO BE MAILED TO:  
NAME: Dr. J. C. Schwarzwald  
TITLE: General Manager  
ADDRESS: 1640 Como Avenue  
St. Paul, Minnesota 55108

AREA CODE 612 PHONE 645-0471

AGREEMENT: It is understood and agreed that any funds granted as a result of this request are to be used for the purposes set forth herein. Furthermore, the undersigned agree, as to any grant awarded, to abide by the relevant National Endowment for the Humanities policies as prescribed.

SIGNATURES

PERSON NAMED IN ITEM 2

PROJECT DIRECTOR

DATE

*Thomas Correll*

Dr. Thomas Correll

12 November 1975

PERSON NAMED IN ITEM 11

AUTHORIZING OFFICIAL

DATE

*John Schwarzwald*

Dr. John Schwarzwald

12 November 1975

## THE PROPOSAL

This request is for research and development funds leading to the scripting and visual presentation of a series of seven one-hour programs in Canadian Studies through meetings between scholars and production people.

A subsequent proposal in an amount in the range of \$150,000 - \$250,000 will follow in September 1976 for full series production costs. It is difficult to be more specific about eventual budgets now until the extent of cooperation between KTCA-TV and the National Film Board of Canada and the Provincial Archives can be firmly established on the basis of the enthusiasm for the project expressed by the Canadian Consulate.

---

The project idea originated in conversations between Dr. Thomas Correll, Professor of Anthropology, Bethel College, St. Paul, and Dr. John Schwarzwald, General Manager of KTCA-TV, St. Paul.

Dr. Correll is an arctic expert and an authority on the language and culture of the Eskimos and a former Professor of Anthropology at the University of Manitoba. He is a popular lecturer whose work became known to Dr. Schwarzwald as a result of local appearances.

During Fall, 1975, KTCA-TV sponsored a conference at the station of five carefully selected Canadian and American humanists who have complementary areas of expertise in Canadian historical and cultural studies to discuss the possibilities of such a Canadian Studies series with the KTCA production people. The experts were chosen because of wide acquaintance with Canadian and American scholars in the area. KTCA has thoroughly researched the extent to which such a proposed series would fill a need in the area of Canadian Studies in the region and finds that of the eighteen largest institutions of higher learning in the three-state area only three formal courses of instruction in topics specifically related to Canada are offered. At the same time sixteen courses are listed in the same college bulletins in Latin American Studies.

The scholars and media people who have drafted the proposal think that the absence of programs in Canadian Studies in American higher education in our region and elsewhere constitutes a serious oversight now, not simply because of an increase in economic and environmental border issues but because, in Canada, Americans can see a racially similar people living in a setting almost identical to that of our own northern states, but whose traditions and way of doing things are often different from ours and whose views of the United States may provide helpful critical focus for our national problems.

One such national American problem is the tendency of American culture to inundate and overwhelm cultures with which it comes in contact. Nowhere is this more apparent than in Canada's struggle for cultural self-determination. Over the past decade Canada's major concern has been the abrupt rise in foreign ownership of Canadian industry - 60



per cent of chemicals, 74 per cent of oil and natural gas, 77 per cent of electrical industries. Almost all of this foreign ownership is American and almost all is in the form of direct investment, equities which involve ownership rather than bonds which can be repaid. Recently Ottawa has moved to put banks, finance and trust companies, and the communications industry, off limits to foreign takeovers.

American cultural activities overflow extensively. Virtually all U.S. motion pictures are shown in Canada, some in American-owned theater chains. U. S. newspapers, books and magazines circulate freely; more than 50 per cent of all general magazine advertising revenue goes to two published-in-Canada editions of U. S. magazines and for survival of the trade press law now bars similar incursions in that publishing field. So much broadcast material is of U.S. origin that the government licensing authority has required privately-owned television stations to air a certain percentage of "Canadian content" programs.

While it is apparent that Canadians inevitably know much about America via American media, the reverse is certainly not the case. Canadian cultural differences are not well known to Americans even though Americans have much to interest them in Canadian traditions in matters of ethnic minorities, church-state relations, political theory, etc..

This series we propose would be designed to provide a humanistic picture of our Northern neighbors, the world's second largest country, by which Americans may see themselves more clearly.

---

As a plan of operation, scholars have expressed a preference for a series of one-day meetings once a week with the writers and producers over a period of several months should the development funds be granted. This plan complements their own academic obligations and the method of operation most acceptable to writers and production people who feel a need for brief, but continuous effort by experts rather than for an intensive, but temporary involvement.

For these reasons we propose that scripting will be accomplished in continual conferences directed at each program of the series individually during the months January to September 1976 at KTCA-TV, St. Paul.

While it is premature to commit the proposed project to certain production techniques in advance because it is partially to research such questions that the request for funding is made, we would anticipate a minimum of in-studio discussion and analysis. We are alive to the visual possibilities of film or video tape coverage on site on such topics as Canadian art, ethnic diversity, cultural geography and are very aware of the existing visual resources of CBC and the National Film Board of Canada. We are prepared to exploit these in doing a visually and educationally attractive treatment based on the following program themes and content organization:

(3)

PROGRAM ONE

The Cultural Geography of Canada and the Canadian Self-Image

The five natural and distinct geographic areas of Canada have their corresponding areas in the United States and this geography has decisively affected settlement patterns and the socio-economic evolution of both nations. Barriers between each of the five Canadian zones to this day are hampering political and economic cohesion to an extent not true in the U. S.

At the same time North-South cultural ties across the 49th parallel which result from geographical affinities together with the fact of Canadian population concentrations at the border result in the very real question of cultural, even political, absorption of Canada by the overwhelming presence of the U. S.

Conscious Canadian efforts to integrate a Canadian consciousness and to 'look North' are limited in success to date by the awesome realities of climate and accessibility to the North.

\*\*\*\*\*

The humanist-scholar chosen for this theme is Dr. John Warkentin, Professor of Geography and Coordinator of the Canadian Studies Program at York University, Toronto. Dr. Warkentin is author of the following classic works on the subject:

- 1964 The Western Interior of Canada: A Record of Historical Discovery
- 1967 Canada: A Geographical Interpretation (Editor)
- 1970 Historical Atlas of Manitoba

Dr. Warkentin has expressed an interest in working with either Professor John Borchert or Professor John Frazer Hunt of the University of Minnesota.

## PROGRAM TWO

The Spirit of the Two Frontiers, East-West and North-South

Extension of white settlement into the trans-Mississippi (U.S.) and trans-shield (Canada) areas betray differing attitudes of the two peoples toward common issues such as 1. the native peoples, 2. the law 3. the role of central government.

Canadians historically have prided themselves in their relatively peaceful settlement of the "native question". The government in Ottawa was seen as benevolent; treaties with tribes were generally observed with the exception of the 1885 Northwest rebellion and confrontations were mainly avoided. The law of the Canadian West was not the Winchester rifle but the red-coated mounted police who were identified with the central government and perceived as beneficial to the interests of all Canadian westerners. The respect of the Canadian for central authority may have resulted and in addition the feelings of commonweal characteristic of Canada.

Particularly interesting is the contrasting histories of the railroads north and south of the 49th parallel, historical differences which focus the attitudes of the two countries towards government, business, resources, etc. Curiously enough, however, James Hill, the American railroad baron of the Northwest, was a Canadian while a Minnesotan was the head engineer of the Canadian Pacific Railroad.

\*\*\*\*\*

The humanist-scholar invited to treat this topic is Dr. Al Glueck (Ph.D., Minnesota) Professor of History, Erindale College, University of Toronto. Glueck is an American and is concerned with the history of the central regions of Canada and the U.S.

He is the author of the 1965 Minnesota and the Manifest Destiny of the Canadian Northwest.

Dr. Glueck has suggested as his partner for this topic Dr. David Green, University of British Columbia or Dr. John Jennings, University of Calgary.

(5)

PROGRAM THREE

Melting-pot or Mosaic, A Study of Ethnic Identity

Both Canada and the United States have, at different times and with varying determination, posited an ideal national type and expected all newcomers to conform to that ideal. The most common metaphor has been that of the melting-pot for this process. Yet, there have always been questions about the effectiveness and the wisdom of the policy in both countries.

Canadians, forgetting their earlier attempts at forced-draft assimilation, have in recent decades developed a new metaphor, the cultural mosaic, to attempt to give expression to their belief in tolerance and to distinguish Canadian society from that of the United States. In any case, they could always take comfort from the fact that in a mosaic the spaces between the tiles are as important as the tiles themselves.

It has been possible to fit the basic cultural duality of Canada - that of French and English - into such a structure. It is this distinction which has been most immediately apparent to American observers - the simple fact that one-third of Canadians speak French as their first language. Yet in English-speaking Canada, as well as the United States, the problems of immigrants and the host society have endured but with different implications.

\*\*\*\*\*

Consultant for Melting Pot or Mosaic would be Dr. J. Edgar Rae of the University of Manitoba, one of the five scholars who was asked to come to KTCA to confer about the proposal. He is the author of, most recently, the 1973 book The Winnipeg General Strike, Holt, Rinehart and Winston.

Dr. Rae has not yet named an American counterpart.

(6)

PROGRAM FOUR

Compact or Allegiance: Two Ways to View Authority

The organization of a political culture in Canada and in the U.S is an interesting study in contrast. The political power flow is perceived in the U.S. as an upward movement from people to governmental decision makers. Elections are held regularly and national political committees meet only in that connection. In Canada the model is "top-down". Elections are determined by the government and national political committees are extremely important.

There are contrasting views of authority. While Americans tend to see the legitimization of political authority rising from the people, Canadians participate in a system modeled after the British parliamentary system where authority flows from the throne, from the state's right to govern and from religion.

All this leads to seeing government as primarily guarantor of order rather than of liberty.

\*\*\*\*\*

The humanist-scholar for this topic is Dr. David Bell (Ph.D., Harvard) Professor of Political Science at York University, Toronto.

He is President of the Canadian Association of American Studies and author of the following books:

1973 Resistance and Revolution, Houghton Mifflin

1975 Power, Influence and Authority: An Essay in Political Linguistics, Oxford Press

Dr. David Bell chose as his American associate Dr. Sam Huntington, Department of Government, Howard University.

GRAM FIVE

Alternative View of United States History

The attraction of American history for Canadians is a product of fascination and fear; attraction and repulsion. The development and extension of American sovereignty in North America is a thrilling succession of accomplishments for the people of the United States. To Canadians, it has been the menacing lurch of a somewhat unruly young giant, threatening by design or accident, to cut short that other very different experiment in free government in the northern half of the continent. The American revolution spawned two quite dissimilar political cultures, the United States based on political compact and Canada, a people of allegiance. Thus Canadians have always viewed United States history with a degree of skepticism, professing to see avarice where Americans claim a mission.

Yet, for all this, there has always been a residue of affection for Americans, if not America, and a tendency to share, at least vicariously, the joys and disappointments of American life.

\*\*\*\*\*

The humanist-scholars on the topic of Alternative Views of U. S. History are Dr. George Schultz, an American but Head of History at the University of Manitoba, author of An Indian Canaan and Dr. Al Bogue, University of Wisconsin, a former Canadian.

GRAM SIX

Religion and Life in North America

The Christian religion has profoundly affected the development of Canada and the United States. The Protestant ethic is woven into the fabric of our materialist and individualist impulses. Yes this thrust has never had an unimpeded path in Canada. Catholic French-Canada, with its organic conception of society and its other-worldly values, has forced a more corporate view of social life.

Thus, the notion of separation of church and state, taken as something of an absolute in America, has never rigidly obtained in Canada although there have been various regional idiosyncracies. This distinction has led to sharp differences in educational theory and practice. The "Jeffersonian wall" has been very irregular in Canada.

The social implications of Protestantism in both countries have led to an ethic of responsibility but with substantial differences. In America, there has been an emphasis on private charity; but in Canada it has resulted in an increasing demand for state intervention to support an adequate welfare base for all citizens.

\*\*\*\*\*

The Canadian and American conferees at KTCA have invited, on the topic of religious contrast, Dr. Gordon Harland to participate in the proposed project. Harland is Professor of Religion at the University of Manitoba. He was at Drew University from 1955-68. His interest is specifically in American and Canadian religious thought. He is author of the classic The Thought of Reinhold Niebuhr published by the Oxford Press.

He has chosen Dr. Conrad Cherry of Pennsylvania State University as his American colleague. Cherry is author of The Theology of Jonathan Edwards and God's New Israel: Religious Interpretation of American Destiny.

## PROGRAM SEVEN

Cultural Dichotomy in Art and Language

Most Americans are at least vaguely aware that English sounds different when it is uttered by a Canadian. What distinguishes the Canadian dialect (s)? How is it like and how unlike those of the United States? The attempt will be made to present evidence for the facts of sound and meaning differences in the English of Canadians and Americans.

But more! The differences of speech bespeak similar distinctives in the arts. Literature in Canada - poetry, novels and "pop" - can be recognized for unique point of view and genre. Artists have developed indigenous concern with styles that represent a singular alternative to that of Americans. In Canada, the performing arts have come to focus in forms (e.g. ballet) that, if not unique, are especially well developed and supported.

The script will create a basis for visualizing and explaining the expressive arts so as to point to comparisons and contrasts in values.

\*\*\*\*\*

The humanist chosen for proposed program seven is Mr. George Swinton of Ottawa, formerly Professor of Art, University of Manitoba. He is the outstanding authority on Canadian art and on the art of the Eskimos. He is both art critic and art historian and frequent performer on radio and TV in Canada.

He would wish to work with Dr. Walter Avis, Professor of Linguistics, Royal Military College, an English dialectologist and contributor to the Canadian and American Dialect Atlases.



KTCA-TV is an independent, non-commercial, community owned educational television station governed by the officers of the Twin Cities Area Educational Television Corporation. The signal reaches 95% of Minnesota receivers or about 1.2 million homes in this state as well as additional audiences in North Dakota and Wisconsin. The station receives no direct tax support.

KTCA-TV has a record of having initiated high quality scholarly ventures. ETV in Controversy, Dillon Press (125 pp.), 1970, John C. Schwarzwaldar, Editor, and Philosophies of Education, John Wiley & Sons, (137 pp.), 1961, Philip Phenix, Editor, are examples, in print, of scholarly inquiries done first in video format at the KTCA studios.

We have a demonstrated capacity to assume technical and artistic responsibilities for this project having produced a half-dozen series now being distributed through regional centers such as the Great Plains Library. During the past year KTCA broadcast live for national public broadcast the Minnesota Orchestra and the Guthrie Theater's "School for Scandal". The station has excellent technical capacity and a five color camera capability (Norelco PC 72's). Should the production grant be made later, KTCA can make available its fully equipped remote facility for on-site use in Canada.

There is already in existence a wealth of visual materials available to Canadian scholars in the National Public Archives of Canada, the Provincial Archives of Manitoba and Saskatchewan and at the Glenbow Institute at Calgary that would enhance the quality and substantially reduces the cost of such a series if it were later to be authorized for production.

Through the Canadian Consulate, which sent a delegate to sit in on our planning conferences at KTCA the station projects full cooperation from the archives office of the Canadian Broadcasting System and from the National Film Board of Canada.

---

The producer-writer combination suggested for preparation of the scripts for the series of seven programs has worked together extensively in the past.

The producer, David A. Silvian of KTCA-TV, has served as producer-director of over 5,000 television programs of which 1,000 have been aired on either a regional or national network. He has served as media specialist to several universities and is accustomed to working closely with academicians. Silvian has received over 50 awards for various productions including an Emmy Award nomination last year for his "Children of China" program done as a member of the first public television team permitted in mainland China. He has done a PBS Special in Hawaii with classic Kabuki theater and the national syndicated series "Something to Sing About" in Washington D.C. during 1969.

James Dooley was the first full-time Public Affairs writer/producer hired by WCCO-TV, Minneapolis, in 1960. Among the more than one hundred documentaries he wrote for the CBS affiliate was the 1961 George Foster

Peabody Award-winning, "Unwed Mothers". Prior to coming to WCCO-TV, he was a news reporter for WDAY-TV, Fargo, North Dakota from 1955 to 1960. His association with KTCA-TV has included projects of extensive research as well as script writing. A program on American Indians, "Incident at Cass Lake", was written and produced for PBS. Other projects for KTCA-TV were three one hour programs on the history of radical political movements in the Midwest and a forty four program series on police training, produced for the office of the Minnesota Attorney General.

Dr. Thomas Correll, Project Director in the proposal is a professor of Anthropology at Bethel College in the Twin Cities and a specialist in arctic cultural anthropology and lived in the Canadian Central Eskimo District of Keewatin from 1953-1961. He taught at the University of Manitoba before coming to Bethel. His recent publications are titled Language, Christianity and Change in Two Eskimo Communities and People of the Southern Barrens.

BUDGET

SALARIES AND HONORARIA

Director, part-time for eight months -	\$3,000
Humanist & scholar, consulting honoraria - 14 at \$1,000	\$14,000
Writer-producer team, eight months -	\$20,000

CLERICAL

Supplies	\$ 300
Secretarial help	\$ 1,000
Phone & postage	\$ 200
Sub-total:	\$ 1,500

TRAVEL

Air Transportation to St. Paul for periodic meetings among writers and scholars at \$400 per person -	\$ 5,600
Per diem for above conferences at \$50/day, four days/person	\$ 2,800
Sub-total:	\$ 8,400

INDIRECT COST

Indirect costs to KTCA-TV at 5% of operating budget -	\$ 2,345
Total:	\$49,245

CANADIAN CONSULATE



CONSULAT DU CANADA

15 South Fifth Street  
Minneapolis, Minnesota 55402

November 12, 1975

File: 55-11-3

Dr. John C. Schwarzwaldner  
General Manager  
KTCA-TV  
1640 Como Avenue  
St. Paul, Minnesota 55108

Dear Dr. Schwarzwaldner,

We have just learned that your station, KTCA-TV, is submitting a proposal to the Media Program of the National Endowment for the Humanities which would provide for a series on Canada. We can only say that the Canadian Consulate is very heartened at the possibility of such a series.

One of our basic missions as a consulate is to expose, explain and advance the foreign policy objectives of the Government of Canada. This mission is aided by generally warm feelings towards Canada on the part of Upper Midwest citizens. At the same time, however, we are hindered in a very significant way by a basic lack of knowledge of Canada among these same people. Many in this region have based their "Canadian experience" on hunting trips to Northern Manitoba, a weekend trip to Winnipeg or, at best, occasional business trips to Toronto.

Secretary of State Henry Kissinger, on his recent visit to Ottawa, described the relationship between the United States and Canada as "unique" and pointed out that the U.S. shares closer consultation with Canada than any other nation. He went on to say that Canada is no longer a junior partner but a country whose participation is crucial to international summits. Consequently, any effort by KTCA to provide a more comprehensive view of our country's geography, history, political system, arts or cultural diversity would be a boon to international relations, as well as to our own efforts here.

Because of the need for this series and because we know that the authors of the proposal each have a solid background in Canadiana, we are pleased to give hearty endorsement to the proposal. We understand from the National Film Board of Canada offices in New York that the NFB will also be willing to aid the series through use of its excellent films.

We extend our thanks for the efforts of your staff on this endeavor and wish it great success.

Yours sincerely,

John H. Bailey  
Consul for Canada

JHB/tmm

000760

(file)/diary/circ/chron

Washington

56-1-2-USA	
N	27
CC 5-1-3-FAI	

OTTAWA, KLA OG2

November 17, 1975

Dear Mr. Warren,

... I am attaching a copy of a paper on the division of responsibilities between the Embassy, headquarters and consular posts in the United States in the field of Public Affairs programming. You may be aware that we had been discussing this proposal with your predecessor as a result of meetings held in Washington in April 1975. The paper, which we would propose to circulate shortly in the United States, draws on the views of the Embassy, the New York Consulate General and U.S.A. division. For ease of reference, I attach a comprehensive chart showing the evolution of the final draft. I would certainly be grateful for any comments you might wish to make.

... Following from this paper and the document entitled "Public Affairs in the Country Programme" which was recently sent to all posts, we are in the midst of preparing a paper on the duties of public affairs officers abroad. I hope to send you a copy of this in the very near future.

L  
Patrick Reid,  
Director General,  
Bureau of Public Affairs.

Mr. J. Warren,  
Ambassador,  
Canadian Embassy,  
Washington, D.C.,  
U.S.A.

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



MEMORANDUM

TO  
À

Mr. Roger

FROM  
De

H.E. Ezrin

REFERENCE  
Référence

SUBJECT  
Sujet

GWP/GWU Visit to Washington Dec. 1 and 2

SECURITY  
Sécurité

RESTRICTED

DATE

November 17, 1975

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

We may wish to raise the following five topics with GWP bureau for possible inclusion in GWP's brief as the Embassy may wish to discuss them. These issues which FAP may decide to incorporate in a bureau response should in any event reach GWP no later than November 21, 1975.

*C PM - Access to HOF - Sn mg Mee to port*

- (a) Division of Public Affairs Responsibilities between headquarters, the Embassy and consular posts in the USA - Mr. Warren should have received a copy from FAP and any comments should be solicited. Mr. Warren should be advised that we are preparing a paper on duties of public affairs officers in an effort to continue to professionalize our service.
- ✓ (b) Chancery Construction - Is the public affairs area conceived in the original plan adequate for the Embassy's forecast needs. GWU at one time spoke of need for re-evaluation now that Mr. Warren is in the saddle, and we shall certainly want to review in light of Mr. Reid's comments concerning development of "cultural centres".
- ? (c) Bicentennial Park - Do we wish to add anything to GWP's brief? Do we wish to have them touch on any points relating to our Bicentennial participation, particularly the West Coast or the Bicentennial book.
- (d) Programs for Ministerial Visits in USA - Mr. Percy sent us a copy of the Ambassador's proposal in late August. GWU has never responded to our request for comments.
- (e) Staffing Questions - While we would presumably wish to be centrally involved in this matter, you may wish to consider some sort of briefing re our views on this matter.

*(for) H.E.E.*

FAI/H. Ezrin/24068/mel  
file/diary/circ/chron

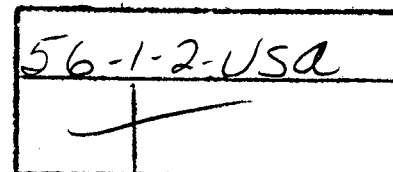
A.B. Roger

Unclassified

H.E. Ezrin

November 14, 1975

Role of National Liaison Officer,  
Washington



As a result of my post liaison visits in the United States I am now more firmly convinced than ever that there is a divergence of opinion between headquarters in Ottawa and the Embassy in Washington concerning the role of the National Liaison officer. Some of the reasons for this divergence are the consequence of Mr. Percy's personality and interests; undoubtedly there is also an element of uncertainty at the post as to what role this officer should play.

Mr.  
Skrabec

2. According to numerous submissions outlining the duties of officers at the mission in Washington, Mr. Percy is "responsible for regional information development, including media liaison". (Washington letter 103, August 1, 1973) While a number of posts have commented favourably on Mr. Percy's assistance to them particularly in providing policy clarification on important issues he has not undertaken a systematic review with posts of their information activities with the aim of devising a more coordinated programme directed at national and post priorities. Nor has he consistently suggested techniques for posts to use or offered his "consultative services". I am certain that the embassy would/ by *1 reply* noting that the division of duties, between Ottawa and the post in the United States has not been formalized. Mr. Percy undoubtedly is treading on delicate ground. But this factor in no way explains why informal off the record consultation does not take place more often. An additional problem is that Mr. Percy persists in dealing directly with Heads of Post on aspects of their Public Affairs Programmes. This creates significant problems when the officers for the Public Affairs section are not aware of all the aspects of Mr. Percy's activities.

3. The media liaison function that Mr. Percy purports to fill is also a source of difficulty particularly if it preoccupies his time for any considerable period. Simply put, if he is to co-ordinate and work with posts in development and implementation of Public Affairs information programmes he will need most of his time to devote to these tasks and not to the media liaison function which should in my estimation rest with the head and media relations officers of the public affairs office and the media officers at individual posts in the U.S.A.

.../2

-2-

4. The publication of the new division of responsibilities guidelines and Mr. Percy's presence in Ottawa on December 3 on Bicentennial business may provide an excellent opportunity to review his functions with him.

HERSHELL E. EZRIN

H.E.



MEMORANDUM

GWU

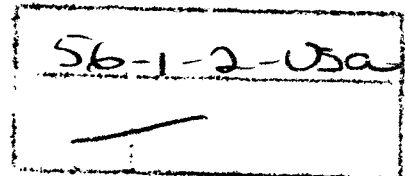
Unclassified

FAR

November 14, 1975

Your memorandum of November 13

GWP/GWU's visit to Washington



GWP  
FAP  
FAI

Many thanks, but our interests should be covered by a visit to Ottawa November 28 by Jim Colthart the new locally-engaged academic relations officer at the Embassy. If Mr Somerville, or another member of GWU, would like to attend any of the meetings with Jim Colthart November 28, he would be most welcome.

J.W. Graham  
Director  
Academic Relations Division

NOV 13 1975

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

Action

TO  
A APO, APR, APD, AFPC, AFF, FAI, FAC, FAR, ECT,  
ECL, ARB, ARC, ARD, FLO, FLA, DFR, PSI, PSS

SECURITY UNCLASSIFIED  
Sécurité

FROM  
De GWU

DATE November 13, 1975

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet GWP/GWU Visit to Washington

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

GWP  
FAP  
ARP  
APP  
ECP  
EDQ  
PDB  
PDT  
PSP  
DFP  
FLP

We are planning a two-day visit to the Embassy in Washington, December 1 and 2 for the purpose of reviewing policy and operational matters for the period December 19, 1975 to June, 1976.

2. If there are any subjects that you wish us to raise with the post, would you please advise us by memorandum by November 21, 1975.

Distribution in FAR:

1. ✓ \_\_\_\_\_
2. ✓ \_\_\_\_\_
3. ✓ \_\_\_\_\_
4. \_\_\_\_\_

*[Signature]*  
U.S.A. Division

FAI/H. Ezrin/24068/mel  
file/diary/circhchron

The Canadian Consulate,  
MINNEAPOLIS

Unclassified

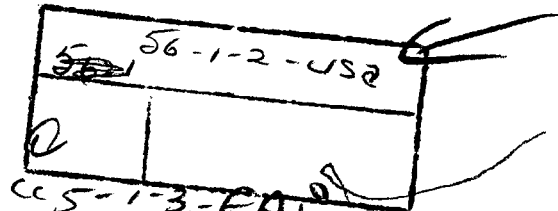
November 14, 1975

The Under Secretary of State  
for External Affairs, OTTAWA

FAI-4153

Minneapolis letter 223 of April 17/75  
and other letters

Information Budgeting



In your letter under reference you mentioned the Minneapolis Science Museum's interesting contacts with the Ontario Science Centre. For your background information only, at this time, you should be aware that we have been approached by the Ontario Science Centre concerning the development of a Bicentennial Science and Technology exhibit. We shall keep you advised of any further developments in this area.

Washington

2. For sake of your budget planning, you should include any future costs for photographers' fees within ~~the~~ <sup>your</sup> project budget in the event that sufficient funds are not available in R.O. 611.

E. A. SKRABEC

Under Secretary of State  
for External Affairs

FILE ACTC DIARY CIRC CHRON

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.			
OTTAWA	EXT AFF	FAP-86	NOV 10/75	56-1-2-USA 20	RESTR
					PRECEDENCE
TO/A	LDN PARIS BONN				
INFO					
DISTR.	FAI				

REF

SUB/SUJ

FAP SENATE COMMITTEE TESTIMONY

*in May/75*

YOU WILL RECALL REQUEST FROM SENATE FOREIGN AFFAIRS CTTEE CONCERNING  
LEVEL OF OTHER COUNTRIES' EXPENDITURES IN SUPPORT OF PUBLIC AFFAIRS  
ACTIVITIES IN UNITED STATES. CONFIDENTIAL BACKGROUND BRIEFING GIVEN TO  
SENATE CTTEE. CLARIFICATION REQUESTED WHETHER AMOUNTS YOU HAVE  
IDENTIFIED INCLUDE TOURISM AND TRADE FAIR EXPENDITURES. IF SO, GRATEFUL  
YOU PROVIDE BREAKDOWN ASAP.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SG H. EZRIN

FAI

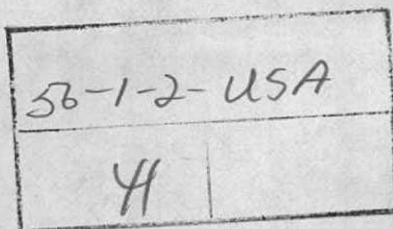
2-4068

SG PATRICK REID

MEMORANDUM

FAC

FAI



UNCLASSIFIED

November 7, 1975

Cultural Affairs Program, Boston

The following are Boston's comments about the points you asked me to raise with them during my Post liaison visit.

- (a) They were very pleased to learn about the possibility of organizing tours of artists/artist in their region. They will be forwarding proposals to you, probably with a francophone aspect to them.
- (b) I explained in some detail the budgetary problems that FAP bureau faced but that FAC would most sympathetically review any comprehensive program budgets which they forwarded, noting that this program budget might have a "hidden" component for travel within it. Although the information officer Mr. Poetschke clearly understood what was required I am not certain that the Consul General was fully cognizant of these proposals and I asked Poetschke to brief him at an opportune moment. Unfortunately, I could not see the Consul General for any period of time alone.
- (c) The GWU team advised me that the move to new premises for budgetary reasons has been postponed. Consequently, I did not raise the issue of a visit by an audio-visual specialist from FAC.
- (d) The post had just received your letter 1970 of October 9 concerning the visit of the INM. The post will respond to you in the very near future.

2. In general Mr. Delisle raised criticisms of two FAC programs.

(a) The Canadian Council Book Donation

He was insistent that at least 50 per cent of the books in the Canada Council Book donation be in

.../2

BEST COPY AVAILABLE

- 2 -

the French language for his region. I suggested to him that if it was not possible to change the composition (50% French-English) he might consider requesting additional books in French for presentation. Mr. Delisle also wanted lists of the books in the Canada Council Book Kits.

- (b) Mr. Delisle expressed reservations about Ottawa's seriousness in developing francophone programmes in his area.

HERSHELL E. EZRIN

H.E. Ezrin,  
Information Division



EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*(File here)*

TO  
A The Under-Secretary of State for External  
Affairs, OTTAWA (ATTENTION: *FAP* From/De: *ACRA*)

FROM  
De The Canadian Embassy, WASHINGTON, D. C. *NOV 12 1975*

REFERENCE  
Référence FAP Letter 64 of August 20, 1975

SUBJECT  
Sujet Washington Post Staffing -  
Office of Public Affairs

SECURITY  
Sécurité RESTRICTED

DATE November 5, 1975

NUMBER  
Numéro 1947

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
20	32

ENCLOSURES  
Annexes

1

DISTRIBUTION

BY OTTAWA

FAI  
FAC  
FAR  
FAPD  
GWU

...

Attached please find an organization chart for the Public Affairs Division of the Embassy with a listing of officers and staff and their responsibilities. We have developed a four-level structure - managerial, programme managers, programming officers and clerical level.

2. You will note that we have added the vacant position formerly occupied by R. G. Clark under R. J. McGavin and the LEIO Cultural position and the "officer redeployed to Rabat for 75/76" under R. G. Seaborn. We have also included a secretary whom we have not hired as yet and will not be hiring until the R.G. Clark and the LEIO Cultural positions are filled. The reference librarian position will not be filled until the budgetary restraints programme becomes a little more clear but no later than April 1, 1976.

*Michael...*  
The Embassy

DISTRIBUTION "by OTTAWA" done in ACR  NOV 7 1975 <i>EP</i>  DISTRIBUTION "per OTTAWA" Effectué par ACR
--

OFFICE OF PUBLIC AFFAIRS  
CANADIAN EMBASSY, WASHINGTON DC.

NAME	E.A. NO.	GRADE	RESPONSIBLE TO	RESPONSIBILITIES
R. O'Hagan	7177	O/in/C	Ambassador	Head of section, general relations, senior media.
P.W. Chappell	1080	ST-SEC 3	R. O'Hagan	To head section, organize secty/stenos.
R.G. Seaborn	7184	FS 2	R. O'Hagan	Academic, cultural, library
M. Dagenais-Carnell	4735X	GS 6	R.G. Seaborn	Secretary/steno.
R.J. McGavin	7347	FS 2	R. O'Hagan	Media, publications, administration.
P. Irby	3020X	GS 6	R. McGavin	Secretary/steno.
K.deB. Percy	7172	IS 4	R. O'Hagan	Nat'l liaison, nat'l information, Bicentennial, Olympics.
S.J. Hennessy	8163X	GS 9	K. Percy	Nat'l liaison, nat'l information, Bicentennial Olympics, Olympics liaison
K. Jewell(replace)	6096X	GS 6	K. Percy	Secretary/steno.
C.S. Watts	7186	FS 1	R. O'Hagan/ R.G. Seaborn	Support to Head of Section films, visits, speakers, special projects.
Officer-Cultural R. Clark(replace)	Redeployed to Rabat 1975-76 4068	FS 1	R. McGavin/ R. O'Hagan	Cultural/local programmes Media, publications
Y. Brown (replace)	8188X	GS 6	(C. Watts (S. Clark	Secretary/steno.
J.M. Colthart	8164X	GS 12	R.G. Seaborn	Academic Relations
W. Francis	8456X	GS 5	Colthart/ Hennessy	Secretary/steno.
S. Clark	8165X	GS 11	R. McGavin	Publications, speeches, media research.
Merle Fabian	4944X	GS 11	R.G. Seaborn	Head Librarian
H. Laurin	6059X	GS 6	M. Fabian	Library technician, acquisition and serial control.
A. Kilkenny	8457X	GS 9	M. Fabian	Assistant librarian-- cataloguing, reference.
L. Couette	8189X	GS 5	M. Fabian	Library technician, technical services, i.e. circulation.
Reference Librarian	1110X	GS 7	M. Fabian	Reference librarian
R. Glover	472X	GS 7	(C. Watts (S. Clark	1/3 film library; 2/3 publications library.
J. Barton	418X	GS 5	R. McGavin	Clerk, supplies, mail, ordering, messenger.
B. McAree	471X	GS 5	R. McGavin	Press clippings, reference, scan papers & periodicals (Cda & US) for Embassy.
R. Gannon	6387X	GS 5	R. McGavin	Receptionist/typist, White House passes, flags, circulation diary, student kits, teacher kit
T. Kelly	(contract)		S. Clark	CT/A research, writing
J. True	(contract)		S. Clark	CT/A design
A. MacKenzie	(contract)		R. O'Hagan	Festival/Bicentennial
J. Bibik	(contract)		A. MacKenzie	Secty/steno, Bicentennial Assistant.
secretary/steno approved			LEIO-Cultural R.G. Clark(replace).	Secty/steno.



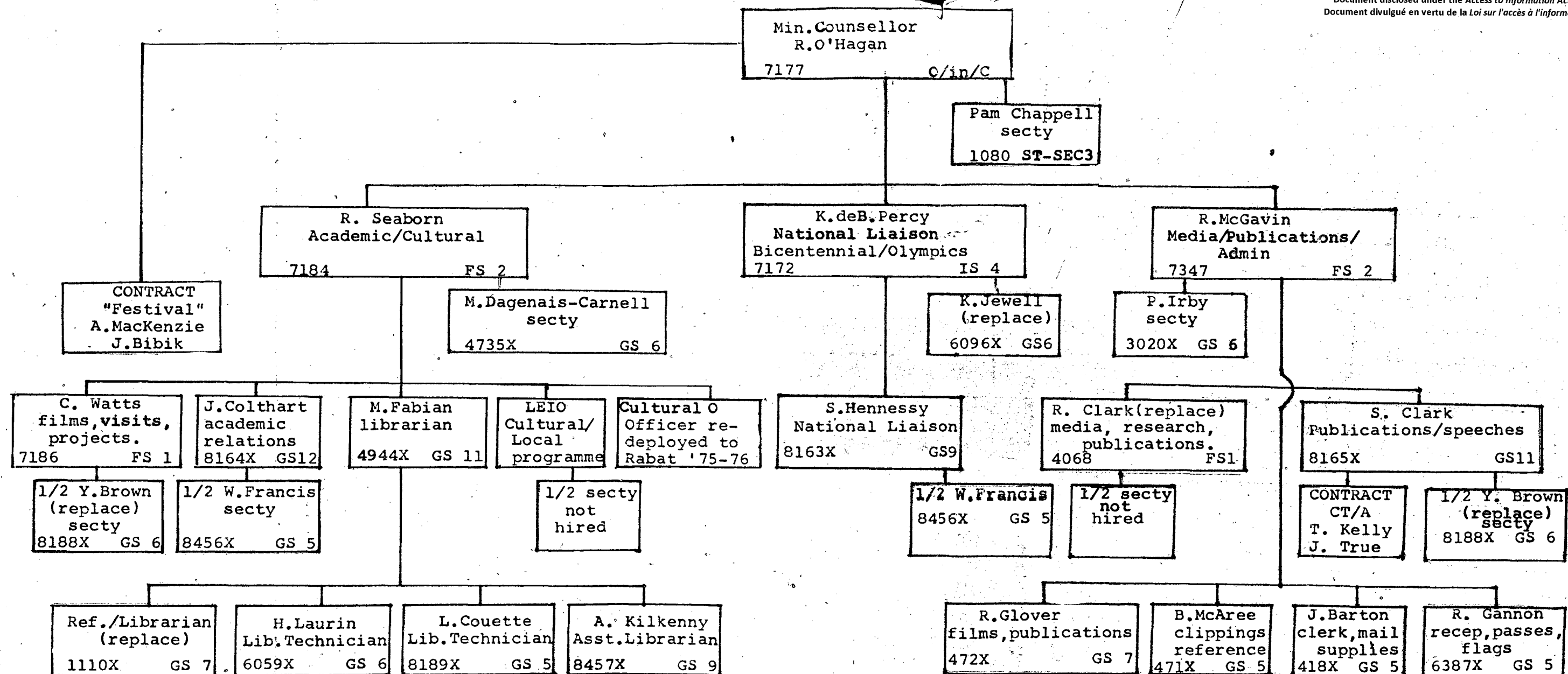
Operational level

Head of ~~Section~~ *Division*

Programme Managers

Programme Officers

Programme Assistants





WITH THE COMPLIMENTS  
OF THE  
CANADIAN CONSULATE  
GENERAL

AVEC LES HOMMAGES  
DU  
CONSULAT GÉNÉRAL  
DU  
CANADA

November 5, 1975

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

Please circulate to GWU.

Consulate General, New York

000774

Canadian Consulate General



Consulat Général du Canada

To / A FAI  
From / De FAI

NOV 17 1975

Att'n: Mr. [Signature]

5B-1-2-USA	
41	58

1251 Avenue of the Americas  
New York, New York 10020

November 4, 1975

Dear Professor Sparkes:

Thank you very much for your letter of October 20, 1975, and for the interesting proposal which it contained. You are preaching to the converted when you tell me of the need for a deeper understanding of the nature of the flow of public information between Canada and the United States.

It is my hope that a conference along the lines of your proposal can take place. However, as you are no doubt aware, there are several things to be taken into consideration in order that the financial participation of the Canadian Government might be of the kind which you request. Not the least of these is the current shortage of funds at our disposal.

It would, of course, assist us in making our decision if we were able to talk with you in person. Should you be in the New York City area, I would be pleased to meet with you to discuss your ideas and plans. I assure you that your proposal will be given every consideration, and I hope that I will be able to respond to it positively in the near future.

Yours sincerely,

Bruce Rankin  
Bruce Rankin  
Consul General

Professor Vernone M. Sparkes  
Director of Research  
Canadian Communications Studies Program  
Syracuse University  
215 University Place  
Syracuse, New York 13210

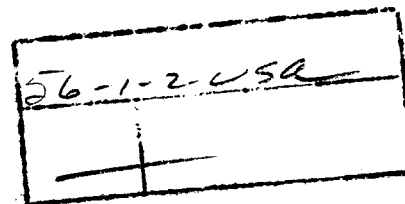
bcc: Mr. Richard Seaborn  
Embassy, Washington, D.C.  
✓ EXTOTT (FAQGWU)

FAP

UNCLASSIFIED

November 3, 1975

FAI

Liaison Visit to Boston

Mr. Ezrin will attend for a day - i.e. for the discussion of public affairs subjects. He will touch base with FAC and FAR before going.

H. Ezrin

ORIGINAL SIGNED  
A. B. ROGER

A. B. Roger  
Director  
Information Division

GWU/B. Hankey/6-4274/et

FILE  
DIARY  
DIV  
CIRC

FAP

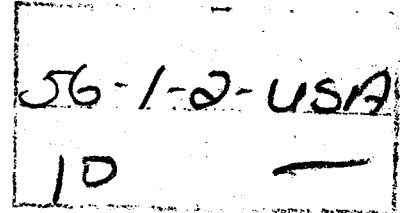
UNCLASSIFIED

October 27, 1975

GWU

Washington Telegram UNFO-2764 of October 17

Canadian/U.S.A. Cultural/Academic Meeting



We should like to attend and to assist in preparation for this meeting if and when it takes place. We would, therefore, appreciate being kept informed of any future developments concerning the proposed meeting.

D. R. HILL

GWU

UNCLASSIFIED

FM WSHDC UNF02764 OCT17/75

TO EXTOTT FAC FAR

DISTR GWU GWP FAP FAPD

REF YOURTEL FAC2003 OCT14

---CDN USA CULTURAL/ACADEMIC MTG

WE SPOKE WITH STRAUSS, DIRECTOR, OFFICE OF WESTERN EUROPEAN  
AND CDN PROGRAMS (CU/WE) BUREAU OF EDUCATIONAL AND CULTURAL  
AFFAIRS, DEPT OF STATE. STRAUSS CONTINUES TO BE READY TO  
MEET WITH US FOR A DAY TO DISCUSS BILATERAL INTERESTS IN  
CULTURAL AND ACADEMIC AREAS. WE SUGGESTED OTT FOR A MTG  
WHICH IS ACCEPTABLE TO STRAUSS. AT THIS STATE ONLY AVAILABLE  
TIME IN JAN WOULD BE DURING WEEK OF JAN 26/76. WE DID  
NOT/NOT DISCUSS POSSIBLE AGENDA.

END/025 172200Z 00080

PRLS  
O.R.

of following  
of it in 27  
8 12 h Gorte  
should par. 10 E  
in at 1. 20 1. 20  
4 such a way  
US.

Do a memo (one liner) to FAP  
Ref this kly saying that we  
would very much like to participate  
in preparation for & at this meeting  
if & when it takes place.

cc: EXTOTT (FAR)

Canadian Embassy

Ambassade du Canada

To/A *FAR*  
From/De: *ACRA*  
*001 30 1975*  
Att'n: *GRAHAM*

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

22 October 1975

<i>56-1-2-USA</i>	
<i>20</i>	<i>SK</i>

Dear Mr. Tulchin,

Further to my previous correspondence,  
I regret very much that I will be unable to join  
you in San Antonio for the conference. The  
pressure of other business in the absence of the  
head of our public affairs programme in the U.S.  
precludes my attending.

May I take this opportunity to wish  
every success for this conference, and to extend  
my greetings particularly to the Canadian participants.

Yours sincerely,

*Richard G. Seaborn*

Richard G. Seaborn  
Counsellor

Mr. Joseph S. Tulchin,  
Chairman,  
Programme Committee,  
New World Conference,  
Post Office Box 2357,  
Stanford, California 94305

FAI/H. Ezrin/2-4068/mel  
file/diary/circ/chron

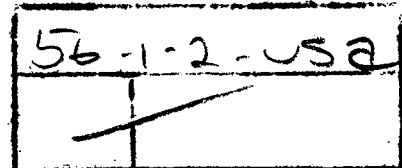
Mr. D. Frame

Unclassified

H.E. Ezrin

October 22, 1975

Bibliography on Canada/U.S.A. Relations



Mr. Yaki of the United States Embassy advised that the final (I hope, since the project has been dragging on since 1973) version of the typed manuscript is available.

2. There are a number of corrections that must be made in the French text of the Bibliography. Since we have undertaken to meet half the costs of production of the Bibliography and also to provide facilitative assistance as required, I would be grateful if you could arrange for one Francophone secretary, preferably with some editorial experience to be released from duty for one or two days in the division in order to make the necessary corrections. The editor from the U.S. Embassy's library would be available during that time for consultation purposes.

GWU

HERSHELL F. EZRIN

H.E.



FAI/H. Ezrin/bm/2-4068

file diary circ chron

GWU

FAP

56-1-2-USA	
✓	

UNCLASSIFIED

October 22, 1975.

Public Affairs in the United States:  
Division of Responsibilities


3

FAI  
FAC  
FAR  
GWP

— Attached is a final version of the division of responsibilities paper. You will note that it incorporates your suggested amendments as well as one or two minor modifications proposed by the Embassy. We have also made several minor adjustments to the text (Section 4) in order that it closely parallel the Tasks laid out in the Country Program guidance paper sent out to posts. For ease of reference, we attach a table which compares the initial draft prepared by FAP with the comments of both the Embassy (Washington Letter 1270 of June 30, 1975) and GWU (GWU memorandum of August 25, 1975).

— 2. We also attach a draft covering letter under which we propose to send out the division of responsibilities paper.

3. Your comments on the covering letter would be appreciated.

  
Patrick Reid,  
Director General,  
Bureau of Public Affairs.

## PUBLIC AFFAIRS IN THE UNITED STATES

### DIVISION OF RESPONSIBILITIES

The following guidance paper outlines the respective responsibilities between headquarters, the Embassy, Consulates General and Consulates in public affairs planning and programming in the United States.

2. The Bureau of Public Affairs, in consultation as necessary with the Bureau of Western Hemisphere and Heads of Post in the United States will:

- (a) determine, schedule and communicate to all USA posts the national public affairs programme priorities;
- (b) determine, plan and arrange for personnel and financial resources necessary for all posts to meet these objectives and priorities;
- (c) provide ongoing support to all posts by disseminating timely information and providing necessary materials and means; when appropriate in accordance with policy guidance provided by appropriate divisions in Ottawa;
- (d) through the programme control sections of the Bureau of Public Affairs, suggest programme development and monitor and evaluate the effectiveness of public affairs programming of all posts in the USA.

3. The Embassy in Washington, in consultation with headquarters and USA Heads of Post, is charged with general oversight of Canadian Government national public affairs activities in the USA. The Embassy,

- (a) disseminates policy guidance to consular posts in formats appropriate for use with different priority audiences;
- (b) coordinates the implementation of national programmes, and assists consular posts with the development of local (post) programmes in conformity with the objectives and priorities enunciated by headquarters;

.../2

- 2 -

- (c) makes recommendations and provides guidance on proposed post programs having national implications;
- (d) initiates in consultation with HQ and USA heads of posts, national public affairs activities that would assist the presentation of specific policies;
- (e) in terms of its own territory, carries out the responsibilities enumerated below.

4. The Consulates General and Consulates are charged with the development and implementation of public affairs programmes within their territories directed towards the achievement of post objectives and priorities. In consultation with the Embassy or with External Affairs headquarters as appropriate, they are expected:

- (a) to carry out basic responsibilities both actively and responsively for public relations in general and public information dissemination in particular, arising from Country Objectives by the effective use of print and audio-visual materials, in the prompt and efficient handling of enquiries and in responses to opportunities to communicate Canadian policies;
- (b) to ensure the most favourable positive response or understanding of Canadian policies, attitudes and achievements from priority audiences and influential individuals by identifying and cultivating those audiences and individuals in a systematic and progressive manner;
- (c) to achieve wider media coverage of Canadian affairs and a more accurate interpretation or understanding of Canadian policies in the post's territory by stimulating an interest in, accurate coverage of, and intelligent and/or sympathetic reporting in the media of both news and current events;
- (d) to reflect in the United States the growing creativity and scope of Canadian culture and learning by facilitating and promoting Canadian cultural manifestations within the area of the post, and to raise the level of awareness of Canada's bilingual and multicultural personality;

...3

- 3 -

- (e) to increase and deepen knowledge of Canada by encouraging Canadian studies, courses, seminars and research related to Canadian affairs for colleges, universities and selected high schools of the post's territory;
- (f) to obtain maximum public affairs benefit to Canada from the local efforts of all departments and agencies, provinces and private organizations, businesses and citizens;
- (g) to consult regularly with the Office of Public Affairs at the Embassy and with the Bureau of Public Affairs in the conduct of post public affairs programmes.

Public Affairs in the United States  
Division of Responsibilities

FAP Draft

Embassy

GWU

- |  |   |   |
|--|---|---|
| 2. <u>The Bureau of Public Affairs</u> , in consultation as necessary with the Bureau of Western Hemisphere and Heads of Post in the United States will:   | Delete "Heads of Post in the United States" - instead add the "Embassy" | as per FAP draft  |
| determine, schedule and communicate to all USA posts the national public affairs programme priorities;   | Agreed  | Agreed  |
| determine, plan and arrange for personnel and financial resources necessary for all posts to meet these objectives and priorities;   | Agreed  | Agreed  |
| provide ongoing support to all posts by disseminating timely information and providing appropriate materials and means;  | Agreed  | Agreed, but add "in support of policy guidance provided by appropriate divisions in Ottawa"   |
| through the programme control sections of the Bureau of Public Affairs, suggest programme development and monitor and evaluate the effectiveness of public affairs programming of all posts in the USA.  | Agreed  | Agreed  |
| 3. <u>The Embassy in Washington</u> , in consultation with headquarters and USA Heads of Post, is charged with general responsibility, national coordination and specific operational management as warranted, for public affairs activities in the USA. Within this context, the Embassy: | Agreed  | The Embassy in Washington, in consultation with headquarters and USA Heads of Posts, is charged with general oversight of Canadian Government national public affairs activities in the USA. The Embassy, |

Public Affairs in the United States  
Division of Responsibilities

FAP DRAFT

EMBASSY

GWU

disseminates policy guidance to consular posts in formats appropriate for use with different priority audiences;

Agreed

Agreed

coordinates the implementation of national programmes and assists with the development of local (post) programmes consonant with the objectives and priorities enunciated by headquarters;

Agreed

assists consular posts with the development of local (post) programmes in conformity with the objectives and priorities enunciated by headquarters;

assesses the effectiveness and performance of coordinated post programme activities; makes recommendations and provides guidance towards ensuring that programmes are executed to their best advantage;

Agreed

makes recommendations and provides guidance upon request on proposed post programs having national implications;

coordinates all consular post recommendations and endorsements which are public affairs related and bear national implications and dimensions; the Embassy is the channel through which all such recommendations will be routed;

Agreed

initiates in consultation with HQ and USA heads of posts, national public affairs activities that would assist the presentation of specific Canadian policies;

in terms of its own territory, carries out the responsibilities enumerated below.

Agreed

Agreed

4. The Consulates General and Consulates are charged with the development and implementation of public affairs programmes within their territories directed towards the achievement of post objectives and priorities. In consultation with the Embassy or with External Affairs headquarters as appropriate, they are expected:

Agreed, with following addition "and priorities and in concert with national priorities"

Agreed

Public Affairs in the United States  
Division of Responsibilities

FAP Draft

Embassy

GWU

to carry out basic responsibilities both actively and responsively for public information dissemination arising from post objectives by the effective use of print and audio-visual materials, in the prompt and efficient handling of enquiries and in responses to opportunities to communicate an awareness of Canada as an independent nation pursuing policies of understandable self-interest while contributing positively towards the resolution of world-wide concerns;

delete an awareness of Canada, add "Canadian policies"

delete "both actively and responsively" and the sentence after *an awareness of Canada* x

to ensure the most favourable positive response or understanding of Canadian policies, attitudes and achievements from priority audiences and influential individuals by identifying and cultivating those audiences and individuals in a systematic and progressive manner;

Agreed

Agreed

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

Agreed

Agreed

to achieve wider media coverage of Canadian affairs and a more accurate interpretation or understanding of Canadian policies in the post's territory by stimulating an interest in, accurate coverage of, and intelligent and/or sympathetic reporting in the media of both news and current events;

Agreed

Agreed

Public Affairs in the United States

Division of Responsibilities

FAP Draft

Embassy

GWU

to increase and deepen the knowledge of Canada by encouraging Canadian studies, courses and seminars on Canadian affairs in schools, colleges and universities of the post's territory;

to increase and deepen knowledge of Canada by encouraging Canadian studies, courses and seminars and research on related to Canadian affairs for colleges, universities and selected high schools of the post's territory;

Agreed

to facilitate and promote Canadian cultural manifestations within the area of the post, and to raise the level of awareness of Canada's bilingual and multicultural personality;

Agreed

Agreed

to consult regularly with the Office of Public Affairs at the Embassy and with the Bureau of Public Affairs in the conduct of post public affairs programmes.

Agreed

Agreed



DRAFT

UNCLASSIFIED

October 24, 1975.

TO: POSTS LISTED BELOW

FAP-(M)-

FROM: USSEA

REF:

SUB: Public Affairs in the United States:  
Division of Responsibilities

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

Attached is a set of guidelines defining the division of responsibilities with regard to public affairs programming between headquarters, the Embassy and consular posts in the United States. Posts will note that these guidelines reflect the direction laid down in the supplement to the 76/77 Country Program entitled Public Affairs in the Country Program.

2. We have recognized the need for a more coordinated, approach in the development of national public affairs programs in the USA in order to take full advantage of the public affairs infrastructure now in place at posts and new resources that have been made available at headquarters in the past year and a half.

3. We hope that this further elaboration of the relationship between posts and headquarters will prove beneficial to posts in both the planning and implementation of their public affairs programs.

4. It had originally been intended to discuss these guidelines at the autumn Heads of Post meeting which was postponed. We would propose that posts carefully monitor the operational impact of these guidelines upon their post public affairs programs with a view to reviewing them with us during Fiscal Year 1976/77.

GWP  
GWU  
FAI  
FAC  
FAR

USSEA

000789

## EXTERNAL AFFAIRS



*7th Wall*  
 from de ACRA  
 OCT 17 1975  
 AFFAIRES EXTERIEURES  
*Phu co useful*  
 Att'n:

TO  
A The Under-Secretary of State  
for External Affairs (FAI OTTAWA)  
FROM  
De The Canadian Embassy - Washington, D.C.  
REFERENCE  
Référence Your Telegram FAI-3593 of Oct. 9/75  
SUBJECT  
Sujet CANADA TODAY/D'AUJOURD'HUI

SECURITY  
Sécurité UNCLASSIFIED  
DATE Oct. 15, 1975  
NUMBER  
Numéro 1997

FILE DOSSIER  
 OTTAWA  
 56-1-2-USA  
 MISSION  
 4156-12-6-WSH-1-2 28  
 CC 56-12-5-1-WSH

ENCLOSURES  
Annexes

1

DISTRIBUTION

BY OTT

GWU

Please find attached expenditures to date. The projected budget follows:

	Expenses	Total
		106,055.23
Telephone (@ \$100/month)	600.00	106,655.23
Columbia Computer (@ \$900/issue)	3,600.00	110,255.23
Kelly Group (@ \$2,000/month)	12,000.00	122,255.23
James True Inc. Sept-Oct (12 pp)	13,500.00	135,755.23
Nov. (map)	19,000.00	154,755.23
Dec. (28 pp)	25,000.00	179,755.23
Jan. (8 pp)	10,000.00	189,755.23
Feb-Mar (8 pp)	10,000.00	199,755.23

*ROJ*  
 The Embassy

DISTRIBUTION  
 "by OTTAWA"  
 done in ACR

OCT 16 1975

DISTRIBUTION  
 "par OTTAWA"  
 effectuée par ACR

SC 21115

Canada Today

200,000

Date		286-144-015-2-612-000-28606					Expended acc amt		
1	1975								
2	April 8	137- Kelly Group - APRIL FEE					200000		1
3	8	135- Columbia Computers					92550		2
4	8	95- James True Inc. - Bal. re JUNE 75 - Issue					265628		3
5	24	398- James True Inc. - Feb/march Issue					1145944		4
6	24	365- P v P Telephone					7387	1711509	5
7	May 1	510 Columbia Computer Corp.					87252		6
8	7	579 Kelly Group - MAY FEE					2040.00		7
9	21	851 P v P Telephone					24981	2027742	8
10	June 6	1093 James True Inc. - APRIL & MAY ISSUES					3849626		9
11	12	1185 Kelly Group - JUNE FEE					2060.00		10
12	16	1235 Columbia Computer Corp.					95608	6178976	11
13	July 7	1477 Kelly Group - JULY FEE					206000		12
14	11	1558- C & P Tel. Co. 1746 mass					17146		13
15	18	1694 Columbia Computer Corp					66861		14
16	18	1720 James True Inc. - JUNE ISSUE					3569973		15
17	23	1797- P v P Telephone				July-7 38,752.10	15230	10054186	16
18	Aug 1	1895 Jet Printing/Mailing					927	10055113	17
19	15	2027- Kelly Group - AUG FEE T <sup>200</sup>					226600		18
20	15	2138- P v P Telephone				Aug-7 2311.68	3641	10285354	19
21	Sept 5	2487- Kelly Group					2060.00		20
22	11	2566- James True Inc.					12654		21
23	25	2730- P v P Telephone				Sept-7 2348.56	16201	10520269	22
24	Oct 14	Columbia Computer					85314	10605523	23
25									24
26									25
27									26

2000791

27

56-1-2-USA		
35		

file

Public Affairs Representation in the U.S.A.

1/10/75

Purpose:

1. The purpose of this paper is to analyze the requirements of a Canadian public affairs network in the United States with a view to recommending the emplacement of a network of graded posts. This paper will propose an ideal situation designed to achieve maximum effectiveness in public affairs and deliberately does not take into account present or future budgetary factors.

Factors:

General

2. In a country as large, diverse and regionalized as the United States, effective contact with the opinion-forming and decision-making elements in the population can be achieved only through wide-spread representation. This has already been recognized in the establishment of sixteen Canadian missions of various types across the U.S.A. However, it is clear that there are important gaps which remained uncovered, notably in the Mid-West where there is no representation between the Rockies and Dallas, and in the northern plains, the central Pacific, the southwest, northern New England and Florida.

3. There are a number of key criteria which should be considered in determining where public affairs missions should be established. These include geographical location, population, distance from other Canadian missions, presence of media with national or regional following, presence of business and financial headquarters, presence of state government, presence of important educational institutions, common interests and issues, and degree of relationship with Canada including presence of Canadian citizens or ex-Canadians. More sophisticated criteria would be dynamic factors such as rate of growth of population, rate of growth of industry, and relative median income. In the attached annex will be found an analysis of each major region according to the above-mentioned criteria.

Capital

4. It is assumed that Canada's principal post in the U.S.A. would be the Embassy in Washington and that it would have a major public affairs capacity so as to co-ordinate national public affairs policies and programs and congressional relations. For its central coordination and direct program responsibility we envisage an establishment of roughly the same size as now exists, i.e. 10 program officers. However, the Embassy's ability to cater to the public affairs requirements of the major regions, and indeed the major cities, of the country, scattered as they are over a sub-continent with distinct political, economic and social patterns and interests is limited.

- 2 -

### Major Public Affairs Posts

5. It would therefore be important to establish public affairs posts or centres in five strategically located major cities, viz. New York (Eastern Seaboard), Boston (Northeast), Chicago (Mid-West), Houston (South Central) and Los Angeles (Pacific). They would boast a well-rounded public affairs capability and would be responsible for the general direction of all regional public affairs programs - Information and Media Relations, Cultural Relations and Academic Relations. The latter two programs could be managed essentially from these posts and, apart from Washington, all specialized cultural and academic personnel would be confined to these posts. All told, we envisage a program officer complement of from five to eight, both Canada-based and locally engaged, which would include at least three, and more likely four, information and media officers. Whether the head of post would be a public affairs specialist would depend on the balance of other Canadian interests at the post. The number of support staff for major public affairs posts would be determined by the size of the officer establishment and the functions of the post.

### Cultural Centres

6. It is assumed that there is general acceptance of the importance of promoting in the United States a broader and deeper comprehension of Canada's national identity and unity. It is assumed also that there is recognition of the useful role that can be played in this promotion by carefully selected and presented cultural activities which both demonstrate the variety and excellence of Canadian cultural achievements and appeal to the large sophisticated American audience. Ideally there should be focal points within the United States on which these cultural activities can be concentrated and from which they can be disseminated.

7. We would therefore propose that four cultural centres be opened in the United States in New York, Chicago, Houston and San Francisco as necessary tools for the professional promotion of Canadian culture and to provide assistance for its marketing in the U.S.A. Three of these centres would be directly associated with the major public affairs posts in the cities, while the San Francisco Centre would be directly associated with the information/media relations "mini-post", discussed below.

8. The role of these centres would be to provide a showcase to rising Canadian talents in the arts and test the market for them, to ensure on a continuous basis professional advice and services to the Canadian artistic community as a point of contact between the community and the American market in their area; and to assist the diplomatic representations in the U.S.A. with the cultural content of their own programming.

- 3 -

9. Our experience with Paris has shown that a specialist director, respected by the cultural community and able to grasp the importance of cultural affairs beyond his (or her) own specific discipline, is the best means of building a centre that realizes the interests of artists while remaining realistic to the national political and economic exigencies of governmental purpose. His term should be for at least five years. Under this Director there should be a Deputy who could be a political officer with a specific interest in public affairs. The Deputy would be the rotational liaison with the Department and its mission in the United States and would be responsible for defining and promoting the foreign policy applications of the cultural centre. The Director and his Deputy should have the kind of power-sharing mandate that avoids any unnecessary competition between their different but essential functions which are to balance the political and cultural "sensitivities" of the centre.

10. There should be two officers at the PM-5 and PM-2 or 3 levels in charge of performing and visual arts. There should be one person in charge of media liaison; one person with a marketing background in charge of record and/or film promotion (as coordinated with the National Film Board, etc.) and possibly additional officers, as considered desirable. All staff would be part of the public affairs establishment in the U.S.A. The support staff establishment for the centres would be determined according to the same criteria as applied to major public affairs posts.

#### Academic Relations

11. We are convinced that a central, well-supported coordinating role is essential to the Canadian studies program in the U.S.A. Canada's best interests are served when American perceptions of their northern neighbours reflect the realities of Canada today. The U.S. academic communities' interest in Canada is particularly welcome on at least two counts. Because of the scholarly pursuit of objectivity, the images conveyed will have greater depth, breadth, and intellectual substance which will stand the test of time. In addition, the impact of academia on society as a whole is considerable and therefore the contribution to American understanding of Canada extends well beyond the campus.

12. As previously, coordination would be exercised from Washington, but it would be reinforced. The coordinating role would require one foreign service officer, together with one locally-engaged officer. There would be modest support staff. A unit of this size would have sufficient flexibility to operate effectively in the field.

- 4 -

13. There would also be a need to restructure and reinforce the regional effectiveness of the Canadian Studies Program, viz. in Atlanta, Boston, Chicago, Houston, Los Angeles, New York, San Francisco, and Seattle. However, we would recommend that a Canadian studies liaison officer be assigned only to Boston and Chicago as major public affairs posts, and to the mini-post of San Francisco with a mandate to spend between 1/3 and 1/2 of his time on the road (evaluating programs, making and renewing contracts, lecturing, discussing library needs, etc.).

14. Of the 20 information/media relations posts proposed below, Buffalo, Cleveland, Minneapolis and Denver are of some importance for Canadian studies, but academic responsibilities of the other proposed mini-posts could be handled, as is now the case, by the closest major public affairs post.

#### Information/Media Relations "Mini-Posts"

15. There is a national information and media role, which can be performed by the Embassy in Washington and major public affairs posts. However, the national print and electronic media are relatively few and have only an incomplete hold on the country. The rest (and the great majority) of the media, which have significant impact, have only local coverage. The most effective way of reaching priority U.S. audiences is therefore through the regional dissemination of information via local media. It is therefore considered that important areas out of the immediate reach of major posts need to be serviced for information and media relations purposes by smaller regional centres or "mini-posts". These posts would also have residual cultural and academic functions.

16. We would propose that the following group of 20 small centres be designated as information/media relations "mini-posts" within the public affairs network: Anchorage, Atlanta, Baltimore, Billings, Buffalo, Cleveland, Denver, Detroit, Kansas City, Miami, Minneapolis, New Orleans, Oklahoma City, Phoenix, Philadelphia, Portland (Oregon), Portland (Maine), Salt Lake City, San Francisco and Seattle. These posts would consist of one officer, one clerk and one secretary, the last two locally engaged. They would concentrate on media relations and information dissemination. If budgetary restraints precluded the placing of a Canada-based officer in each of these posts, we would recommend the contracting of honorary consuls with public affairs, and preferably media, experience to act in their stead.

17. We would consider these "mini-posts" to be primarily for public affairs purposes with the main posts in the regions carrying on a broader range of functions. One or two functions, such as consular affairs, could nonetheless also be devolved upon these mini-posts, if the necessary human resources were available.

- 5 -

18. These "mini-posts" have been selected with a view to their location and information/media potential. Most relate directly the network of U.S. media points. As the selection of some might be questioned for other reasons, several alternative "mini-posts" have also been listed in Appendix A, together with those recommended as major public affairs posts.

-- 19. An annotated map at Appendix B indicates the total pattern of proposed public affairs representation in the U.S.A.



Appendix A

file

Analysis of U.S. cities according  
to Canadian public affairs criteria

## ALBUQUERQUE

Albuquerque, with a metropolitan population of 378,000 and 96th in rank in the USA, has an industrial mix of commercial laboratories, clothing manufacturing and movie production. The per capita income is estimated at \$4,374 drawn partly from the government through the Kirtland AFB, Air Force Special Weapons Centre, Air Force Weapons Laboratory, the Bureau of Indian Affairs and other departments.

The Journal, circ. 74,000, is the leading of two daily newspapers. There are also four TV and 18 radio stations.

\* AP Control Bureau

\* (Associated Press and United Press International report on news in the U.S.A. AP has the largest network of correspondents and technical facilities.

Each service has regional operation, again AP being the leader, with correspondents filing copy to a regional hub, called control bureaus by AP and news centres by UPI. The news stories are edited and sent on to New York City. In unusual circumstances, a major disaster for instance, a correspondent may file directly to New York where both services have their headquarters.

A regional operation can be responsible for one state or several states depending upon the population and the number of member newspapers.)

## ANCHORAGE

Anchorage, metro population 148,800 and 192nd in rank, will continue to develop and prosper because of rich oil discoveries in the polar regions. It is a major refuelling stop for transpolar flights, an important oil shipping area and a key defense centre. There are sustained contacts with Whitehorse, N.W.T.

The Times, circ. 46,000, and The Daily News, circ. 17,000, are the city's two dailies. There are also four TV and eight radio stations.

## ATLANTA

Atlanta, the capital of Georgia, has a population of 1,776,000 and is regarded as a choice location for Canadian trade and investment. It has the headquarters or branch operations of every major industry and is the major transportation centre for several southern states. Canadian investment in the Atlanta area is estimated at \$467 million. U.S. exports to Canada from the region are placed at \$711 million while the reverse trade is about \$97 million, mainly in auto parts and popular goods such as Coca Cola, a soft drink invented in Atlanta.

Cox Communications owns the city's two daily newspapers, The Atlanta Constitution, circ. 213,000, the more influential, and the Atlanta Journal, circ. 254,000. WSB TV and radio, owned by the NBC network, are the most important outlets. The city's seven TV and 33 radio stations represent the third most important market after New York and Los Angeles.

AP Control Bureau

UPI News Centre

### Academic Relations

The most prestigious and highly developed aspect of the academic relations program in Atlanta's territory remains the Canadian Studies program at Duke University. Twenty-one academics (including those at Duke) are members of the Association for Canadian Studies in the United States. The Consulate General remains in close touch with these academics, and continues to support the on-going school curriculum project conducted by Duke University. There are indications that other major academic institutions in the area would be responsive to Canadian studies promotion.

## BALTIMORE

Baltimore, Maryland, with a metro population of 2,140,000 is ranked 14th among cities in the country. As part of the densely populated area stretching from Washington to New York, Baltimore is a key transportation and communications centre where a highly diversified industrial base provides an estimated buying income of \$4,182 per capita. Home ownership is placed at 57 percent in a consumer market that is served by 209 shopping centres and over 3,500 stores.

The main daily newspapers are The American, circ. 185,000, and The Sun, circ. 183,000. The media are represented by three dailies, five TV and 25 radio stations.

AP Control Bureau

## BILLINGS

Billings: population, 95,000 with one daily newspaper, The Gazette, circ. 56,575; one weekly, The Times, circ. 3,000; two TV and five radio stations.

The location of a Canadian public affairs mission in Billings would fill a representational gap that currently exists in the northern tier states between Minneapolis and Seattle. Our post in Billings would also facilitate links between the northern tier states and our western provinces.

## BIRMINGHAM

Birmingham's metropolitan population of 785,000, 47th in the U.S., is primarily employed in heavy metals manufacturing with the leading company being U.S. Steel. It is the state's largest city with retail sales estimated in the \$60 billion range. Five major rail freight lines and two bus lines service the area. The leading daily newspaper is The News, circ. 181,000 owned by the same company as the other daily, The Post-Herald, circ. 72,000. There are four TV and 15 radio stations as well.

## BISMARK

Bismark: population 38,123 with one daily newspaper, The Tribune, circ. 24,000, two TV and five radio stations.

The location of a Canadian public affairs mission in Bismark would fill a representational gap that currently exists in the northern tier states between Minneapolis and Seattle. Our post in Bismark would also facilitate links between the northern tier states and our western provinces.



## BOSTON

Key city of the five northern New England states, and the capital of the eastern seaboard, Boston has a population of 3,918,400, the sixth largest metropolitan area in the U.S. However, there is a continuing exodus from the city centre to the suburbs, a fact that is common to the major American and Canadian cities. The population of Massachusetts in 1975 was 5,828,000. compared to 5,689,000 in 1970, with an average income of \$6,585 two years ago, against a national average of \$6,441. The state's population growth between 1960 and 1970, according to the last available census figures, was        percent compared to a national percentage of 13.3 percent.

The area's chief Canadian imports are components for the defense industry, casting and forging, lumber, fish and auto parts.

The Boston Globe with a circulation of 276,000 is viewed by the post as the most valuable newspaper for diffusing Canadian views on a regional basis. Other papers are The Christian Science Monitor, circ. 189,000, at one time an influential voice of national and international policy but now considerably diminished in importance, and the Herald American, circ. 309,000.

AP Control Bureau  
UPI News Centre

### Academic Relations

This city is in an area of many prestigious universities and has an active and effective Academic Relations program. Perhaps its four most important contacts are with the Center for International Affairs, Harvard University; the University of Vermont, Burlington, Vermont; the Canada-American Center at Orono, Maine; and the Canadian Studies Council of Massachusetts. Active Canadian studies programs are carried on in a score of universities in this region.

## BUFFALO

Buffalo, population 1,330,700 and 27th in rank, beams the production of ten TV and 20 radio stations every day at Toronto, English Canada's chief broadcasting centre which provides an influential forum for opinion-formers and decision-makers.

The print medium is represented by five dailies, the major ones being The Courier-Express, circ. 128,000 and The Evening News, circ. 279,000.

An initiative worthy of note is the production of a weekly TV show by the Buffalo consulate which is run on the local outlet of the Public Broadcasting System, the U.S. educational network.

The average income per metro household after taxes is \$13,721. As the distribution centre for the northeastern U.S., the city handles \$6.5 billion in trade between the U.S. and Canada every year.

Buffalo has direct highway and rail service to all of Canada and is on the Great Lakes-St. Lawrence Seaways System with access to overseas and the Atlantic seaboard.

## CHICAGO

Only nine countries have a higher GNP than the metropolitan area. Cooke County, the heart of Chicago and the Democratic Party, has a GNP greater than 42 states. With its population of 3.1 million and its metropolitan population of 7.6 million, the city is one of the major links with Canada because of its proximity to Toronto, this nation's financial and communications capital. About 20 percent of American visitors to Canada come from the mid-west and funnel through Chicago. The city is the busiest convention and trade show centre in the United States and provides the largest retail sales market. The area's GNP is valued at \$89 billion (1977) with purchases in Canada of a minimum of \$3 billion. American investment in Canada from the area is estimated at \$6.2 billion with Canadian placements at about \$1 billion.

The two principal newspapers are the Sun Times, circ. 551,000, and the Tribune, circ. 746,000. The Tribune is perceived as the most important opinion-former and potential outlet for Canadian information. There are 18 other dailies, 9 TV, 25 AM radio and 33 FM radio stations in the metropolitan area.

The major TV stations are WMAQ TV, NBC, WBBM, CBS, WGN, an independent, and WW TV, an affiliate of the educational system, PBS.

AP Control Bureau  
UPI News Centre

### Academic Relations

The post in Chicago maintains close contact with Northwestern University at Evanston, Illinois, where a successful Canadian Studies program has been established with Canadian government support, and where efforts are being made to establish two Chairs of Canadian Studies, one financed with Canadian private funds, the other supported by endowments and contributions from United States sources.

The post recently provided the teaching staff for a seminar on Canada at De Paul University, and is systematically visiting universities in its large consular territory, most recently in Iowa, Nebraska, Kentucky, Kansas and Missouri. The post hopes soon to inaugurate publication of a "Midwest Canadian Studies Bulletin" in the form of a newsletter for distribution to academics and university departments.

## CLEVELAND

Cleveland, metro population 1,984,100 and 17th in rank, is in the heartland of the populations of both U.S. and Canada with half the populations of each country within 500 miles. The complete range of North America's heavy industries are represented in strength in Cleveland: steel, manufacturing of primary metals, machinery, tools, automotive parts, electric motors, petroleum products, chemical, rubber and the list goes on. The value of its products is over \$15 billion a year.

The Plain Dealer, circ. 403,000, is one of the U.S.'s most representative dailies. The city's other daily newspaper is The Press, circ. 325,000. The multicultural character of the region has encouraged the development of numerous newspapers in languages other than English. There are five TV and 26 radio stations operating in the area.

DALLAS

Dallas--Fort Worth, with a combined population of 2,498,500 and 10th in rank in the U.S.A., has the largest airport in the country. The area has a wide range of manufacturings from aerospace products to clothing apparel. Dallas ranks as the banking and insurance capital of the Southwest.

The main daily newspapers are the Dallas Morning News, circ. 259,000, The Dallas Times Herald, circ. 224,000 and the Fort Worth Star-Telegram, circ. 141,000. There are also five TV and 37 radio stations.

AP Control Bureau  
UPI News Centre

DENVER

Denver-Boulder, with a combined population of 1,391,000 is the first city in the state and 24th in the U.S. Well-known for its smokeless industries, the area produces rubber products, luggage, hose, furniture and beer. Per capita income is valued at \$4,800. The largest complex of federal offices outside of Washington is located here with close to 40,000 employees. Among the federal departments and agencies are the U.S. Mint and Lowry Air Force Base.

The two major dailies of the three printed are The Post, circ. 255,000, and the Rocky Mountain News, circ. 219,000. There are also five TV and 32 radio stations.

AP Control Bureau

## DETROIT

Detroit, better known as Motor City (and now gaining notoreity as Recall City) has a population in the metro area of 4,434,300, placing it 5th on a nation-wide basis. In an attempt to revitalize its decaying centre, city authorities approved vast building programs financed by the private sector: \$500 million for a waterfront area development including living units, offices and hotels; a 660-acre, \$284 million downtown residential development, and a 235-acre, \$500 million mid-town medical centre.

In addition to the 200,000 people employed in the auto industry, another 1.4 million work in other types of manufacturing such as machine tools, iron products, metal stampings, drugs and paint.

The daily newspapers with the widest circulation are the New, circ. 636,000, and the Free Press, circ. 623,000. Other media: 9 TV and 18 radio stations.

FARGO

Fargo: population, 125,000; newspaper, The Forum,  
circ. 61,000, 4 TV and 7 radio stations.



## HOUSTON

Houston is one of the fastest growing cities in the United States and is considered to be the energy capital of the world. Its population of 2,222,000 ranks it as the 13th largest city in the USA. Canadian exports to this area have grown dramatically in recent years, making it our fastest growing market in the USA. Our sales to Texas amount to about \$500,000,000 per year.

The Houston Salute to Canada in September will help to maintain this momentum, and provide a good opportunity to develop the perception of Canada as a dynamic, industrial country.

Houston is the fifth largest headquarters city in the United States, with over 600 companies having their principal offices in the city. All the oil companies in Houston and some engineering and other concerns have subsidiaries in Canada. Through these subsidiaries such as Fluor, and Brown and Root, Canada does a considerable amount of third-country business especially to the Middle East.

Air Canada has instituted a second daily Houston/Toronto flight and there are three major tour wholesalers in Houston selling Canadian travel tours. Continental Airlines is expected to begin a regular flight to Western Canada, probably Calgary, shortly. Houston continues to be a strong source of convention travel to Canada.

There are two major dailies, six television and 29 radio stations operating in Houston. The city has several major cultural facilities for performing and visual arts, all actively supported by a very wealthy elite.

With no corporate or income taxes in the region, the total retail sales in the Houston market in 1974 was almost \$9 billion.

Public educational institutions subsidized elsewhere by taxes are supported here by oil revenues. For example, the prestigious University of Texas system collects a substantial share of its revenues from oil drilling leases.

### Academic Relations

This proposed post would serve an increasingly important grouping of important and influential universities. The South West remains a serious gap in the Canadian Studies network and energetic missionary work sur place will be essential.

KANSAS CITY

Kansas City, 28th in the U.S. with a metropolitan area population of 1,301,600, is also an auto assembly centre. It is first in the production of vending machines, greeting cards and winter wheat trade.

The daily newspapers are The Star, circ. 309,000, and The Times, circ. 330,000, with other media represented by six TV and 10 radio stations.

AP Control Bureau

## LOS ANGELES

The Los Angeles Basin is a colossus of over 9 million people with an estimated gross domestic product of more than 65% of Canada's. If California were a separate nation its gross national product would be the eighth largest in the world. Southern California is a chief operation centre for a number of banks and investment companies. Throughout the area there is a concentration of advanced technology industries including aerospace, defence and electronics. The Southwestern United States also has a sophisticated agricultural infrastructure and is richly endowed with oil, gas, coal, copper, uranium, potash and other important minerals. An important factor contributing to the enormous shift in power from the Eastern United States to Southern California over the last 30 years has been a growth in population of more than 200%. There are over 500 companies headquartered in the Los Angeles Basin alone which either have subsidiaries or participate in joint financial ventures with Canadian companies.

Southwestern California perhaps more than any other state of the Union plays a transiting role particularly where issues touch on the environment, energy and taxation policy. Los Angeles is also an international communication centre through the film, television and recording industries which are headquartered here. It is the home of the second largest daily morning newspaper in the United States, The Los Angeles Times. The Los Angeles Times' syndicate feeds over 400 national newspapers. A number of influential magazines also have their headquarters in the Los Angeles area. There are 75 radio stations and 13 television channels in the Los Angeles region. Los Angeles is a prime market for Canadian films and the showcase for talent. Critical acclaim here is a key to commercial success. It is also the headquarters of influential groups of performing artists unions who are affected by Canadian legislation.

AP Control Bureau and UPI News Service

### Academic Relations:

The post in Los Angeles maintains a selective program of promotion of Canadian studies in Southern California, a major centre of learning in the United States through the promotion of Canada Days at universities, the provision of speakers for seminars, and an in-depth study of the needs of university departments which may be receptive to Canadian study programs.

MIAMI

Miami, population in the metro area of 1,415,900 ranks 21st. It is only a short distance from Miami Beach where there is the heaviest concentration of resort hotels and motels.

The leading daily newspaper of three is the Miami Herald, circ. 390,000. There are also ten TV and 38 radio stations.

AP Control Bureau

MINNEAPOLIS

Minneapolis-St. Paul have a combined metro population of 2,010,800, 16th in rank. The median household income varies from \$13,038 in Minneapolis to \$14,285 in St. Paul. The area's industries include computer manufacturing and foodstuffs, book publishing and insurance.

There is considerable media competition with four dailies, the Star, circ. 233,000, The Tribune, circ. 223,000, the St. Paul Pioneer Press, circ. 102,000, and the St. Paul Dispatch, circ. 119,000, in addition to six TV and 39 radio stations.

AP Control Bureau

## NASHVILLE

Nashville, metro population 744,600 and 54th in rank, has been the recording centre for western and country music for generations. The Grand Ole Opry, the leading concert hall in the U.S. and around the world for that kind of music, has been broadcasting programs across scores of radio--and in some cases TV--stations across North America. In other words it is one of the principal electronic media centres in the U.S. Several religious programs also emanate from there and are carried on Canadian TV and radio outlets as well.

Fifty-two percent of single recordings are registered in 40 studio complexes in Nashville. Clothing footwear, insurance, auto glass, printing of religious material, tires, air conditioning and hearing equipment are also produced.

The Tennessean, circ. 133,000, is the major of two dailies. There are also five TV and 22 radio stations.

AP Control Bureau

## NEW ORLEANS

New Orleans, one of the first large cities in the U.S. to build a covered sports complex, the Superdome, the city is ranked 33rd in the country with a metropolitan population of 1,090,200. It is the trade centre for the Mississippi valley with bank resources of over \$5.1 billion. The effective buying income of the greater city area is estimated at \$6.2 billion with the average household income calculated at \$16,330.

The city has an international reputation for its unique architecture and cultural life -- good food, jazz at Preservation Hall and the reconstructed French Quarter.

New Orleans' two major daily newspapers are owned by the same company: the Times-Picayune, circ. 205,000, morning and, and the States-Item, circ. 120,000 morning and Sunday. Other media include five TV and 17 radio stations. The major TV and radio outlets are operated by CBS and NBC.

Universities in or near the city are Tulane, Louisiana State, Loyola - Dillard, Southern Xavier and St. Mary's Dominican.

AP Control Bureau

## New York

With its population of 9,634,400, New York is the world's largest financial centre and the focal point of American industry, commerce, media activities and cultural development. The city plays a key role in funding Canadian bond issues and other capital investments. Canadians themselves travel there frequently both for business and pleasure. The New York Times, circ. 844,000 on weekdays and 1,446,000 on Sunday (including wide circulation in Canada), the Daily News, circ. 1,912,000 on weekdays and 2,753,000 on Sundays, The Post, circ. 503,000 on weekdays and 341,000 on Sundays, The Wall Street Journal, circ. 1,484,667, Newsday (Long Island), circ. 500,000, are the major print media.

The three commercial networks, CBS, NBC and ABC have the prime tv and radio outlets and are viewed as equally important by the post as disseminators of the Canadian information. The local outlet of the Public Broadcasting System is seen as an evolving potential for media relations.

In summary, there are three dailies, 13 tv and 39 radio stations.

## Academic Relations

This post also has a key academic constituency. Consideration is being given to the posting of a senior Canadian public servant to Princeton or Columbia University. The post works closely with the Visiting Canadian Professor at Yale University in arranging series of lectures by Canadians on topics of importance in terms of Canada-U.S. relations and on the development of a centre of interdisciplinary focus for Canadian Studies at Yale.

Very useful work has begun with the State University of New York, Plattsburgh, and with St. Lawrence University, Canton, designed to provide course material and curricula guides for Canadian studies in secondary schools in New York State and New England.



## OKLAHOMA CITY

Oil-rich Oklahoma City, with a metropolitan population of 766,200 and 1,500 producing wells is ranked 49th in the U.S. Besides the oil industry, the area is the location of Tinker Air force base which employs over 17,000 civilians and 3,500 military personnel on a \$100 million installation. The city has two major dailies, the Oklahoman, circ. 182,000, and the Times, circ. 99,000 in addition to a third daily, 4 TV and 10 radio stations.

Little Rock, Ark., metro population 356,000, has two daily newspapers, the Gazette, circ. 115,000, and the Democrat, circ. 63,000. There are also four TV and 13 radio stations. Rubber, watches and clocks, arms and electronic products are among the major industries. The media family income is estimated at \$14,562, the average per capital income at \$5,475, and the country's total personal income, \$37.9 billion.

AP Control Bureau

## PHILADELPHIA

The fourth largest city in the United States, Philadelphia and its metropolitan area has a combined population of over 4.8 million people, a figure which includes many of the 200,000 Canadians living in the region. Pennsylvania and Delaware receive \$1.6 billion worth of Canadian exports a year; Canada takes goods and services value of \$2.4 billion from the two states.

The broad base of the Delaware valley economy keeps it relatively free of major fluctuations in the employment rate, and makes for a stable work force - one which is, on the whole, more highly skilled and better educated than the national average. While the industrial work force in the Delaware valley region is one of the most highly unionized in the country, it has demonstrated its stability in terms of wages, days lost due to strikes, and job turnover.

Philadelphia's metropolitan community is among the wealthiest and best educated in the United States. The local market for goods and services is approximately 5.7 million people with income levels well above the national average (mean household income is about \$15,000 a year). This is a region hungry for news. The population is served by four major newspapers with a combined circulation of about 1.5 million. The largest is the Evening Bulletin (563,000); one newspaper is Canadian owned and growing. There is a large number of radio and television stations in this area, which ranks fourth in the USA as a TV audience zone. The CBS network considers the region important enough to have established one of its owned and operated television stations in Philadelphia. This makes it invaluable for medium and long range public affairs contacts, especially since the CBS facility in this area is considered by network executives to be the largest well from which to draw talent for the network stations across the country.

This region has a very active cultural life, with music and art as the best known components. The Philadelphia orchestra, the Bloomington symphony, the Academy of Music at the Curtis Institute, excellent opera and ballet companies, and over 20 little theatres are all within a 50 mile radius of Philadelphia and contribute to the cultural dynamics of this region.

There are over 50 universities and colleges which operate in the region, and Canadian content in their programs is steadily increasing.

## PHOENIX

Pheonix, with a metropolitan population of 1,172,200 is ranked 31st in the USA. Electronic and computer equipment, aircraft parts, aerospace technological products and cable are manufactured in the area providing an economic base which provides residents of \$14,371.

The Republic, circ. 198,000, and The Gazette, circ. 108,000, are the two daily newspapers of the area. Other media are six TV and 32 radio stations.

AP Control Bureau

## PITTSBURGH

Pittsburgh, metro population 2,333,600 and 12th in rank, has one-fifth of the country's steelmaking capacity and is the shipping centre for most of the bituminous coal that is mined in the western sector of the state, one of the U.S.'s greatest sources of coal. The city is the site of the world's first full-scale nuclear power plant and is the world's largest manufacturer of aluminum, steel rolls, rolling mill machinery, window glass and safety equipment. It is the third largest headquarters city in the U.S.

There are two dailies, The Post-Gazette, circ. 219,000, and The Press, circ. 270,000, and five TV and 27 radio stations. The first educational TV station in the States was opened here.

UPI News Centre

## PORTLAND (MAINE)

Portland is Maine's largest urban area and is the eastern seaboard city with the closest historical and contemporary ties with central Canada, especially Montreal. With a metro population of 227,300, 150th in standing, the city serves as the eastern terminus of the oil pipeline from Montreal and is a favorite stopover for Canadian tourists travelling along Maine's coast.

The median family income of \$11,600 is based on an exonomy supported by revenue from the fishing fleets which make the city their base, from seafood, printed materials, clothing, metal, electronic parts and wooden goods.

The daily newspapers, the Press Herald, circ. 55,000, and the Evening Express, circ. 30,000, are part of the media industry that includes three TV and nine radio stations as well.

PORTLAND (OREGON)

Portland, with a population of 1,079,700 in the metro area, is ranked 34th in the U.S. First in manufacturing logging and lumbering equipment, there are also a thriving electronic and electrical industries. It is the 10th largest freshwater port in the U.S. a 27 mile frontage and 29 maring berths. Retail sales in the metro area are estimated at over \$4 billion annually.

The area two dailies are the Oregonian, circ. 227,000 and The Oregon Journal, circ. 110,000.. There are five TV and 19 radio stations as well.

AP Control Bureau

ST. LOUIS

St. Louis, metro population of 2,371,400 and ranking 11th, is second only to Detroit in auto and truck assembly with the Big Three located there. The aerospace industry, shoe manufacturers and grain companies have offices and plants in the city.

The two daily newspapers, The Globe Democrat, circ. 271,000, and The Post-Dispatch, circ. 298,000, share the market with six TV and 28 radio stations.

## SALT LAKE CITY

Over half the state's population live within 30 miles of the capital and Salt Lake County seat. The city's population of 765,500, 51st in the country, earns an average family income of \$13,201 with salaries mainly drawn from the Hill Air Force Base, 30 miles north, local defense industries, mining, smelting and refining, electronics and apparel manufacturing. Salt Lake City is the main distributing and warehousing centre of the west.

The major newspaper is the Tribune, circ. 104,000, mornings and Sunday, a competitor is the Salt Lake Dessert News, circ. 73,000 the evening paper, owned by the same company as the Tribune. There are also five TV and 18 radio stations in the area.

AP Control Bureau



## SAN FRANCISCO

With a population of 3,135,000 San Francisco is the seventh largest city in the United States. The Bay area is the financial center of the American west coast, and Canadian exports to northern California are valued at some \$1.12 billion of which goods account for \$335 million and natural gas \$783 million. Canada imports \$86 million worth of goods from Northern California. Seven Canadian banks and 20 multinationals with Canadian subsidiaries are based in the Bay area. Total personal income (N. Cal.) is \$5,600 and is increasing at ten percent a year.

There are 45 radio and eight television station in the metropolitan area with audiences of 3.95 million and 4.90 million respectively. This ranks San Francisco fourth and sixth in terms of natural radio and TV audiences. All four major networks are represented in the area - one station being owned and operated by ABC. The Bay area is eighth in the U.S. newspaper market with four major dailies and some 115 other newspapers. The San Francisco Chronicle, with a circulation of 600,000, is America's ninth largest paper.

San Francisco is an important political listening post and has the second largest number of foreign representatives in the U.S.A. -66 in all. Three universities are in the immediate locale, one of which, Stanford, has an active Canadian international relations component.

AP Control Bureau  
UPI News Centre

### Academic Relations

The post in San Francisco is particularly active in academic affairs. Particular attention is paid to Stanford University, which is seeking funding from the Donner Foundation for a three-year experimental Visiting Professorship of Canadian Studies, beginning in 1979-80. The post plans to canvass appropriate departments of the University of California, Berkley, to lay the basis for Canadian Studies initiatives there. Among the universities with demonstrated interest in Canadian studies are the University of Colorado, Boulder; Colorado College; University of Nevada, Reno; and San Francisco State University.

## SEATTLE

The Puget Sound area is the most populated region of Washington State - two-thirds of the state's population is here as well as a Canadian Consulate General in Seattle. With a per capita income of \$6,802 Seattle ranks twelfth in the nation, and between 1971 and 1976 income grew at a rate which was 28% faster than the rest of the country. Over one half of the free world's jet commercial aircraft are manufactured in the Seattle area and 40 companies have sales over \$ 25,000,000 a year. By the early 1980s, it is anticipated that population growth will be in the neighbourhood of 15% per year. Metropolitan Seattle has over 1.4 million inhabitants.

The area is served by 3 daily newspapers, five television stations and 46 radio stations. The two largest dailies have a combined circulation of 435,680.

There are 21 colleges and universities in the vicinity, some of which offer courses on Canada. The University of Washington is located in Seattle. Seattle is the headquarters for federal government Region X which services the states of Washington, Idaho, Oregon and Alaska. It boasts extensive port facilities and is a major communications centre. Most of the American tourists who visit British Columbia live in Washington state.

AP Control Bureau

### Academic Relations

The post in Seattle maintains contact with 29 universities and colleges within its consular territory. Western Washington University has the only integrated Canadian studies program west of the Mississippi, and the Consulate General this year signed a contract with the University covering workshops on the field testing of material on Canada for use in secondary schools in the State of Washington. The Consulate General is keeping in close touch with other universities which have expressed interest in developing individual courses on Canada.

TAMPA-ST.PETERSBURG

Tampa-St.Petersburg, with a combined population of 1,332,900 and 26th in rank in the USA, are half way down the coast on the Gulf of Mexico. Tampa is the eighth port in size in the U.S. with exports in cargo and phosphates. Manufacturing includes cigars and beer. St. Petersburg is also a tourist and convention centre with enough units to house almost 200,000 visitors. One of the area's chief attractions is its nearness to Disney World, only two hours drive.

The Tribune, circ. 171,000, and the St.Petersburg Times, circ. 186,000, are the major dailies of four published in the region. There are also six TV and 21 radio stations.

## WASHINGTON, D.C.

Metropolitan Washington has a population of over three million. It is the nation's capital and site of the U.S. Congress, the Superior Court and the White House. The federal government employs 410,000 civilian and military personnel, i.e., 30% of the labour force. Washington has one of the world's largest accredited diplomatic corps and is the headquarters of numerous business, legal, trade union and environmental lobbies. The District of Columbia, of which Washington is part, has the highest per capita income of all major U.S. cities.

The House of Representatives consists of 435 Congressmen; the Senate has a membership of 100. The legislative branch of the government employs about 40,000 people. American legislators have large and powerful staffs which can have significant influence on a member's thinking and voting.

Several national magazines are produced in Washington. There are 44 radio stations and six television channels; two daily newspapers, the Washington Post (circ. 514,849 daily, 718,806 Sunday) and the Washington Star (circ. 390,414 daily, 382,025 Sunday).

AP Control Bureau and UPI News Service

### Academic Relations

The Embassy's major role in Academic Relations has been the co-ordination of the activities of consular posts throughout the United States in consultation with Academic Relations Division. The Embassy Academic Relations officer will continue to work closely with the Association for Canadian Studies in the United States (ACSUS) and with the directing personnel of the Center of Canadian Studies at Johns Hopkins University, and provide assistance and guidance to universities and schools in the District of Columbia, Maryland and Virginia.

The Academic Relations officer has charge of the Faculty Enrichment Program which in 1978-79 will provide grants to U.S. professors to enable them to do study and research in Canada in return for a commitment to teach a course in Canadian Studies at their universities. (This would revert to Ottawa under the new scheme if accepted.)

# Public Affairs Representation

# United States



502487 1.76 (541669)  
Albers Equal Area Projection  
Standard parallels 29°30' and 45°30'  
Scale 1:22,000,000

## LEGEND

A - Embassy, Washington, D.C.  
B - major public affairs posts  
C - mini information posts

C - mini information posts

— Railroad  
— Road

file/diary/circ/chron

MEMORANDUM:

FLO

RESTRICTED

October 9, 1975

FAI

FLO

~~FBI~~ memorandum of October 2, 1975

U.S.A. Perspectives on Canadian Policy

56-1-2-USA	
41	

FLP

FAP

GWU

We have reviewed with interest your memorandum under reference to GWU. While you have posed a number of questions about the public impact that Canadian policy in the field of fisheries has had upon coastal communities in the United States, it occurs to us that your basic concern deals with the means of extending and broadening awareness of Canadian policy objectives and action. As you are already aware, there has been close, and, we believe fruitful co-operation between our bureau (in the ~~field~~ field) of explaining certain Canadian policies (Law of the Sea support in general - exhibits, films -, Sealing, Whaling) to concerned American audiences.

2. With respect to the issues raised in your memorandum, we are prepared in consultation as appropriate with other divisions, the Embassy in Washington and posts in the U.S.A. to develop a comprehensive public affairs programme in support of particular themes that you wish to emphasize and in keeping with our national priorities in the United States.

3. We should be grateful for an early indication of which themes you would wish pursued with U.S.A. audiences in order that we may commence development of project proposals.

ORIGINAL SIGNED

A. B. ROGER

Information Division

# MESSAGE

File/ACTC/diary/circ/chron

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-USA	
OTTAWA	EXT AFF	FAI-3593	09/10/75	41	UNCLASS

FM/DE

CC 56-12-5-1-WSH

PRECEDENCE

TO/A WASHINGTON

INFO

OCT 10 1 44 1975

EXT. AFF. IRES

DISTR. G.W. FAI/Walker (done in division)

REF

SUB/SUJ

CANADA TODAY/D'AUJOURD'HUI

TO ASSIST US IN OUR BUDGET PLANNING FOR REST OF FISCAL YEAR,  
GRATEFUL YOU ADVISE BY OCT 17, AMOUNT EXPENDED TO SEP 30 ON THIS  
PUBLICATION AND PROJECTED EXPENDITURES TO MAR 31/76. YOU WILL  
RECALL TOTAL BUDGET FIXED AT 200,000 DLRS (MINUTES OF APR 21/22  
MTS) FROM CURRENT REVIEW OF OUR FINANCIAL SITUATION NO ADDITIONAL  
FUNDS WILL BE AVAILABLE, TO MEET ANY UNFORESEEN YEAR END BILLS.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SG H. Ezzi

FAI

2-4069

SG E.A. Strabec

From / De: *FAI*

OCT 23 1975

Att'n: *Mr Ezrin*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A The Under-Secretary of State for External Affairs,  
OTTAWA (FAI). Attn: Mr. A.B. Roger.

FROM  
De Canadian Consul General, LOS ANGELES.

REFERENCE  
Référence Telephone conversation Roger/Gilchrist  
6 October, 1975.

SUBJECT  
Sujet LEIO Position.

SECURITY RESTRICTED.  
Sécurité

DATE 7 October, 1975.

NUMBER 262  
Numéro

RECEIVED

NOV 13 1975

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

ENCLOSURES  
Annexes

A.F.P.

DISTRIBUTION

GWU

After interviewing Ms. Margot Gibb-Clark in Ottawa last Friday, and taking into consideration her salary requirements - \$21,000 or \$19,000 with all overtime being paid - I feel that she is not a viable candidate for the LEIO position and therefore we are still looking for a suitable person.

2. In the meantime what we really need right now is support staff for assistance in the Public Affairs area. Therefore I propose that we hire a locally-engaged information assistant, utilizing the LEIO position as authorized in your message FAI2748 of 11 August. The employee taken on strength would be on a temporary basis until 31 March, 1976, at which time we would hope that the LEIO position is confirmed and filled with a qualified officer.

3. On the basis of your favourable go-ahead lastnight, Miss Daphne Rohmann (who has previously worked at the Consulate General and who is a first class worker), is reporting for duty today at a salary in the GS5 range.

4. As the end of the year approaches it is not impossible that we will need extra help in the Public Affairs section over and above the information assistant, Miss Rohmann, and I understand that you will be responsive to meeting our needs if the necessity arises, which might materialize from mid November until the end of the year. We also look forward to headquarters assistance from members of your staff - Messrs. Cinq-Mars and Ezrin - immediately prior to the end of the year activities, based on their being able to be released from their headquarters duties.

5. I am grateful for your support in making possible the taking on strength of the information assistant on a temporary basis in the LEIO position on such short notice.

*D.H. Gilchrist*  
Consul General.

*AFRC*  
*Phon file*  
*Nov 14/75*  
*Handwritten signature*  
*AFRC*



EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

To / A	1-771
From	1-771
OCT 22 1975	
Att'n: Mr. [Signature]	

RESTRICTED

SECURITY  
Sécurité

DATE

7 October, 1975

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
41	50

*G Will Mr [Signature]  
then return  
HSS*

TO  
À

File.

FROM  
De

Consul General, LOS ANGELES.

REFERENCE  
Référence

SUBJECT  
Sujet

LEIO Position

ENCLOSURES  
Annexes

DISTRIBUTION

FAI

I spoke with Ms. Margot Gibb-Clark this afternoon concerning her candidacy for the Locally-Engaged Information Officer position.

2. I told Ms. Gibb-Clark that her required salary - \$21,000 per annum or \$19,000 plus all overtime payments - was too rich for our blood and that we did not have the resources for that kind of salary.

3. Further, on reflection, I felt it would be more practical to have an Information Assistant until the end of the fiscal year at which time the LEIO position would be changed from temporary to firm.

4. Ms. Gibb-Clark was obviously disappointed and she gave the impression (incorrect as far as I was concerned) that she had the job sewed up. I told her if she wanted to get in touch with us again on 1 April, 1976, at which time there would be a transaction from Information Assistant to LEIO, to do so. However, her required salary was still too high for the Consulate General here, and would, amongst other things, create an anomaly in the Commercial Officer pay structure. ]←

Original Signed by  
D. H. GILCHRIST

Consul General.

*Mr Roger - I spoke to Gilchrist earlier this month.  
Based on what we saw of her work & her salary  
demands, which would have left her with little  
incentive to stay at the job [we got the impression  
this was a stepping-stone to greater things on the  
West Coast], I think Gilchrist took a wise course  
of action. HSS*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

OCT 1 1975  
From / De  
Att'n: Mr. [Signature]

TO  
À

File.

FROM  
De

Consul General, LOS ANGELES.

REFERENCE  
Référence

SUBJECT  
Sujet

Los Angeles Times Hosting Luncheon in Honour  
of Ambassador Warren.

SECURITY  
Sécurité

UNCLASSIFIED.

DATE

23 September, 1975.

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
33-1-2-USA	
MISSION	28

ENCLOSURES  
Annexes

DISTRIBUTION

Washington

FAI

GHU

GMP

I spoke with Mr. Louis Fleming, Chief Editorial Writer, Los Angeles Times yesterday to ask if he would like a note to confirm the Los Angeles Times luncheon on Monday 5 January in honour of Ambassador Warren. Mr. Fleming said it was not necessary and that the Times was very much looking forward to meeting with Ambassador Warren.

2. He mentioned that the luncheon would be at 12.30 p.m. I indicated that the Canadian party would probably be the Ambassador plus three. Mr. Fleming said that the Los Angeles Times was flexible in the numbers and if the size of the party grew that suitable arrangements could be made.

Original Signed by  
D. H. GILCHRIST  
Consul General.

REMARQUES PRELIMINAIRES

DEVANT

LE COMITE SENATORIAL DES AFFAIRES ETRANGERES

SUR

LE PROGRAMME DES AFFAIRES PUBLIQUES DU MINISTERE

DES AFFAIRES EXTERIEURES AUX ETATS-UNIS

File Sept. 16/75

56-1.2-45A	
4	HS

no date

TEMOINS: Monsieur Patrick Reid  
Directeur général  
Bureau des affaires publiques

et

Monsieur L. R. O'Hagan  
Ministre-conseil de l'information  
Ambassade du Canada, Washington

et

Monsieur R. C. Anderson  
Consul général du Canada, Seattle

Monsieur le Président et honorables sénateurs,  
le but de cette présentation est de vous donner une idée  
de la nature et de l'étendue des activités du ministère  
des Affaires extérieures dans le secteur de l'information  
aux Etats-Unis. Il existe évidemment d'autres ministères  
et agences gouvernementales qui s'occupent de promotion  
dans ce pays; ainsi le ministère de l'Industrie et du  
Commerce voit à la promotion des échanges commerciaux, le  
Bureau du tourisme du Gouvernement Canadien, à celle du  
tourisme. Et si nous avons avec eux une coopération  
étroite et utile, ici à Ottawa comme à nos missions aux  
Etats-Unis, les remarques qui seront faites aujourd'hui

- 2 -

reflètent principalement le point de vue des fonctionnaires du ministère des Affaires extérieures.

Néanmoins il est évident que les lignes de force qui animent les programmes d'affaires publiques à l'intention des Etats-Unis sont fondées sur les relations politiques, économiques et sociales en constante évolution que le Canada entretient avec "l'ami géant". Ces rapports ont été récemment définis par le secrétaire d'Etat aux Affaires extérieures lors du discours important qu'il prononçait à Winnipeg le 23 janvier. La modification des rapports canado-américains prévue dans ce discours exige que la diplomatie canadienne s'exerce davantage non seulement dans le contexte intergouvernemental mais encore dans le secteur public.

L'ambassadeur Cadieux, dans l'allocution qu'il prononçait devant vous le 23 janvier, traita longuement de l'information et des affaires culturelles comme partie intégrante des activités de toute mission diplomatique ou consulaire et particulièrement des missions qui se trouvent aux Etats-Unis. Il mentionnait que jusqu'à très récemment nos activités d'information étaient limitées et qu'elles consistaient surtout à répondre aux demandes. Cependant, cette dernière année, nous avons pu mettre en place une structure de base adéquate et une partie des ressources nécessaires, pour nous permettre

- 3 -

d'entreprendre un programme progressif d'affaires publiques à tous nos postes aux Etats-Unis.

Techniquement, nous décrivons notre travail d'information et nos relations culturelles et universitaires comme "affaires publiques" et le Bureau des affaires publiques du ministère à Ottawa comprend des directeurs de directions qui sont responsables de l'information, des affaires culturelles, et des relations universitaires canadiennes dans le monde entier. Cette responsabilité comprend la planification globale et le financement des initiatives des **secteurs** qui aideront à la réalisation des objectifs de politique étrangère fixés à chaque mission canadienne à l'étranger. En général, les propositions concernant les activités d'affaires publiques nous sont soumises une fois l'an, aussi bien par nos postes à l'étranger que par les secteurs concernés ici à Ottawa. A la suite d'une analyse complexe qui doit tenir compte de diverses priorités telles que les finances, l'opportunité du moment, la main-d'oeuvre et autres ressources, nous nous efforçons de donner à chaque poste les moyens de jouer son rôle -- rôle évidemment croissant -- dans ce qui est essentiellement de la diplomatie ouverte. Flexible de nature, le système permet une communication constante entre Ottawa, Washington et les postes concernés, et la possibilité d'opérer les réajustements nécessaires

- 4 -

pour faire face à la nouvelle immédiate et profiter de toute occasion de promotion.

Le programme d'information est conçu pour permettre aux missions de remplir des responsabilités de base en matière de diffusion de l'information, et de les remplir en amorçant des activités ou en répondant aux demandes de renseignements. Ce programme, qui varie selon les pays, cherche à faire comprendre le mieux possible à des auditoires prioritaires, les objectifs et les politiques canadiennes et de tirer des efforts individuels de tous les ministères et agences gouvernementales, des organisations provinciales et privées, du monde des affaires et des citoyens, une information maximale pour le bénéfice du Canada. Les programmes des missions sont régulièrement et officiellement ré-examinés au cours de visites de liaison, de séminaires d'information régionale et de rencontres entre chefs de missions. La mise en oeuvre du nouveau format de notre programme d'information a débuté officiellement avec l'année fiscale 1974/75 lorsque 17 nouvelles années-hommes, soit une augmentation de 150% par rapport à 1973/74, ont été accordées à l'ambassade de Washington et à un certain nombre de nos 15 consulats aux Etats-Unis et qu'approximativement \$900,000 des fonds du programme (sur un total de \$3.5 millions) ont été consacrés à nos missions dans ce pays, par rapport à environ \$500,000 l'année précédente. Etant donné la rigueur actuelle à l'égard des

- 5 -

des dépenses gouvernementales, il va de soi que ce budget ne connaîtra aucune augmentation notable en 1975/76. Nous espérons, cependant, qu'à un moment donné de l'avenir, il nous sera permis de dépenser annuellement environ \$2.5 millions (selon le pouvoir d'achat actuel du dollar) pour notre travail d'information aux Etats-Unis. Nous croyons que ce montant approximatif nous permettrait de mettre en oeuvre un programme efficace et dynamique qui s'étende aux 16 missions canadiennes.

Le programme des affaires culturelles est aussi dans un état de transition, à l'échelle mondiale, surtout à cause d'une décision du Cabinet en 1974 enjoignant le ministère des Affaires extérieures d'entamer un programme quinquennal plus vaste à l'étranger, qui atteigne son point culminant en 1979/80. La raison qui a motivé ce programme est double. D'une part, se trouve le besoin de combler des exigences grandissantes et d'élargir géographiquement l'horizon de notre programme culturel actuel pour appuyer nos objectifs en matière de politique étrangère, spécialement aux Etats-Unis entre autres pays clé. D'autre part, il s'est produit au Canada une explosion culturelle, un accroissement remarquable des activités et des dons créateurs et intellectuels qui amènent nos communautés universitaires et culturelles à solliciter à juste titre de plus nombreuses occasions d'acquérir des connaissances, une réputation ou une expérience internationales. De plus, bien entendu, ce

- 6 -

programme offre l'occasion de souligner la nature bilingue et multiculturelle de notre pays.

On trouvera la preuve que ceci peut être accompli dans un projet que la direction des Affaires culturelles du ministère des Affaires extérieures mettait en oeuvre il y a quelque temps, en prévision du bicentenaire des Etats-Unis. Ce projet offrira pendant deux semaines, en octobre, au Centre Kennedy à Washington, un festival unique de spectacles canadiens. Réalisé en association avec l'Office des tournées du Conseil des Arts du Canada, ce festival qui marquera le premier salut canadien au bicentenaire mettra en scène Monique Leyrac, Oscar Peterson, Maureen Forrester, la Chorale Mendelsshon comprenant les Chanteurs "Festival" et le "Canadian Brass", l'Orchestre du Centre national des Arts, le Ballet Royal de Winnipeg, La Belle Hélène, Louis Riel, "Les disciples du Diable" du Festival Shaw, "Billy The Kid" du Théâtre Neptune d'Halifax, les Danseurs Anna Wyman, le Groupe de la Place Royale et un concert rock. Une partie de ces spectacles sera ensuite présentée à Philadelphie et, pour compléter le projet sur le plan régional, le Théâtre du Nouveau Monde effectuera une tournée sur la côte est et le groupe Vancouver Players sur la côte ouest.

Le programme culturel qui doit être conçu pour les Etats-Unis dans les années à venir comprendra non seulement les arts d'interprétation mais aussi les arts



- 7 -

plastiques et la création littéraire de même que différents types d'échanges universitaires et artistiques.

Dans le domaine des relations universitaires, il me faut souligner l'importance donnée au développement des programmes d'études canadiennes dans les universités américaines. Nos objectifs comprennent la création d'un noyau grandissant de personnes influentes bien informées sur le Canada, et favorablement disposées à son égard, et le développement d'une connaissance du caractère particulier et de la qualité de l'érudition canadienne.

L'ambassadeur Cadieux a placé notre diplomatie ouverte aux Etats-Unis dans sa juste perspective lorsqu'il déclarait qu'on gagnerait beaucoup à faire connaître à nos voisins américains la nature essentielle de notre culture et les raisons qui motivent notre politique. En même temps que le Gouvernement canadien continue de répondre aux besoins nationaux qui sont très souvent différents des politiques et priorités américaines, ou même opposées à elles, s'impose le besoin de faire connaître la position canadienne à ceux qui influencent la politique et l'opinion publique américaines.

En résumé, le programme des affaires publiques du Canada aux Etats-Unis compte deux buts principaux. Le premier est de fournir une information à jour sur le

- 8 -

Canada moderne à des auditoires clé capables de former l'opinion publique. Le second est de poser les assises qui permettent une meilleure compréhension à l'avenir. Il existe évidemment plusieurs occasions où l'on peut atteindre ces buts au moyen d'un seul projet; ainsi la télémission spéciale d'une heure intitulée "Le Canada n'est pas à vendre", diffusée sur 243 stations de télévision de la compagnie Public Broadcasting System en janvier. Néanmoins des techniques différentes s'appliquent généralement selon qu'il s'agit d'objectifs à court ou à long terme.

Dans le but d'informer nos postes le plus rapidement possible des vues canadiennes, nous avons pourvu en 1974 six de nos missions aux Etats-Unis du service de dépêches télégraphiques de la presse canadienne dont bénéficiaient déjà celles de Washington et de New York. Nous sommes en train de recruter un éditeur de nouvelles expérimenté qui fournira à nos missions, par les services de télex du ministère, de meilleurs résumés des nouvelles et des comptes rendus révisés de notre politique. Comme Monsieur O'Hagan l'expliquera, l'ambassade à Washington publie des informations pertinentes et variées qui sont distribuées à travers les Etats-Unis et, comme Monsieur Anderson le soulignera, les consulats ajoutent à cette démarche selon les besoins de leurs propres publics. La responsabilité de propager adroitement l'information

- 9 -

auprès des médias et de ceux qui façonnent l'opinion publique incombe à chacune des missions, et principalement aux agents d'information qui, dans la plupart des cas, viennent d'être recrutés. J'utilise le mot principalement à dessein car il est d'une importance considérable et grandissante que tous les fonctionnaires canadiens en service à l'étranger s'estiment engagés dans le domaine des relations publiques et travaillent à la diplomatie ouverte au meilleur de leurs capacités individuelles. C'est là pour nous un credo. Il faut travailler dur pour rejoindre ceux qui façonnent l'opinion publique mais le résultat peut en valoir la peine. Un récent éditorial syndiqué dans le Star News de Washington, intitulé "Les liens spéciaux avec le Canada sont terminés", constituait un commentaire compréhensif, équilibré et bien pensé sur notre relation à caractère évolutif avec les Etats-Unis. Le journaliste y cite Messieurs MacEachen et Cadieux à profusion. Cette connaissance n'a pas été acquise accidentellement.

Un des plus importants moyens d'améliorer la connaissance et la compréhension du Canada est un programme de visiteurs et d'orateurs. Durant 1974, 117 membres clé des médias américains, dont les membres de la Société Stanford et de la Société Niemen, ont visité le Canada et suivi des programmes les mettant en contact avec des fonctionnaires et des politiciens clé et leur faisant voir

- 10 -

toutes les facettes importantes de l'actualité contemporaine dans notre pays. De plus 17 groupes nombreux d'étudiants et de professeurs ont bénéficié de tournées semblables. En fait, la clientèle de qualité ne manque pas, et si nous ne pouvons nous adonner davantage à ce genre d'activités à l'avenir, c'est que notre capacité de recevoir plus de gens sera limitée.

Le programme d'études canadiennes mentionné plus haut suit une voie semblable mais en direction inverse; il a aussi un but à long terme. Il cherche à intéresser un nombre grandissant des 1,500 universités et collèges des Etats-Unis à donner des cours sur le Canada. Grâce aux initiatives universitaires indépendantes et aux subventions privées, principalement de la fondation Donner, les assises sont déjà en place. Des programmes ont été établis dans des universités telles que: Yale, Duke, Columbia, Stanford, l'Ecole d'études internationales avancées de John Hopkins, Western Washington State, Michigan State, Harvard, Maine, St. Lawrence, Lafayette et Rochester. Si des fonds sont disponibles, nous avons l'intention d'offrir au Centre d'études canadiennes de l'université John Hopkins une subvention modeste faisant partie de la contribution du Canada à la célébration du bicentenaire des Etats-Unis.

Une façon d'établir des programmes d'études

- 11 -

canadiennes au sein de la communauté universitaire américaine serait de fonder une série de chaires, mais le coût exorbitant de celles-ci (chacune coûte \$1 million) est prohibitif. D'autre part, l'inflation sape la valeur à long terme de cette méthode. Aussi nous sommes en train de mettre en oeuvre une vaste gamme d'autres programmes pour arriver à nos buts. Ceux-ci comprendront des visites de professeurs et d'orateurs éminents, des séminaires sur des thèmes canadiens, un ré-entraînement des professeurs d'université et des présentations de livres aux bibliothèques. Un agent supérieur à notre ambassade à Washington consacre la presque totalité de son temps à encourager le développement des études canadiennes. Il voyage beaucoup et d'une manière efficace et est appuyé par les agents d'information et ceux des affaires culturelles de nos consulats.

Les résultats de cet essor relativement nouveau donné aux études canadiennes par les universitaires travaillant en coopération avec nos agents, sont déjà visibles. En 1971 un petit groupe venant en grande partie de John Hopkins fondait, avec l'appui de l'ambassade, l'Association pour les études canadiennes aux Etats-Unis. Cette association s'est agrandie et compte maintenant 353 membres aux Etats-Unis. La côte est est particulièrement propice aux études canadiennes. Ainsi, dans le seul état de New York, 34 universités et collèges possèdent un nombre

significatif de cours d'études canadiennes. L'Association pour les études canadiennes aux Etats-Unis reçoit une modeste contribution annuelle du Gouvernement canadien.

Cependant, les résultats de cet exercice ne se manifesteront pleinement qu'au bout d'une assez longue période. Ce procédé, une fois solidement établi, devrait être durable, et même donner des fruits car, au fur et à mesure que les études canadiennes prendront racine, il est possible que ces programmes se répandent dans d'autres universités. De cette façon nous espérons qu'un nombre grandissant d'Américains accédant aux cadres supérieurs du gouvernement, du monde des affaires et des organisations culturelles connaîtront bien le Canada.

Nous essayons aussi d'améliorer la connaissance du Canada au niveau de l'école secondaire. En coopération avec le Centre d'études canadiennes de l'Université Duke, nous subventionnons présentement un atelier de travail qui prépare un programme de cours pour des professeurs de la Caroline du Nord. Si cette expérience réussit, elle produira des modules d'enseignement sur le Canada qui seront mis à la disposition du système scolaire entier des Etats-Unis.

Des livres canadiens sont aussi présentés à 200 écoles secondaires américaines chaque année, afin d'y

- 13 -

seconder le programme de cours sur le Canada. Comme bien d'autres programmes généraux dans le domaine des affaires publiques, ce projet est présentement mis à l'épreuve par une équipe de consultants.

Chaque poste possède une bibliothèque de livres, de périodiques et de films. Les livres sont utilisés principalement à des fins de référence et pour répondre aux demandes de renseignements. Les films sont surtout là pour être prêtés. Notre intention est que tous les postes comptent un jour dans leur cinémathèque environ 600 films, en anglais et en français, réalisés par l'Office national du film ou d'autres compagnies. Les films de langue française ont jusqu'à maintenant été confinés principalement à Boston et à la Nouvelle-Orléans mais nous avons changé cette mesure afin que tous les postes, où qu'ils soient aux Etats-Unis, soient également en mesure d'offrir de l'information dans les deux langues officielles. L'éventail des films montrés aux Etats-Unis va de la première américaine de Kamouraska au Centre Kennedy à la mi-avril au prêt de films tels que A qui appartient l'océan? à une école secondaire de Détroit pour un séminaire sur l'environnement. Les publications sont évidemment disponibles en anglais et en français partout aux Etats-Unis. Bien que les statistiques soient toujours contestables, il est intéressant de noter que selon une enquête en profondeur menée auprès de neuf postes durant l'année fiscale 1973/74

- 14 -

les films prêtés ont touché un auditoire de 2,097,676 personnes. Au cours de la même année, les publications fournies par le ministère aux postes aux Etats-Unis pour fins de distribution générale ont dépassé le chiffre de 1,300,000. Ce chiffre n'englobe pas les publications propres de l'ambassade. Huit expositions sont présentement en tournée dans les collèges, les bibliothèques, les écoles secondaires, les édifices publics et même dans les centres d'achat.

On peut ajouter encore à la liste des techniques, mais peut-être un bon moyen d'exemplifier tout ceci est de considérer nos méthodes pour diffuser et appuyer la position canadienne à la Conférence sur le Droit de la mer. Des aspects pertinents de cette position ont été intégrés à des émissions de radio et de télévision, des expositions et des films. Nous avons sorti deux publications à l'intention d'auditoires variés aux Etats-Unis et ailleurs. Nous avons parlé à des journalistes, des syndicalistes et des hommes d'affaires choisis. Bien sûr, Washington a été souvent consulté directement. Un film animé sur le sujet réalisé Pour la participation canadienne à Expo 75, à Okinawa, sera ensuite envoyé aux cinémathèques américaines et montré à la télévision.

La Participation canadienne à l'Expo 74 de Spokane, dans l'état de Washington, est un autre exemple de notre travail de relations publiques. Avec la coopération



- 15 -

des provinces de l'Alberta et de la Colombie-Britannique nous avons pu monter une exposition sur une île de la rivière Spokane qui a valu à l'île d'être rebaptisée Ile du Canada; nous avons pu léguer à la population de Spokane un parc permanent sur cette île, parc d'une telle qualité qu'il s'est valu trois des prix les plus importants décernés à l'environnement aux Etats-Unis; nous avons pu conclure un accord voulant que les drapeaux du Canada et des Etats-Unis flottent, côte à côte, à perpétuité.

En d'autres termes, il n'y a pas de limite à l'imagination qu'on peut appliquer et que nous appliquons à la création de programmes spécifiques. La seule limitation est celle des ressources. Notre critère est d'avoir quelque chose de pressant à dire ou à expliquer. Il nous suffit ensuite de bien connaître l'auditoire auquel notre message s'adresse. Nous avons la vigueur qu'il faut pour persévérer au sein du marché le plus sophistiqué et le plus centré sur soi qui existe au monde.

Deux personnes qui travaillent dans ce sens sont Monsieur O'Hagan, ministre-conseil de l'information à Washington et Monsieur Anderson, notre consul général à Seattle.

FILE/DIARY/CIRC/CHRON

FAI/H. EZRIN/2-4068/h1

The Canadian Consulate  
Detroit

UNCLASSIFIED

September 5, 1975

~~Under Secretary~~ of State for External Affairs,  
Ottawa

FAI-3049

Detroit letter 61 of March 12/75 and Detroit letter  
213 of Aug 26, FAR letter 177 of July 21/75

Wayne State University

56-1-2-USA	

In response to your letter under reference concerning possible Canadian Support for the Wayne State proposal initially outlined in your letter 61 of March 12, 1975, please refer to paragraph 12 of Academic Relations "Division letter 177, which States "we would be prepared to cover travel costs and fees of up to two speakers".

L. P. TARDIE

Under-Secretary of State  
for External Affairs

GWU  
FAR  
WASHINGTON

TO  
AFROM  
DE

Subject - Objet

HBJ

Mr Reid

New C.P.

File No. (originator) — Dossier n° (source)

56-1-2-USA	
File No. (addressee) 41	Dossier n° (destinataire)

New C.P. Exercise

It appears wrong to me that in page 2 of attachment), G.W.U. says Embassy is "co-ordinator" with respect to Consulates' Consulates General; yet they have difficulty with our intention to concretize and formalize that relationship.

A second point to note, (presumably easy to rectify) is that Annex B-3's description of "Culture-Information" needs considerable updating and revision.

Page 3, para 2 → ranking by priority  
I'm concerned that Ext Aff would hold PR programme as a pawn to be bargained down in order to obtain protection for General Relations Prog. We could, of course, use our administrative leverage, but department as a whole may be reluctant to do so.

F-777/78 C.P. has Washington's role extended beyond our own proposals — [see (a)] and [c].

Signature

Date

5/9/79

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

From / De: ACR

SEP 11 1975

Att'n: Mr. Egan

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

FROM  
De The Canadian Consulate, DETROIT, Michigan

REFERENCE  
Référence Our letter #40 of Feb. 20/75 - Official Hospitality  
Our letter #61 of Mar. 12/75 - Information Budgeting

SUBJECT  
Sujet INFORMATION/CULTURAL PLANNING

SECURITY  
Sécurité UNCLASSIFIED

DATE September 3, 1975

NUMBER  
Numéro 221

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

ENCLOSURES  
Annexes

DISTRIBUTION

By Ottawa

APRA

AFPC

By Post

GWU

Embassy,  
WSHDC

(R.G. Seaborn)

We thought that we should register with you our disappointment, which other Posts have undoubtedly done as well, over the fact that much of our planning particularly in the Information/Cultural area has been in vain.

2. In our letter #40 of Feb. 20, 1975 which had as its subject Official Hospitality, we spelled out our most basic requirements. This was presented not only in general terms but we were quite specific for such events which have to be planned in advance. Indeed for three of the events listed we had committed ourselves, that is, the ACSUS Conference at Michigan State University, the "Canadian Group of Seven", and the Detroit/Windsor Freedom Festival. Planning for these events commenced during FY 74/75. However, when our hospitality allotment was made known to us we found an overall reduction of \$690 in this budget over last year, notwithstanding the fact of a full-time LE10. When there are no other resources which can be diverted or made use of, a reduction such as the one noted above is disastrous.

3. Next came our letter #61 of March 12, 1975 in response to a report for "Information Budgeting". We were most happy with this initiative which allowed us to outline our programme. We recorded our appreciation and advised that some of the costs stated had been included in our Official Hospitality estimate. Perhaps because of this we did not receive a reply.

4. Another disturbing element was added recently when as a result of the "Budgetary Restraints" it was suggested that our travel budget be reduced by 50%, that is from \$800 to \$400. As Consular travel is a contingency but for which we have to have funds, our projected thrust towards a number of universities in our territory will have to be set aside unless we find funds somewhere else.

5. We believe you share our concern and will provide constructive guidance. Specifically with reference to our letter #61 of March 12, 1975, items II (reception) and V, we would be grateful to learn what funds can be made available to us.

DISTRIBUTION  
"by OTTAWA"  
done in ACR

SEP 9 1975

DISTRIBUTION  
"par OTTAWA"  
effectuée par ACR

J O Adam  
CONSULATE.

FAI/P. Van Brakel/2-504/KH

file/diary/circ/chron.

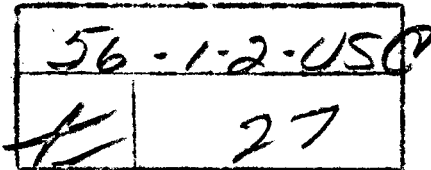
cc - GWU (without attachments)

Same letter sent to Mr. H.J. Horne  
Atlanta

OTTAWA, K1A 0G2

August 29, 1975

Dear Mr. Gilchrist,



... Further to your conversation earlier this month with Mr. Ezrin, of this division, I am attaching a draft statement of duties for public affairs officers. You may find this draft useful in your current hiring competition for a locally engaged information officer. Of course, there would undoubtedly be some change in emphasis, dependent upon local objectives and circumstance in the duties to be tasked to the locally engaged public affairs officer to be engaged at your post.

I am sorry I was unable to send you a copy earlier, but we were awaiting comments on the draft from Washington which have just been received. Since the statement is in draft form, however, I would be grateful if you would use it only to draw upon for your guidance rather than issuing copies of the statement to candidates.

Yours sincerely,

L. P. TARDIF

L.P. Tardif,  
Deputy Director,  
Information Division.

Mr. D.H. Gilchrist,  
Canadian Consulate General,  
LOS ANGELES, California,  
USA.

~~file~~/diary/circ/chron

RESTRICTED

OTTAWA, K1A 0G2

August 28, 1975

56-1-2-USA	
R	52

Washington  
O  
Dear Keith,

Thank you for your letter of August 13 transmitting your August 8 report to the Ambassador on Public Affairs audiences and their priorities. I am looking forward with interest to your definitive report on National Priorities following Dick O'Hagan's return in September.

Yours sincerely,

HERSHELL E. EZRIN

H.E. Ezrin,  
Information Division.

Mr. Keith de Bellefeuille Percy,  
First Secretary (Information),  
Canadian Embassy,  
Washington D.C.

Los Angeles  
Information assistant  
(Gibb-Clark) Margot

Ottawa, K1A 0G2

August 27, 1975

3

56-1-2-USA	
2	5

Dear Harvey,

I understand you have received an application and full resumé from Ms. Margot Gibb-Clark who is applying for the position of information officer at your post. I met with her on August 22 and she struck me as being a bright and capable individual who should merit consideration for the position. I have not, however, seen copies of her recent work; nor the quality of her local L.A. contacts.

You will note from her letter of August 11 to Mr. Whiffen (a copy of which you have received) that she has been employed for the past five years at the Montreal Star. She told me, however, that she is currently considering a number of jobs. Although I believe she prefers to work at the Consulate General, she would have to know within the next few weeks about her chances of obtaining employment.

I would be grateful to know how the LEIO competition is going, the general calibre and number of candidates, and when you estimate you will be in a position to hire.

Yours sincerely,

HERSHELL F. EZRIN

Hershell Ezrin,  
Information Division

Mr. Harvey Mayne,  
Vice-Consul,  
Canadian Consulate General,  
510 West Sixth Street,  
Los Angeles, Calif. 90014,  
U.S.A.

GWP/J.S.Nutt/ew

EXTERNAL AFFAIRS

AFFAIRES EXTÉRIEURES



TO  
À

GWP

FROM  
De

GWP

REFERENCE  
Référence

SUBJECT  
Sujet

Proposal for "Advertising" Canadian Policy in  
the United States

SECURITY  
Sécurité

DATE August 26, 1975.

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
MIS	

ENCLOSURES  
Annexes

DISTRIBUTION

I suppose the test of any proposal really requires that it be measured against the basic objective of our Public Affairs Program in the United States. This I would take to be to put across a message (what message?) to Americans (which ones?) so as to condition them to influence decision-making in the United States which will be understanding of Canadian policies and interests, that is so that U.S. policy vis a vis Canada starts from a valid data base concerning Canadian policy.

2. The first question raised by the McLaren Proposal is whether the audience is the right one. Certainly, one would expect the proper audience, whatever it is, to be largely where the most people are - the Boston-New York corridor, but we should not forget the Middle West, the South East and the West Coast. The proposal seems aimed essentially at business executives, although the publication proposed would no doubt reach a much more varied group, eg. professionals, academics, government. This leads into the next question, whether the media are the right ones to best reach the right audience. I am inclined to think there is much to be said for the printed media - the message is not as easily erasable and thus has a better chance of sticking to its target.

3. A big question is, what is the message? This would need to be given very careful attention - "an independent Canada is a better friend of the United States." Very important too would be the need to avoid over-simplification in elaborating particular policies and positions of the Canadian Government.

4. A further question in my mind is, even if "advertising" is the way to go in putting across our message in the United States, need it be done through the intermediary of an advertising agency? I suppose the answer to that question is,

. . . /2



- 2 -

can an "advertising campaign" be more effectively and economically handled through such an agency.

5. Some pitfalls: ~~I see it that~~ <sup>U</sup> we might be charged with gimmickery, i.e. resorting to clichés at the expense of conveying depth of understanding. On the other hand, it could be argued that, if an advertising campaign were the way to go, the rest of our public information program in the U.S. could be considered largely a waste of time and money and, more particularly, if an advertising agency could, with professional advice on statements of policy, handle our Public Affairs Program in the United States, what need is there for a large public affairs branch in the Department of External Affairs? Against these pitfalls - and undoubtedly there are others - it seems to me that the proposal has political implications which ought not be lost sight of.

yes |  
yes |  
energy. |  
6. Perhaps the best way to proceed would be to have a trial balloon - that is, launch one ad and see what the reaction is both in the U.S. and in Canada. The energy issue in the light of Mr. MacDonald's Libby speech might be the subject.

  
GWP

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A Canadian Consulate General  
SEATTLE

FROM  
De Under Secretary of State for External Affairs

REFERENCE  
Référence Your letters 197 & 198 of August 8, 1975

SUBJECT  
Sujet Circumpolar Community Exhibit

SECURITY UNCLASSIFIED  
Sécurité

DATE August 25, 1975

NUMBER FAI-2924  
Numéro

FILE	DOSSIER
OTTAWA	
56-19-4-3-USA-SEATTLE	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

WASHINGTON  
ECLE (TURNER)

OWU  
PAC

FAI/MORIN

FORRESTER

REID

cc - 56-1-2-USA

Further to your letter under reference we would be grateful to know the name of the addressee and complete address details at the University of Alaska in whose care the Circumpolar Community Exhibit should be sent. It is our understanding that your post has already received the Canada Council Book Kit which the Consul General will present to the university. Likewise, it is our understanding that the film Below Zero to be shown in conjunction with the exhibit is already on hand in your depository at the Alaska State Library in Fairbanks.

2. We are pleased to inform you that a 35mm print of Below Zero will be available to you for prestige showing at the Pacific Science Centre, Seattle. The print should reach you during the first week in January, 1976. All costs relating to the transportation, set-up and maintenance of the accompanying exhibit will be borne by headquarters. These costs should be coded against 285-144-015-2 - Post code-000-28503.

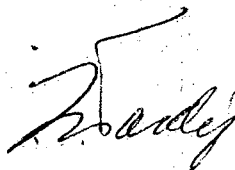
3. Finally, we are unable to meet your request for 75,000 copies of the brochure "Circumpolar Community". The Department has only printed 75,000 English copies of this for world-wide distribution. We will, however, be able to release to you 750 copies for distribution in conjunction with the exhibit at the University of Alaska. Once again, we would appreciate knowing the name of the addressee so that the brochures can be sent directly to the university. A further 1,350 copies of the brochure will be sent to your post in conjunction with the Seattle display of the exhibit. Please note that these brochures are high quality, multi-coloured publications and are not intended for general, indiscriminate distribution to the public. They should be issued only to selective audiences.

.../2

BEST COPY AVAILABLE

- 2 -

4. In reference to your letter 198 you are authorized to spend the estimated \$50 for showing of the 16mm film Below Zero in Alaska as well as the estimated \$375 for showing of the same film in 35mm print in Seattle. Costs should be coded under 291-144-015-2-post code -000-29106. Please advise us of the actual costs when known.



Under Secretary of State  
for External Affairs

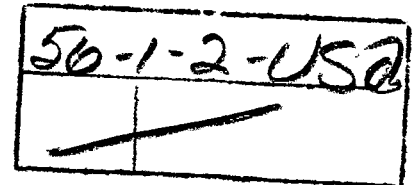
FAC FAI

SECRET  
CDN EYES ONLY

FAPD

August 21, 1975

Canada/U.S.A. Relations - Report to Cabinet



FAP (o/r)

As you know, the Minister is required to report annually to his colleagues in Cabinet on the current state of our relations with the U.S.A. It is anticipated that the report for this year will be made to Cabinet early in October. It is also hoped that the paper so prepared, with minor adaptations and certain additions, will also serve as the brief for the visit of Secretary Kissinger scheduled to take place around the middle of October.

2. The report will consist of three parts: ~~An~~ an analytical section to be drafted by GWU which will examine the current state of play in Canada-USA relations; the political climate in the U.S.; the international environment and the main problem areas anticipated over the next four months. This section may also include a section dealing with the U.S. view of Canadian-U.S. relations as seen by the Embassy in Washington. The second part will be an inventory of outstanding bilateral and multilateral issues, essentially updating the inventory prepared a year ago, a copy of which is attached. The third part will be a "strategies" paper which will contain recommendations where appropriate for consideration and decision by Ministers.

3. With regard to the inventory section, it has been agreed to divide it into broad sectors such as trade, agriculture, defence, etc. At the planning meeting this morning I urged to have included as a sector one tentatively entitled "Cultural Sovereignty". Each of these sectors will have a listing of problems and a statement of the issue involved, stated as briefly as possible.

4. The "Cultural Sovereignty" sector is one that will be left to us. It should include such matters as Time, Reader's Digest, TV advertising, No. 10 in the attached inventory and developed in association with ECP. The effect of CRCT rulings on Canadian content in TV and radio broadcasting, distribution of Canadian films through Canadian theatrical outlets, publishing and commercial outlets for Canadian books. Other subjects may occur to you. It will be

- 2 -

in order to discuss each of these items informally with the Department or agency concerned and in so doing undertake to advise them both that there will be an official letter going out to their Deputy Minister soliciting their cooperation in this exercise and providing for consultation in the later stages of the preparation of the paper before it goes to Cabinet.

5. The multi-lateral issues to be covered in the inventory may not loom very large in the FAP area but they should be listed, if any such issue is likely to affect bilateral relations. As the potential list of such issues could be almost limitless, GWU will attempt to draw up a "top 10" or, as somebody suggested, a "dirty dozen", meant to be illustrative only so that Ministers will be aware that issues decided on a multi-lateral basis are capable of having bilateral fallout. I would suggest that we look particularly at any items in the CSCE Basket III package as well as in the UNESCO area to see whether we could identify any such issue that would be worth listing.

6. I would also suggest that we include in the inventory a new item which to my knowledge has never been covered before in previous reports to Cabinet; namely, the issue of Canadian performing artists obtaining a labour permit to give concerts, etc., in the U.S. This issue has been handled in the past by GWU but I think they would look to us to include it, particularly since we shall shortly be developing exchange programs where any possible discrimination against Canadians would have to be removed.

7. FAI should provide some appropriate lines for inclusion in the analytical situation report with reference to our participation in the U.S. Bicentennial (Mr. Rogers no-e of August 13 to Mr. Ezrin).

8. The "strategies" paper will be difficult to do. In order to simplify the task however, each contributing Division was asked to submit a separate paragraph for each item in its inventory that would suggest what the end purpose of a policy decision should be. The purpose of this section is of course to enable Ministers to see the interrelationship between a number of issues which on the surface might not appear to be interconnected. It will not be necessary to discuss these in any detail in advance with client departments but of course their advice as to the urgency and method of treatment would be welcome. GWU, which will quickly circulate a suggested format for this section of the paper, and will distill all the answers received into one comprehensive paper, upon which all Divisions taking part in this exercise will be consulted.

/3

- 3 -

9. The timetable is as usual very tight. The first round of contributions must be in GWU's hands by September 3rd. Its first draft must be ready for discussion in the week of September 8th. All consultations must be completed in time for consideration by the Cabinet Committee on External Affairs and Defence on October 7 and for consideration by Cabinet on October 16. Any questions concerning this project should be addressed to Mr. Clark (GWU, tel: 2.0905) who has been designated as project officer.

Freeman M. Tovell  
Deputy Director General  
Bureau of Public Affairs

Seattle

Ottawa, KIA 062

August 20, 1975

56-1-2-USA	
D	27

Dear Mr. Anderson,

I understand that AFRT was to have advised you by telegram of my travel plans from Ottawa to Seattle. In the event they have not done so, I should like to point them out to you now. On Tuesday, September 2, I arrive in Vancouver on CP 69 at 2:15 p.m. On Wednesday, September 3, I leave Vancouver at 10:15 a.m. on PW 352 and arrive in Seattle at 10:45 a.m. I could, of course, continue on to Seattle on September 2, but I would prefer to stay overnight in Vancouver in order to see my sister, Mrs. H. Jonker, whom I have not seen for the past year and a half.

I trust these arrangements are agreeable to you. In the event that my proposed September 3 arrival date is inconvenient, I will, of course, change my plans. Until August 29 you can reach me by telegram to FAI or by phoning 2-5849.

Looking forward to meeting with you again and to what I know will be a challenging assignment.

Yours sincerely,

P. van Brakel

Peter A. van Brakel

Mr. R.C. Anderson,  
Consul General,  
Canadian Consulate General,  
412 Ekaza 600,  
Seattle, Washington 98101  
U.S.A.

file/diary/circ/chron

Canadian Embassy  
WASHINGTON

Under Secretary of State for External Affairs

UNCLASSIFIED

August 20, 1975

FAP-64

Washington Post Staffing - Office of Public Affairs

→ 56-1-2-USA ←	
20	CC - 56-2-WASH

With the staffing of the locally engaged public affairs officer, positions well in hand and the summer posting changes nearly completed, we should be grateful to receive, in due course an organization chart and a brief statement of duties for each of the positions in the Office of Public Affairs. To assist you, we provide an up-to-date list of the positions currently in Washington.

FAI  
FAC  
FAR  
FAPD  
GWU

FREEMAN M. TOVELL

*for* Under Secretary of State  
for External Affairs



Office of Public Affairs - Washington

List of Officer Positions

<u>POSITION #</u>	<u>TITLE</u>	<u>CLASSIFICATION</u>	<u>INCUMBENT</u>
EXT 7177	Minister Counsellor	FS 3	R. O'Hagan
EXT 7184	Counsellor (Academic/Cultural)	FS 2	R. Seaborn
EXT 7347	Media/Administrator	FS 2	R.J. McGavin (as of Aug. 25/75)
EXT 7172	National Info Officer/ Bicentennial	IS 4	K. de B. Percy
EXT 7186	Education/Exchanges/ Local Programmes	FS 1	G. Adamson/ C. Watts
EXT 4086	Media/Local Publications	FS 1	R. Clark/ Replacement
EXT (Number not yet assigned)	Redeployed to Rabat for 75/76	FS	APD advises position number will be given shortly
EXT 4944    ×	Chief Librarian (l.e.)	GS 11	Ms. Merle Fabian
EXT 8163    ×	National Liaison/ Bicentennial (l.e.)	GS 9	Ms. S. Hennessey
EXT 8164    ×	Academic Relations (l.e.)	GS 12	J.M. Colthart
EXT 8165    ×	Publications/Media Support (l.e.)	GS 11	Ms. S. Clark
EXT 8450    ×	Assistant Librarian (l.e.)	GS 9	Ms. . Kilkenny
EXT	Cultural Programmes (l.e.)		

FAI/H. Ezrin/2-4068/km  
file/diary/circ/chron

*Dept of Industry Trade & Commerce*

56-1-2-USA	
P	52

OTTAWA, K1A 0G2

August 18, 1975

Dear Mr. Gardner,

... I attach for your information a list of names and addresses of all External Affairs Public Affairs Officers at posts in the United States.

Further to your discussion with Mr. Roger last week, I confirm that, on an experimental trial basis we are prepared to request these officers to disseminate I.T.&C. background information and press releases to local media contacts. I would be grateful for confirmation from you about the volume of anticipated releases over the next year and the exact method of transmission. It is understood that the project will be reviewed in three months time. If it is found that significant manpower or financial resources have to be devoted to implement this project, we shall have to reach a new agreement about the means of your department's funding this project or amend the level and frequency of distribution of this material until additional manpower resources could be made available through the country programme cycle.

If this arrangement is suitable, would you kindly confirm its acceptability. I shall then be pleased to forward the necessary instructions to post Public Affairs Officers.

Yours sincerely,

L. P. TARDIF

L.P. Tardif,  
Deputy Director,  
Information Division.

Mr. K.V.D. Gardner,  
Director,  
Information and Public Relations,  
Dept. of Industry, Trade and Commerce,  
Place de Ville,  
112 Kent Street,  
Ottawa, Ontario.  
K1A 0H5.

External Affairs Public Affairs Officers  
at Posts in the United States

Atlanta	A.L. Graham, Vice-Consul, Canadian Consulate General, P.O. Box 56169, Atlanta, Georgia, 30303
Boston	R.W. Poetschke, Public Affairs Officer, Canadian Consulate General, 5th Floor, 500 Boylston Street, Boston, Massachusetts, 02116
Buffalo	Dr. L. Graziplene, Public Affairs Officer, Canadian Consulate, Main Place Tower, 14th Floor, Buffalo, New York, 14202
Chicago	G.T. Jacoby, Vice-Consul, Canadian Consulate General, Suite 2000, 310 South Michigan Avenue, Chicago, Illinois, 60604
Cleveland	Public Affairs Officer, Canadian Consulate, Illuminating Building, 55 Public Square, Cleveland, Ohio, 44113
Dallas	Ms. Georgia Nachtman, Public Affairs Officer, 2001 Bryan Tower, Suite 1600, Dallas, Texas, 75201
Detroit	Mr. K. Caumce, Public Affairs Officer, Canadian Consulate, 1920 First Federal Building, 1001 Woodward Avenue, Detroit, Michigan, 48226
Los Angeles	H. Mayne, Vice-Consul, Canadian Consulate General, 510 West Sixth Street, Los Angeles, California, 90014

- 2 -

neapolis	Mr. G. Foley, Public Affairs Officer, Canadian Consulate, Chamber of Commerce Building, 15 South Fifth Street, Minneapolis, Minnesota, 55402
New Orleans	L.R. Birch, Vice-Consul, Canadian Consulate General, Suite 2110, International Trade Mart, 2 Canal Street, New Orleans, Louisiana, 70130
New York	Mr. A. Massé, Consul (Information), Canadian Consulate General, 1251 Avenue of the Americas, New York, New York, 10020
Philadelphia	Public Affairs Officer, Canadian Consulate, Suite 1310, 3 Parkway Building, Philadelphia, Pennsylvania, 19102
San Francisco	F. Beaulne, Vice-Consul, Canadian Consulate General, 11th Floor, 1 Maritime Plaza, Golden Gateway Centre, San Francisco, California, 94111
Seattle	Mr. P. Van Brakel, Public Affairs Officer, Canadian Consulate General, 412 Plaza 600, Sixth and Stewart Streets, Seattle, Washington, 98101
Washington D.C.	K.W. de B. Percy, First Secretary (Information), Canadian Embassy, 1746 Massachusetts Avenue N.W., Washington, D.C., 20036

000872

FAI/A.B. ROGER/2-8262-001

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A H. Ezrin

SECURITY SECRET  
Sécurité

FROM  
De A. B. Roger

DATE August 13, 1975

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet Assessment of the State of Canada/US Relations

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

ENCLOSURES  
Annexes

DISTRIBUTION

FAP(o/r)  
FAPD


Mr. Tardif

You will have seen GWU's recent telex to Washington asking for the Embassy's contribution to a major review paper for Cabinet on the current state of Canada/US relations, including assessments of the public perception of Canada in the United States, and of the effectiveness of current and planned activities to modify and improve that perception. I spoke to GWU yesterday about our (i.e. the Public Affairs Bureau) part in developing the review paper and was assured that we would be encouraged to participate at an early drafting stage. You will wish to keep closely in touch with GWU in this regard I presume.

2. At the same time I alerted GWU to my desire to see the paper incorporate an interpretation of Canadian participation in the U.S. Bicentennial along the lines we have discussed on several occasions:

i.e. that such participation is aimed at underscoring the continuing friendship of Canada for the U.S.A. in the context of a "friendly but distinctive" posture and that such emphasis is fully justified in 1976 given the several years of increasingly abrasive particular relations which have served to point up our determination to be distinctive.

I undertook to develop this line of thinking more fully for GWU in memo form in the next few weeks.

  
 A. B. Roger  
 Director  
 Information Division



Canadian Embassy

Ambassade du Canada

CONFIDENTIAL WITH ATTACHMENTS

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

13 August 1975

56-1-2-USA	
R	8

To/A	Fai
From/De:	ACRA
AUG 20 1975	
File	
Att'n:	

Dear Hershell,

Attached is a copy of the report I prepared for the Ambassador on the "Audiences and Priorities" exercise. I would like to wait for Dick O'Hagan's return in September before we send you our definitive report on National Priorities.

Yours sincerely,

*Keith*

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

Mr. H.E. Ezrin,  
Plans & Operations,  
Information Division,  
Dept. of External Affairs, (FAI),  
Ottawa, Canada. ✓

encl. 1.

*HSB*  
*to call*  
*then return*  
*to HSB*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A The Ambassador

SECURITY CONFIDENTIAL  
Sécurité

FROM  
De Mr. O'Hagan

DATE 8 August 1975.

REFERENCE  
Référence WSHDC Tel. 1190 of 9 May/75.

NUMBER  
Numéro

SUBJECT  
Sujet Public Affairs Audiences and their priorities.

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

RGS

On April 21/22, Mr. Patrick Reid, Director General of Public Affairs and the Directors of his Bureau met in Washington for two days of discussions with us. One of the agreements from those two days was that all consular posts should be invited to identify their various public affairs 'audiences' and to rank them in order of their importance. The message to all posts (tel. 1190) is attached. It was agreed that submissions should simply be invited and that a great deal of background explanation not be provided. The silent purpose was in part to determine how much thinking the posts had done about ranking their audiences.

2. The responses from each post are available should you wish to study them. We have designed this survey to conserve your time, while imparting the essence of what we have learned.

3. The audiences identified by most posts are the same, although the various ratings are diverse, reflecting the different states of preparedness in dealing with public affairs, and the different degrees of sophistication of posts' public affairs programmes. In any event, the need for increased coordination and counsel has been made clear. The significant upgrading seen by public affairs programming over the past few years notwithstanding, the ground gained in these quarters must always depend upon the support of the Head of Post and his appreciation for the importance in the USA of professional public affairs work. Where this is not as high as it might be, the public affairs officers do not receive the direction which they perhaps should. In other posts a new and energetic Consul General can lead to innovative change and a start on promising improvements.

4. Some 'audiences', regardless of their estimated priority, are common to most if not all reports. These are Media, Business, Government (Bureaucracy and Political) and Academic (usually universities).

.../2

- 2 -

5. The 15 posts could be put into three, approximate categories:

- a) The major public affairs centres:  
- Chicago, Los Angeles, San Francisco, Boston.
- b) The 'medium sized' centres:  
- Atlanta, Cleveland, Minneapolis, Philadelphia, Seattle, Detroit.
- c) "Les Petits":  
- Dallas, Buffalo, New Orleans, San Juan.
- d) The Consulate General in New York will be discussed separately.
- e) The Embassy, Washington D.C., will also be discussed separately.

6. Chicago, Los Angeles, San Francisco, Boston:

These Consulates General are amongst the largest of our offices in the United States reflecting the stature and importance of the publishing, business or cultural interests with whom they deal. Their public affairs resources are correspondingly large, but by no means adequate in all cases. Chicago's report was well put together, rating Business/Political/Economic; Media; and Academic Relations sectors as one, two and three. Boston's territory qualifies for inclusion in this category particularly because of its being home to several distinguished academic institutions.

7. Atlanta, Cleveland, Minneapolis, Philadelphia, Seattle, Detroit.

These posts, particularly Seattle and Atlanta, are large and very important, but either because of the constituency they serve or because of staff situations, could not be grouped within the first category by public affairs standards. None for example, is a major publishing and business centre to the same degree as Chicago; none is home to a 'Los Angeles Times' or a 'New York Times' and none is quite the cultural and academic centre which is San Francisco. The approach taken by these posts in rating their audiences was similar and would seem to justify the division we have made here. Cleveland's report was noteworthy, ranking Media (electronic), Media (print), Academic Relations and Government and Business as 'one through five' on their scale of priorities.

8. Dallas, Buffalo, New Orleans, San Juan.

The grouping of certain posts in this category does not suggest that they do not serve important sectors of U.S. society within their territorial jurisdiction. Some (such as Buffalo) are important trade and consular posts.

.../3



9. The Consulate General, New York.

New York is in a category by itself since the city is home to institutions such as the New York Times, the Wall Street Journal, the Journal of Commerce, as well as the Associated Press, United Press International, Reuters, CBS, NBC and ABC. The Embassy's working relations with the New York office are very close.

10. The Embassy, Washington D.C.

The Office of Information is concerned with both national and local public affairs matters. Many of our local programmes in fact (i.e. those ostensibly rooted in Virginia, West Virginia, Maryland and the District of Columbia) tend to have a major national flavour, such as visits to Canada by the White House Fellows, the Federal Executives Institute and USA Congressional Fellows amongst others.

11. Perspectives of Canada. One month after the Embassy approached the posts on this subject, U.S. Heads of Post assembled in New York City to meet with and say farewell to Monsieur Cadieux. At those meetings, it was agreed that posts might prepare brief reports on 'perspectives of Canada' within their respective territories. Some of these are first rate reports in their own way and are outstanding complements to the audience/priority submissions. A resumé of them is being prepared by GWU.

12. Conclusion: The 'audience/priorities' submissions are, not unexpectedly, of mixed quality. The most modest are no better than what we would expect as the public affairs machinery in the USA works up to a bare, operating minimum. Furthermore, while some posts may appear to be making only modest efforts in public affairs, this may simply be a reflection of different operating styles. This could reflect itself in the reports which they have submitted although in some cases the rating of certain audiences demonstrates a real need for guidance. In any event, we must bear in mind in all cases that a judicious selection of audiences does not necessarily guarantee that these audiences are being effectively penetrated and serviced. This effectiveness depends upon available resources and in this respect as we have pointed out some posts are more fortunate than others. As of this date, 10 have hired Public Affairs Officers (Philadelphia and Los Angeles may soon be hiring) and in some cases these individuals are still settling into their respective portfolios. Others have been in place long enough for us to have begun to be concerned about their performance. We have drawn this situation to Ottawa's attention.

13. Finally, the Embassy has recently furnished Ottawa with advice on two important documents soon to be sent from Ottawa (FAP). One will offer Heads of Post certain guidelines on the duties expected of Public Affairs Officers. The other, more important document, will establish divisions of responsibilities in this field, among Ottawa (FAP), the Embassy, and consular posts.

4. Recent shifts of responsibility in the Office of Information as well as new appointments, will permit our National Liaison section (headed by Mr. de Bellefeuille Percy) to become fully functional by the fall. At that time, we hope that all of these factors will bring to the posts an added measure of assistance and counsel.

R. de B. Percy

for.

ROH.

TRACY/CHAGAN

UNCLASSIFIED

FM WSHDC 1190 MAY9/75

TO ATNTA BOSTN BFALO CHCGO CLVND DALAS DTROT LNGLS MNPLS NRLNS  
CHGNY PHILA SFRAH SEATL

INFO EXTOTT FAP FAL FAR FAC GWP

---PUBLIC AFFAIRS AUDIENCES AND THEIR PRIORITIES

EXTOTT FAP AND EMB WSHDC HAVE AGREED THAT IT WOULD BE USEFUL  
EXERCISE AT THIS STAGE IF EMB WSHDC AND ALL USA CONSULAR POSTS  
WERE TO PREPARE LIST OF VARIOUS PUBLIC AFFAIRS AUDIENCES AND  
TO INDICATE RELATIVE PRIORITY WHICH EACH ASSUMES IN EACH  
POSTS PUBLIC AFFAIRS PRGM.

2.EXTOTT FAP HAS INDICATED THAT IT WOULD BE USEFUL TO HAVE THIS  
EXERCISE COMPLETED ASAP WITH AS MUCH DETAIL AS PRACTICABLE.  
THIS RATIONAL FOR POSTS PRIORITIES WILL BE USEFUL TO EXTOTT  
FAP AND EMB WSHDC IN THEIR COORDINATING ROLE.

3.EMB WSHDC GRATEFUL IF COMPLETED EXERCISE COULD BE SENT TO  
EMB WSHDC BY JUN2 FOR ONWARD TRANSMISSION TO EXTOTT.

END/277 091543Z 00130

H. Ezrin

SECRET

August 13, 1975

A. B. Roger

Assessment of the State of Canada/US Relations56-1-2-USA  
—FAP(o/r)  
FAPD

Mr. Tardif

You will have seen GWU's recent telex to Washington asking for the Embassy's contribution to a major review paper for Cabinet on the current state of Canada/US relations, including assessments of the public perception of Canada in the United States, and of the effectiveness of current and planned activities to modify and improve that perception. I spoke to GWU yesterday about our (i.e. the Public Affairs Bureau) part in developing the review paper and was assured that we would be encouraged to participate at an early drafting stage. You will wish to keep closely in touch with GWU in this regard I presume.

2. At the same time I alerted GWU to my desire to see the paper incorporate an interpretation of Canadian participation in the U.S. Bicentennial along the lines we have discussed on several occasions:

- i.e. that such participation is aimed at underscoring the continuing friendship of Canada for the U.S.A. in the context of a "friendly but distinctive" posture and that such emphasis is fully justified in 1976 given the several years of increasingly abrasive particular relations which have served to point up our determination to be distinctive.

I undertook to develop this line of thinking more fully for GWU in memo form in the next few weeks.

**ORIGINAL SIGNED**

A. B. ROGER

A. B. Roger

Director

Information Division

file diary circ chron

MEMORANDUM

APD APD

UNCLASSIFIED

FAP

August 11, 1975

Washington Staffing - Public Affairs Programme

56-1-2-USA  
PL

There has been considerable confusion about the number of Canada-based positions confirmed for the staffing of the Public Affairs program in Washington and the position numbers which they have been assigned. The purpose of this memorandum is to attempt to outline the pertinent history of the current staffing situation and to set down for the record the Bureau of Public Affairs' understanding of these two issues in the expectation that general agreement upon the baseline data will be achieved.

CMP  
PAPD  
CWU  
PCSI  
APPC  
PAI  
PAC  
FAR

2. You will recall that during the 1975/76 country program review meetings held in February 1975, it was agreed that the FS position approved for Washington for deployment in fiscal year 1975/76 would be used as the pay base against which the Massé position in New York would be held [see page 23, Country Programme Review Minutes of June 24/75]. Following the meetings, it was agreed after consultation with APPC and APD that a pool position (we believe nominally in Paris) would be used as the base for Massé's position in New York. Consequently, a position confirmed for Washington which had been approved for fiscal year 1975/76 remains undeployed. It was therefore not reflected in CWU manning level telegram 241 of May 9, 1975, which only noted the transfer of two Canada-based positions to the External Affairs establishment - EXT 7377 from BMR and EXT 7378 from IT&C.

3. The existence of a new CEO public affairs position for Washington for 1975/76 was reflected not only in the Country Programme minutes of those meetings [as noted above] but also was confirmed in ... PMA's memorandum of June 3, 1975 to FAP [copy attached], which requested approval to transfer the position to a headquarters pool. FAP agreed on June 10th to allow this 1975/76 CEO position which was intended for Washington to revert to the headquarters pool provided that it would be subsequently made available for deployment in fiscal year 1976/77. It is my understanding that this position, which was initially intended to be filled by the Olympic Coordinator, will be deployed in Rabat for the remainder of this fiscal year.

.../2



- 2 -

4. It seems to me that in determining this year's staffing programme for the Public Affairs programme in Washington, there has been a mistaken assumption that the position being redeployed to a headquarters pool for subsequent use in Rabat is indeed EXT 7347, and not the CSO FY 75/76 (unnumbered). EXT 7347 was added to Washington's establishment list on October 1, 1974. GMP's manning level telegram 48 of May 8/74 refers, having been confirmed during that year's country programme review.

5. It was initially proposed that this position [EXT 7347] might be used for Cultural Affairs activities. A number of factors militated against the filling of this position during fiscal year 1974/75. These factors include space constraints [the office has now been moved], resolution of Mr. Percy's status and responsibilities, and a suggested redeployment of staff which would have entailed converting this 1974/75 confirmed Canada-based position into a locally engaged position. [The Maffre option - GMP, APO, FAI meeting of Jan. 14/75 refers.] At a January 14, 1975 meeting between APO, GMP and FAI, staffing action to fill this new position was requested.

6. In the interim, Mr. O'Hagan had become convinced of the necessity of restructuring the job packages in Washington, in order to ensure maximum utilization of existing resources. [O'Hagan letter of Dec. 10/75 to APO, FAI, GMP refers.] This rearrangement of responsibilities, which was confirmed at the Washington Post Liaison Meeting held April 21-22, 1975, entailed the development of a new job package for EXT 7347 which included both media relations responsibilities and administrative management responsibilities. [It was understood that Mr. Seaborn's national academic and cultural responsibilities outside the Embassy in Washington made it impossible for him to discharge a number of these daily management functions.] Following intradepartmental discussion [APO/GMP/FAI meeting of Jan. 14/75] it was agreed that a senior PS 2 preferably with some management experience would be required to assist in the conduct of the Public Affairs program in Washington. The Embassy in Washington believes that Mr. McGavin has been engaged to fill this position created in 1974/75 - hence their request in Washington telegram 1173 of July 2 [attached] for information about Mr. Clark's replacement. This request was in addition to discussions held between Mr. Juneau of APO and Mr. Seaborn of the Embassy on May 14-15, 1975 concerning the naming of a replacement for Mr. Clark.

7. Undoubtedly some of the confusion about position numbers has arisen because of the restructured job packages. Another source of confusion has resulted from the resolution of Mr. Percy's classification. In early January 1975, APDC requested that, for administrative reasons, position EXT 4086 (currently occupied by Mr. Clark) rather than EXT 7172 was to be reclassified as an IS 4 position to accommodate Mr. Percy and in order not to disturb the agreed PS 2 classification of position EXT 7172. FAI agreed to this arrangement [FAI memo to APDC of January 9, 1975 attached]. Subsequently, APDC advised Washington [APDC 0244 of

.../3

- 3 -

Feb. 13, 1975<sup>7</sup> that EXT 7172 and not EXT 4086 as agreed has been reclassified to IS 4. Moreover, there is some overlap in the responsibilities between Mr. McGavin and Mr. Clark.

8. According to our records, the CEO Staffing picture of the Office of Public Affairs in Washington should be as follows:

<u>POSITION #</u>	<u>TITLE</u>	<u>CLASSIFICATION</u>	<u>INCUMBENT</u>
EXT 7177 <sup>1979</sup> <i>Elbert</i>	Minister Counsellor	FS 3	R. O'Hagan
EXT 7184 <i>Beckford</i>	Counsellor (Academic/Cultural)	FS 2	R. Seaborn
EXT 7347 <i>McGavin</i>	Media/Administrator	FS 2	R.J. McGavin (as of Aug. 25/75)
EXT 7172 <i>Fletcher</i>	National Info Officer/ Bicentennial	IS 4 <i>FS-2</i>	K. de B. Percy
EXT 7186	Education/Exchanges/ Local Programmes	FS 1	G. Adamson/ C. Watts
EXT 4086	Media/Local Publications	FS 1	R. Clark/ Replacement
EXT (number not yet assigned)	Redeployed to Rabat for 75/76	FS	APD advises position number will be given shortly

9. We should be grateful for your confirmation that there are in fact seven confirmed CEO positions for the Office of Public Affairs in Washington. One confirmed position for 1975/76 has been redeployed but will revert in FY 1976/77 while, with the departure of Mr. Clark, one position will be unfilled until his replacement arrives.

10. We assume that you will consult with both GMU and this Bureau about any staffing action you may take with regard to filling the existing and vacant position in Washington.

FREEMAN M. TOVELL

Bureau of Public Affairs

*cm. Egan*

UNCLASSIFIED

FM EXTOTT GWU0241 MAY9/75

TO WSHDC

INFO CANTRAVELOTT ITCOTT/29 MANDIOTT/IFWH

DISTR AFPC APD APDC APO APRL FAI FAP

REF OURTEL APD0345 MAY2

--MANNING LEVELS 1975/76

CP REVIEW CONFIRMED FOLLOWING PROGRAM CHANGES: (A) REDUCTION BY  
ITC/TCS OF ONE FS POSITION; (B) TRANSFER BY EMR TO EXTER OF POSITION  
EXT7377 NOW OCCUPIED BY B WATSON; (C) TRANSFER BY ITC OF POSITION  
EXT7378 NOW OCCUPIED BY NR CHAPPEL; (D) ADDITIONAL LEIO EXT8450X.

2. SUPPORT STAFF ADDITIONS TOTAL FIVE: (A) EXT8454 ST(CB) FOR GEN REL/  
INFO; (B) AND (C) EXT8456X AND 8457X FOR TWO LES INFO; (D) EXT8455 GS-MES;  
(E) EXT8458X FOR LES RECEPTIONIST.

3. REGRET RESOURCE LIMITATIONS PRECLUDE APPROVAL OTHER POSITIONS  
REQUESTED YOUR COUNTRY PROGRAM. THESE WILL BE CONSIDERED IN 1976/77  
QUOTE B UNQUOTE BUDGET PROCESS.

4. NOT/NOTWITHSTANDING FOREGOING HEAD OF POST IS HELD RESPONSIBLE FOR  
ENSURING EQUITABLE DISTR OF SUPPORT SERVICES ACROSS ALL PROGRAMS.  
PROGRAM AFFILIATIONS INDICATED FOR SUPPORT POSITIONS ABOVE MERELY  
REFLECT PRIMARY PROGRAM JUSTIFICATION AND IN MAKING ALLOCATIONS  
ACCT HAS BEEN TAKEN OF ALL REQUESTS IN YOUR COUNTRY PROGRAM.  
ESSENTIAL THEREFORE THAT NEW RESOURCES ARE APPLIED TO ACHIEVE  
OPTIMUM EFFECTIVE SUPPORT FOR ALL PROGRAMS INCLUDING POST ADMIN.

END/137 092326Z 00300



PDA/L.J. O'Toole/APD/J.M. Sinclair/re

UNCLASSIFIED

June 3, 1975.

MEMORANDUM TO FAP

C.C. PDF AFP APP PCSI GWP FAI

Program Staff - Information/  
Cultural Positions at Posts  
Abroad - 1975/76

With reference to my report on resource allocation for the Bureau of Public Affairs dated February 14, I agreed to recommend that man-year resources be made available to establish one FS and ten LEIO positions as additions to the manning levels of various posts abroad. Although all the LEIO man-years have been assigned, you will be aware that the FS man-year, which was intended for Washington, has not been taken up by GWP.

2. I have just completed a further examination of our manpower resource allocation plans for 1975/76, with the help of a senior review group, and find that we will have serious difficulty in meeting several high priority requirements for new FS positions at headquarters. Subject to your comments, therefore, I propose to request that GWP release the man-year in question for reallocation to another Departmental activity. If there are compelling reasons for doing so, I would be willing to agree that the man-year revert to Washington in 1976/77. May I have your views?

  
L.J. O'Toole  
PDA

*Eg*

## ACTION

UNCLASSIFIED PERS INFO

FM WSHDC 1773 JUL2/75

TO EXTOTT APO FAI

DISTR GWU FAP FAC FAR

---EMB OFFICE OF INFO-CDA-BASED OFFICERS

IN 1974/75 FISCAL YEAR ONE ADDITIONAL CDA-BASED OFFICER  
WAS ADDED TO EMB ESTABLISHMENT FOR INFO DUTIES. DUE IN GOOD PAF  
SPACE LIMITATIONS NEW POSITION WAS NOT/NOT FILLED IN 1974/75.

2. SPACE NOW AVAILABLE AND MCGAVIN WILL BE ARRIVING AUG TO BE  
SENIOR MEDIA PROGRAM OFFICER. WE KNOW WATTS WILL REPLACE  
ADAMSON. WE HAD THOUGHT OF MCGAVIN AS ADDITIONAL OFFICER. I  
TRUST YOUR THINKING IS ALONG SAME LINES AND WE WILL SOON LEARN  
NAME OF RG CLARKS REPLACEMENT.

3. I CAN UNDERSTAND THERE MIGHT BE SOME CONFUSION SINCE  
MCGAVIN WILL TAKE ON SOME OF CLARKS MEDIA DUTIES (PLUS SOME  
FROM OHAGAN) AND CLARK CANNOT/NOT LEAVE UNTIL MCGAVIN  
ARRIVES. MCKINNEY

END/046 022226Z 00200

*Mr. E. v. m.*

*C*

*C*

PP

11

*filled*

*R*

EXTERNAL AFFAIRS



AFFAIRES ÉTRANGÈRES

W.F.

TO  
A Mr. A. M. Bonney (APDC)

FROM  
D<sup>e</sup> Mr. A. B. Roger

REFERENCE  
Référence

SUBJECT  
Sujet Classification of IS Position in Washington

SECURITY CONFIDENTIAL  
Sécurité Personnel Management

DATE January 9, 1975

NUMBER  
Numéro

FILE	COPIES
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

APO  
(Mr. Burney)

Mr. Foychuk

Mr. Ezrin ✓

I understand that agreement has been reached that one position in Washington should be classified in the IS category. The Embassy and FAI are satisfied that the National Information/Bicentennial job package might best be handled by an Information Specialist (indeed such is the case at present as the incumbent is Mr. K. de B. Percy).

2. Further I understand that on the basis of the current job description you intend to recommend classification at the IS 4 level initially. I am prepared to acquiesce in this immediate action. It is however my view that the National Information Officer job package in Washington will rapidly grow in importance and responsibility. As will be seen from the attached correspondence received from Mr. O'Hagan in Washington "Line Management" shares this view. Consequently I would ask that in your submission the PSC be forewarned that we will wish to review the classification of the position in six months to one year.

3. Lastly for administrative convenience, I understand that you intend to seek IS 4 classification for position No. EXT 4086 rather than EXT 7172 so as not to disturb the agreed FS 2 classification of the latter. I have no objection so long as it is understood that the job package for which IS classification is sought is the National Information Officer job.

ORIGINAL SIGNED  
A. B. ROGER

A. B. Roger  
Director  
Information Division

(file) actc/diary/circ/chron

MESSAGE

PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
FM/DE OTTAWA	EXT AFF	FAI-2748	11/08/75	<del>56-7-9-USA</del> 56-1-2-USA cc - <del>56-8-1A</del>	UNCLASSIFIED
TO/A LOS ANGELES					PRECEDENCE
INFO WASHINGTON D.C.					

DISTR. AFPC, GWU, APOS, FAP, FAC

REF FAI-2136 OF JUNE 18/75 AND GILCHRIST/EZRIN TELECON OF AUG 8/75  
SUB/SUJ EMERGENCY EMPLOYMENT

WE CONFIRM EMERGENCY EMPLOYMENT AUTHORIZED COMMENCING OCT 1  
/75 UNDER TERMS AND CONDITIONS OUTLINED IN REFTTEL.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SGH. EZRIN/km <i>[Signature]</i>	FAI	2-4068	SIG <i>[Signature]</i> A.B. ROGER

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES AUG 13 1975

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

FROM Consulate General, Seattle  
De

REFERENCE Our letters No. 165 of July 9th and  
Référence No. 197 of August 8th, 1975

SUBJECT Information Programme - Promotional Funds  
Sujet

SECURITY  
Sécurité

Att'n: *M. F. [Signature]*  
Unclassified

DATE August 8th, 1975

NUMBER 198  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION 56; 56-19-4; 56-19-4-	
56-20-8; 55-11-2-1	

CC 56-19-4-3-USA-28-Sea

ENCLOSURES  
Annexes

DISTRIBUTION

BY OTT

FAR

As a result of the programmes outlined in our letters under reference, we wonder if we might be allowed \$690 in promotional funds, as follows:-

A) Circumpolar Community Exhibit  
University of Alaska

\$ 50.00

We hope to be able to arrange several showings of the film "Below Zero" in conjunction with the Circumpolar Community Exhibit. The \$50 would allow for hiring a projectionist for from 5 to 8 showings and for the printing of special posters advertising the film.

B) Prestige Film Showing

\$ 375.00

In conjunction with the opening of the Circumpolar Community Exhibit at the Pacific Science Center in Seattle, we plan a prestige showing of the film "Below Zero". The money requested would cover rent of the Eames Auditorium and hiring a projectionist (\$100.00) and printing of programmes and invitations (\$275.00). These figures are roughly the amounts spent during the last fiscal year on our Prestige Film Showing.

C) Canada Week  
Western Washington State College

\$ 265.00

Based on our experience with a previous Canada Week, we foresee these expenses:

Projectionist to show films,  
4 hours a day for 5 days at \$2.00 per hour \$ 40.00

Printing of 50 posters for use on  
campus to advertise films (1 colour offset) \$ 75.00

...2

DISTRIBUTION  
"by OTTAWA"  
done in ACR

AUG 11 1975

DISTRIBUTION  
"par OTTAWA"  
effectuée par ACR  
Ext. 407B/Bil

Printing of 50 posters to advertise  
special exhibits in Wilson Library  
and Map Library

\$ 75.00

Printing of additional posters to  
advertise special cultural events,  
e.g., exhibit in art gallery, musical  
performances, etc.

\$ 75.00

2. We assume that promotional expenses for the concurrent conference on Canada-U. S. relations would be covered by the \$1,500 that has been requested from FAR for the conference.

*A. Christine Lundy*  
Consulate General

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

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

FROM Canadian Consulate General-Chicago  
De

REFERENCE FAI (M) 2502  
Référence

SUBJECT Newspaper Coverage  
Sujet

SECURITY Unclassified  
Sécurité

DATE August 7, 1975

NUMBER 215  
Numéro

FILE	DOSSIER
OTTAWA	
SG-1-2-VSA	
MISSION	

ENCLOSURES  
Annexes

Page 2

DISTRIBUTION

George  
Jacoby

best plan in light of my close deadline before the reporter left. No information arrived here in time for communication to the journalist, so a list of several names was given to him over the phone. Following his return from Yellowknife, the reporter said that the officials in NWT received the alert on July 30-over a week after it had been sent.

In light of this experience even though the time frame was quite short, this Post would like to be assured that future requests concerning journalists would be handled as a priority or that we are advised of a fail-safe method for making sure the journalists are adequately directed toward their objective. We feel that this is imperative if we are to maintain and develop greater press impact.

*D. W. Dombay*  
Consulate General

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES AUG 13 1975

From/De: [Signature]

Att'n: [Signature]

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

FROM Consulate General-Chicago  
De

REFERENCE FAI (M) 2502  
Référence

SUBJECT Newspaper Coverage  
Sujet

SECURITY  
Sécurité

DATE August 7, 1975

NUMBER 215  
Numéro

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 41	28

ENCLOSURES  
Annexes

DISTRIBUTION

George  
Jacoby

In our opinion, the article on trends in news coverage from the New York Times is accurate and in fact specific in the statements regarding the three major Chicago papers. Much the same stress on local coverage is found in the other papers and Radio/TV coverage within the Consular Territory.

Historically, it has been difficult to obtain coverage of important Canadian news events in the press or on Radio/TV. Few of our press releases have been printed and Radio/TV coverage has been limited to consular participation in local "Talk Shows" for the most part.

In an effort to break this apparent trend, this Post has attempted a local experiment with a creative posture rather than one of a reactive nature. On July 31st a "Media Dialog" was held to which journalists as well as selected Radio/TV stations were invited. Our purpose in organizing this was fourfold: 1. to introduce relatively newly arrived Post officials 2. to establish a level of press credibility for the staff in matters of international concern 3. to become personally acquainted informally with members of the local press and media 4. to set up a basis by which this Post might develop more meaningful and useful contacts with the press.

Short presentations were made on the general subjects of energy, natural gas, FIRA, Immigration, travel, the Olympics and Bicentennial cooperation among other things with questions and comments coming from the press in order to carry out the dialog concept. Without going into a great deal of detail, the dialog was well received and we now feel that with appropriate follow-up we have accomplished at least the first hurdle to greater cooperation with the press.

On another associated and most important front, this Post was informed recently that a Mr. Phillip Moeller of the Chicago Sun-Times was going on a junket sponsored by an Arctic gas group and enlisted our support in obtaining interviews with appropriate government officials in Yellowknife on completion of the tour July 31 and August 1. A telex requesting assistance and alerting the appropriate officials in Yellowknife was sent to Ottawa as the



*M Registry*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A

Mr. G.S. Shortliffe

FROM  
De

Philip Somerville

REFERENCE  
Référence

SUBJECT  
Sujet

Public Affairs in the U.S.:  
Division of Responsibilities

ENCLOSURES  
Annexes

DISTRIBUTION

SECURITY  
Sécurité

UNCLASSIFIED

DATE

July 30, 1975

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	39 -

*Mr. Somerville - case closed - let us see my - 12/13 note my - comment on 12/20 - first 10 min - available do - 12/20 for - 12/20 to FAP - Aug 24.*

Attached are copies of the draft division of responsibilities for public affairs' activities in the United States, prepared by FAP. Also attached is a revised version prepared by me. I am proposing changes in the section on the bureau of public affairs, subparagraph 1 and subparagraph 4; in the section on the Embassy in Washington, the opening paragraph, subparagraph 2, a new subparagraph 3 and new subparagraph 4; in the section on the consular posts in subparagraph 1.

2. With these revisions, I think the FAP proposal takes account of our interests. <sup>at HQ</sup> I have tried to minimize a central role for the Embassy as I think that needs more careful thought. There is really nothing in this division of responsibilities that would foreclose the Embassy taking a more active national role once it is in a position to do so. If you agree, I propose discussing our changes with Hershel Ezrin.

3. I am also attaching a revised outline of suggested duties for public affairs officers at the U.S. posts, also prepared by Ezrin. Basically it is designed to be a statement of duties for any public affairs officer whether he be Canada-based or locally engaged. Obviously, not all officers would be equally engaged in all activities. It is my understanding that this document is to serve as a general guideline which would be rendered more directly relevant on a post-by-post basis as a result of the establishment of clear post priorities for public affairs activities.

*Philip Somerville*  
P.R.I. Somerville

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES AUG 13 1975

Att'n: Mr. Eggleston

SECURITY  
Sécurité RESTRICTED

DATE 28 July 1975.

NUMBER  
Numéro #1436.

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

FROM The Canadian Embassy, Washington D.C.

REFERENCE  
Référence

SUBJECT  
Sujet Guidelines for Public Affairs Officers.

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

ENCLOSURES  
Annexes

DISTRIBUTION

Attached are the Embassy's comments on the draft document outlining guidelines for Public Affairs Officers. We hope that they will be useful and will assist you in expediting a complete version to all posts at the earliest opportunity.

2. Our coordination and national liaison roles have assumed increased substance in recent months. During this time, we have become concerned with the performance and apparent effectiveness of some (locally-engaged) Public Affairs Officers at certain posts. You will appreciate that left uncorrected this situation could have decidedly negative effects for our priority programmes in this country. We agree with you (see: WshDC tel. 3485 of Nov. 22/74) that a national conference of Public Affairs Officers (as well as Canada-based officers responsible for public affairs) would be useful. Other devices might also be employed.

3. Following the receipt by all posts of finished guidelines, we wonder if you should not invite all Heads of Post to evaluate the effectiveness of their Public Affairs Officers. The Embassy's Office of Information might usefully be involved in this assessment which should, we feel, be undertaken before the end of individual probationary periods. (This may already have been reached in some cases.) Officers who have not shown themselves to be effective should be replaced. This would help to ensure that officers attending such a Public Affairs conference would look forward to enjoying a reasonable period 'on staff' at their respective posts. We might then be in an improved position to gauge our regional and national effectiveness particularly before the start of a busy Bicentennial year.

12. de B. Perry  
8. THE EMBASSY.

19 June 1975

REVISED OUTLINE OF SUGGESTED DUTIES  
FOR PUBLIC AFFAIRS OFFICERS  
HIRED UNDER THE DIRECTION OF THE HEAD OF POST  
(OR CANADA-BASED OFFICERS DESIGNATED BY THE HEAD OF POST)  
TO CONDUCT AN INFORMATION PROGRAMME IN SUPPORT OF POST OBJECTIVES

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

GOAL: TO ENSURE UNDERSTANDING OF CANADIAN POLICIES, ATTITUDES AND ACHIEVEMENTS.

OBJECTIVE: To develop an active programme for the dissemination of hard core information on Canada (materials, print, people and audio-visual) geared to selected audiences-- and individuals in positions of influence.

STRATEGY: Through a close working liaison with local organizations, universities, publications and societies whose memberships and/or audiences represent interest groups among whom an understanding of Canadian policies and achievements is important.

ACTIVITY:

1. Organize and keep current lists of opinion makers and in consultation with appropriate officer, evaluate in terms of priority:
  - editorial writers and foreign news editors
  - academics with an interest in Canada
  - staffs of local businesses
  - industries and labour organizations
  - political parties
  - cultural, fraternal and ethnic societies
  - municipal, state and federal government officials.

Develop liaison with other local organizations, societies, business leaders, labour organizations, political parties, officials of various kinds etc., with an interest in Canada. This activity should be approached in the sense of supporting programmes and activities already in existence (e.g. trade promotion, immigration) rather than at this stage trying to set up new ones.
2. Submit for consideration by the Head of Post, recommendations for the preparation of material (by post or by departments in Ottawa) on subjects of local interest which require the exposition of Canadian Government policy. State target audience. Provide profile of their knowledge or awareness of the subject. Suggest eventual method for distribution of material.
3. Organize speaking engagements for Head of Post or for appropriate officers; define audience; suggest areas of interest; arrange suitable pre and post press coverage.
4. Monitor as effectively as possible public affairs programmes; clip and document selective media comment on Canada; discuss response or omission; recommend, and when indicated, take action.
5. Arrange for prestige, special film festival or promotional showings of Canadian films to specific audiences. Such film programmes should support other priority programme activities.
6. Participate in the maintenance of an up-to-date film library based on area priority (service in some, self-interest in others); plan an efficient distribution system; utilize promotional material.
7. Submit to the Head of Post suggestions for consideration by departments in Ottawa as to new subjects or more relevant treatment and on acceptable formats for audio-visual and printed material; provide data on potential market.

.../2

8. Organize or provide post support and promotional back-up for Canadian product and trade exhibits and informational displays planned in the post area.
9. Supervise response to routine information enquiries, written and oral, and the distribution and maintenance of stocks of printed information material. Keep information current or provide revised figures. Distribution of information materials should be focussed on support for other priority programme activities.
10. Within a budget allotment controlled by the Head of Post, travel to centres in the territory of the post to achieve the above objectives.
11. Within a budget allotment controlled by the Head of Post, extend hospitality to effect strategies listed above and others devised and approved.

GOAL: FACILITATE AND PROMOTE CANADIAN CULTURAL MANIFESTATIONS WITHIN  
THE AREA OF THE POST

OBJECTIVE: To raise the awareness level of Canada's culture: to encourage visits of artistic groups; to achieve showings of graphic, fine and folk art, displays and films as well as to foster public acclaim for persons prominent in Canadian cultural life.

STRATEGY: Disseminate contemporary information about Canadian culture in a manner that stimulates interest in, and whets the appetite for the experience of an exhibit, or performance.

- ACTIVITY:
1. Develop an individualized programme for the distribution of literature pertinent to the Canadian cultural scene to selected media--universities, museums, galleries, schools, performing societies, etc. and to individuals in positions of influence in the sphere of fine arts, folk arts, entertainment and programming.
  2. Recommend to the Head of Post and organize appropriate post support for appearances by Canadian performing artists, showings of Canadian paintings, sculpture, etc. particularly in university settings.
  3. Prepare for the Head of Post background material or dossiers for discussion with museum and/or gallery directors re the inclusion of Canadian art or artifacts in their exhibits (i.e. Museum of Man - Eskimo ethnographic or contemporary or Indian art) or various phases of contemporary ethnic art.
  4. Recommend to the Head of Post acquisitions for the reference library capable of serving the cultural requirements of the media and the public. Publicize their acquisitions.
  5. Recommend to the Head of Post and organize appropriate post support for photo exhibitions showings of Canadian poster art etc. in schools, public buildings, libraries, etc. concentrating on where there is an existing interest in Canada in other areas of activity.
  6. Organize and/or provide post support and promotional back-up for Canadian exhibits and displays shown in the post area.
  7. Offer current records "classic, folk or pop" with background information to radio disc jockeys, depending on their programs.
  8. Arrange thorough CBC International, specific TV and radio program reruns. "Topical disc" programming.
  9. Within a budget allotment controlled by the Head of Post, travel to centres in the territory of the post to achieve the above objectives.
  10. Within a budget allotment controlled by the Head of Post, extend hospitality to effect strategies listed above and others devised and approved.

DAL: ENCOURAGE TEACHING AND RESEARCH ON OR RELATED TO CANADA IN UNIVERSITIES AND COLLEGES AND SELECTED HIGH SCHOOLS IN THE POST TERRITORY.

OBJECTIVE: To increase knowledge of Canada and recognition that it is an independent nation pursuing policies of understandable self-interest within the context of the Third Option theme of living in harmony with but distinct from the United States and while contributing positively towards resolutions of world wide concerns.

STRATEGY: In cooperation with and under the guidance of the Embassy Office of Information and Ottawa seek out and assist, where possible, universities and faculty doing teaching and research related to Canada or possibly interested in doing so. Make supportive and developmental visits to professors and administrators, on occasion with the Embassy officer responsible for academic relations. Supply information material and films on Canada, facilitate study/travel to Canada, assist in organizing conferences, seminars, speakers, weeks, institutes etc. on Canada.

- ACTIVITY:
1. A. At universities where there are already faculty with a teaching and/or research interest in Canada, undertake a systematic program of visits to meet these faculty on their home ground and learn more of their interests, concerns and problems.
  - B. Arrange visits to key faculty and administrators who might be in a position to assist in overcoming some of the difficulties faced by faculty interested in increasing course content on Canada.
  - C. Call on faculty at universities in disciplines where there might be an interest in Canada even if relatively modest and limited to using Canada as a model or point of comparison in courses touching on more than one country and its institutions.
  2. Select one or more universities as priority targets which because of their prestige and influence should receive special attention and build up on a systematic basis contacts with faculty who have some interest in Canada and with other key faculty and administrators who are influential and whose support would be necessary if the university were to pay more attention to Canadian matters.
  3. Arrange, on occasion, a program for an Academic Relations Officer from the Embassy designed to support activities 1 and 2 so that the Embassy's support would build on and add to the work of the post.
  4. Consistent with any data system developed by the Embassy prepare lists of faculty and administrators at universities who are already teaching about or have done research on Canada or who might be interested in either or both.

BEST COPY AVAILABLE

5. Ensure that contacts of activities 1, 2 and 4 are familiar with the various information materials on Canada which can be made available and receive supplies for personal and classroom use as needed.
6. Ensure the post maintains an adequate supply of the materials referred to in activity 5.
7. Ensure requests from professors for films for use in connection with courses on or relating to Canada are met.
8. In consultation and in cooperation with the Embassy and Ottawa, as appropriate, and within budgetary and other resource limitations and with the faculty and universities affected by activities 1, 2 and 4 find and help develop suitable opportunities for speakers from Canada; conferences and seminars in support of Canadian studies; exhibitions; Canada weeks, manifestations and days; film festivals; and teacher training workshops, courses and institutes.
9. Inform the Embassy of any substantive activity related to the post's academic relations program and any significant developments in the post's territory related to Canadian studies.
10. Work, when suitable occasions occur, with state education officials concerned with curriculum development, and, on



GOAL: TO ACHIEVE WIDER MEDIA COVERAGE OF CANADIAN AFFAIRS AND A MORE  
ACCURATE INTERPRETATION OF CANADIAN POLICIES IN THE TERRITORY  
OF THE POST

OBJECTIVE: To stimulate an interest in, accurate coverage of, and intelligent and/or sympathetic reporting of both news and current events in Canada.

STRATEGY: By developing a good working relationship with the news media.

ACTIVITY: List or make index cards for all media with addresses, telephones, deadlines, contacts and publisher affiliate.

1. For a minimum period of 4 issues or programmes or until familiar with media, style, news slant or direction and target audience (market), read each publication thoroughly, or analytically watch programme. Repeat at least every quarter. Devise if necessary an occasion (1.8 activity) (which could be a cultural, social or newsworthy event) to meet and discuss with each editor or producer the resources which you can provide on matters Canadian. Evaluate all public affairs programs with an eye to plugging in Canadian point of view.
2. A. Daily Newspapers:
  - List political columnists and by-line writers
  - List cultural and/or entertainment editors or writers
  - List general news or city editor
  - List foreign news editor
- B. Weekly Newspapers or Magazines:
  - List political columnists and by-line writers
  - List cultural and/or entertainment editors or writers
  - List general news or city editor
  - List foreign news editor
  - List photo editor
- C. Radio - Commercial, Shortwave and/or Armed Service:
  - Obtain program schedule
  - Request breakdown of public affairs programming
- D. Television - Commercial, Cable, Community and/or Educational Television:
  - Obtain programme schedule
  - List public affairs producers and programmes
  - List news editor
- E. Periodicals:
  - List political columnists and by-line writers
  - List cultural and/or entertainment editors or writers
  - List general news (city) editor
  - List foreign news editor
- F. Trade Publications
3. Mail regularly to media, official publications of a general nature; direct specific publications (i.e. international perspectives) to specific editors (i.e. foreign news editors), IT&C publications to the business editor, food, consumer or news on women to appropriate editor, etc.
4. Organize press interviews or conferences and radio and television appearances on the occasion of visits to the post's territory by prominent Canadians.
5. Recommend to the Head of Post the action which should be taken by him and other Canada-based officers to consolidate and capitalize upon the spadework done through day-to-day liaison with the media.
  - A. Individual or group briefings at the post for media representatives

- B. Recommendation of a particular media representative for a visit to Canada under the Visits Programme of the appropriate departments.
  - C. The acceptance of requests for special interviews or radio and television appearances.
6. Submit to the Head of Post recommendations for the preparation of material by experts at the Embassy or by Departments in Ottawa on subjects of local interest which require the exposition of Canadian Government policy. State publishing deadline, suggest length and define intended market.
  7. Draft for the Head of Post's approval press releases and/or queried photo stories concerning happenings in Canada, and/or activities of particular interest in the post area.
  8. Offer editors, feature article dossiers or background material covering Canadian subjects of international or local interest - regionalized intro if necessary.
  9. In close liaison with programme control officer and/or librarian recommend to the Head of Post the acquisitions of reference materials required to serve the information requirements of the media. Supervise circulation or promotion of this material.
  10. Within a budget allotment controlled by the Head of Post, travel to centres in the territory of the post to achieve the above objective.
  11. Within a budget allotment controlled by the Head of Post, extend hospitality to effect strategies listed above and others devised and approved.

## MESSAGE

Document disclosed under the Access  
Document divulgué en vertu de la Loi sur

FM/DE	PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	UNCL
	OTTAWA	EXT AFF	FAI-2552	JUL 22/75	56-1-2-USA	
TO/A	WASHINGTON					PRECEDENCE
INFO						JUL 22 21:36 75
DISTR.						EXTERNAL AFFAIRS

REF YRTEL 1933 JUL 18/75  
SUB/SUJ HENNESSY REPLACEMENT

PARA 9 OF AFPX TEL 467 OF JUL 15 REFERS. ADVISE WHEN REPLACEMENT  
RECRUITED.

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

Washington

56-12-USA	
41	52

File  
OKS

UNCLASSIFIED

FM WSHDC UNAP1933 JUL18/75

TO EXTOTT (FAI

DISTR GWU APRL

**ACTION**

REF YOURTEL 2447 JUL14 EXTOTT TEL AFPO77 JUN27

---HENNESSY REPLACEMENT

AFP TEL JUN 27 INSTRUCTS US TO QUOTE MAKE NO/NO NEW COMMITMENTS  
TO HIRE REPLACEMENT LES OR FILL NEW LES POSITIONS UNQUOTE.

ACCORDINGLY, WE CANNOT/NOT REPLACE HENNESSY UNTIL WE RECEIVE NEW  
INSTRUCTIONS.

END/099 182030Z 00050

Final Tel

To: Wshdc

From: FAI

Ref: Wsh tel 1933 of July 18/75

Subj - Hennessy Replacement

Unlass

2552

Para 9 of AFPX tel 467 of July 15 refers x  
Advise when replacement ~~in place~~ <sup>recruited</sup> x

file diary circ chron

Canadian Consulate General,  
NEW YORK

CONFIDENTIAL (with attaches)

Under-Secretary of State for External Affairs,  
OTTAWA

July 18, 1975

FAI-2503

Post Liaison Visit - Public Affairs

56-2-NEW YORK
cc. 56-1-2-USA

...

Attached is the final version of the summary record of the  
public affairs liaison meeting held in New York on June 5, 1975.

WASHINGTON

FAP  
FAC  
PAR  
GNP  
GJU

ORIGINAL SIGNED  
B. ROGER

Under-Secretary of State  
for External Affairs

SUMMARY RECORDCONFIDENTIAL

Post Liaison Meeting  
Consulate General New York/Bureau of Public Affairs  
June 5, 1975

After an exchange of introductory remarks by Mr. Rankin and Mr. Reid, Mr. Reid outlined the purposes behind the post liaison visit.

One reason for the visit was to clarify the inter-relationships between Headquarters, the Embassy and the Consulates in the U.S.A. in order to ensure that the sum of efforts and resources were not being dissipated. It was important to seek to outline this relationship in advance of the forthcoming HOP meeting. The Bureau representatives present also wished to obtain a clearer understanding of how best to support posts in their activities in their public affairs activities in both the short and medium term. Mr. Shortliffe noted that FAP and GWP bureau had consulted closely in the development of these post liaison visits because GWP was conscious of the key supportive role of public affairs activities in terms of developing policy thrusts.

In response to Mr. Rankin's concerns about the fact that New York had not been invited to participate in the Washington meeting of April 21/22, 1975, Mr. Reid, Mr. O'Hagan and Mr. Shortliffe all acknowledged New York's unique position as the media, cultural and commercial centre of the United States. Consequently, a special meeting was being held with New York. It was hoped that the systems proven to be successful in New York's case could be identified for adaption by other posts. The meeting in Washington had been intended to clarify the Embassy's relationships and internal workings with headquarters. Moreover, Mr. O'Hagan noted that the Embassy had become increasingly aware of its national responsibilities which could serve to compliment all posts.

While acknowledging the list of personnel and financial constraints enumerated by Mr. Reid as still limiting full scale effectiveness of the Bureau's activities, Mr. Rankin noted a vast improvement in FAP bureau's performance in the last year as compared to the period before. Mr. Rankin emphasized the post's record of achievements without substantial resources and noted his preference that public affairs initiatives be left with the post. He also referred to the close working relationship between the Embassy and the Consulate General.

The meeting then turned to a discussion of the activities of the different divisions of FAP. Mr. Roger reviewed the history of the New Look (a term now being discarded) Information programmes, emphasizing the need to focus information activities in support of post priority objectives. The lengthy lead time necessary for production, and the implications of inflation's costs increases upon real purchasing power were reviewed. Mr. Roger stated there was a new emphasis on evaluation techniques of the effectiveness of programmes and on training of information officers

Mr. Rankin intervened by noting that because of anticipated staffing turnovers during F/Y 1976/77, he expected the post's public affairs programme would suffer. It was for this reason, as well as to expand the posts media liaison role with influential regional media, that a request had been put in the Country Programme cycle for an LEIO.

The tone of the discussion at the recent CP review meeting was given by the headquarters staff present. It was noted that one of the reasons for resistance by other departments to support a manpower increment for New York had been that the post had included library support staff in its 75/76 programme staff totals, thereby presenting a false image of the post's capacity in this area. Moreover, the post had been using a support programme position originally obtained for the Public Affairs Programme in support of the Trade programme. The post enquired whether Mr. Percy might be used more frequently during 1975/76 until the LEIO provisionally approved for 76/77 was confirmed. Mr. O'Hagan noted that Mr. Percy, in his

- 3 -

National Liaison Capacity would be required to assist other posts less blessed with resources than New York. Mr. Roger stated that FAI would support an application from New York to APRL for undertaking emergency temporary employment. Mr. Shortliffe noted that the Consulate General was receiving an additional FS for general relations work but that he could be deployed as the HOP deemed appropriate. A number of activities were reviewed individually:

#### A. MEDIA RELATIONS

Mr. Rankin stressed that although the post had secure communications, it was not being kept as fully advised as necessary on policy background of fast breaking stories. In response to Mr. Reid's questioning, he noted that important press releases or speeches were only infrequently sent by facsimile to the post. Mr. Shortliffe stated that if New York was not receiving needed up-to-date information, GWU should be advised in order to expedite the service directly. Mr. Roger reviewed the role of FAI Research and Creative Writing Section and the new editor to be hired in the policy information section to help speed up the dissemination of speech materials and synopses of important events.

#### B. VISITS

Mr. Roger agreed in principle to accept visitors from the New York region for mini-visits. Mr. Rankin noted that Mr. Chase, Editor of Foreign Affairs and Mr. Cronkite of CBS News had an interest in coming to Canada under this type of programme.

#### C. FRANCOPHONE PROGRAMMES

Mr. Roger reviewed the history of this issue, the reasons that have militated against the rapid implementation of this programme as a vehicle for the dissemination of hard information about Canada. While acknowledging that Canada was not in the French language teaching business, Mr. Massé noted that the point could be overmade of the political dangers of assisting existing programmes of French teaching. Mr. Massé requested additional film materials as well as a



- 4 -

sey of all materials currently being produced in English and French. An important market for Books Canada existed in selling French teaching materials.

Mr. Roger agreed to explore the possibility of duplicating a book exhibit now being used in Algeria for use by New York, if an assured interest existed and provided that the source of the books was clearly identified.

The post's irritation about not being advised of Canadian participation in the N.E. language Conference was part of a long standing grievance of not being kept informed about visits by public servants in their official capacity to events in their consular area.

#### D. FILMS

The post was requested to develop suggestions for a basic film package that each post could hold. Mr. Massé also noted that New York's film resources were being strained by demands from Philadelphia area schools. It was noted that in the final analysis, we should encourage most schools to purchase prints, supplying free prints only to those with a demonstrated interest in Canada or in support of aspects of our Academic Relations programme.

Reference was made to forthcoming headquarters/NFB discussions about a single centralized film catalogue, with individual film packages on specific priority topics to be held by posts.

#### E. USA BICENTENNIAL

Mr. Shortliffe advised the meeting of the Prime Minister's interest, recently expressed by Mr. Warren, in a Bicentennial gift from Canada of enduring impact. While no commitment was given for new monies for such a venture, incremental funds were also not ruled out.

Mr. Warren has asked if such a gift can be identified. It would be his intention to take up this issue 3 or 4 weeks after taking up his new position; however the gift would be discussed with Mr. Pitfield before going to be reviewed at the political level. Mr. Warren offered the following possible suggestions:

- 5 -

- (i) Christmas trees to be planted in perpetuity to 16 USA cities where we have posts,
- (ii) Exchange of historically important items between the two countries.

Turning to the existing Canadian participation in the commemoration of the Bicentennial, Mr. Reid noted that headquarters had not kept posts in the USA (except Washington) advised of developments. Efforts were currently under way to keep posts better briefed. The new Bicentennial participation logo was introduced.

Mr. Reid advised that Treasury Board had only informed the Department on May 12, 1975 that most of the funds for Bicentennial participation would have to be found in existing monies. This factor would certainly inhibit the Canadian salute. Moreover, the indecisiveness of A.R.B.A. and the confusion at the local levels created a difficult situation for Canada to work into existing American festivities.

The elements of Canadian participation at the Kennedy Center were reviewed. Mention was made of utilizing some aspects, such as a collection of Stratford costumes in New York as well as in Washington. It was agreed that there was no value in holding a simultaneous release in Washington and New York of this event, since the festival elements would not be performed later in the New York area. The problems associated with the distribution of the NFB-produced Bicentennial Book were also reviewed. Sites were solicited for a photo-exhibit based upon the book.

Mr. Roger enquired (assuming funds would be found and the elements could be combined) whether there was any venue available for a colourful Canada show appearance possibly in connection with local events. An ideal time, if the RCMP Musical Ride were included, is June, 1976.

Other Bicentennial events scheduled for New York included the visit of the Norma and Gladys (complete with a Law of the Sea exhibit on board) in October 1975. Visits to the Northeast region by Le Théâtre de Nouveau Monde and two Canadian symphonies were also discussed (see section on Cultural Affairs). The post noted that New York City's current budget difficulties might threaten

- 6 -

the sibility of New York City's Bicentennial plans as enumerated in New York 131 of March 25, 1975.

#### F. EDUCATION PROGRAMME

In response to the post's expressed concerns about the High School Book Programme Evaluation Instrument, Mr. Roger welcomed a collateral report from the Consulate-General.

Mr. Grauer suggested that the high schools who send teachers to the SUNY Plattsburgh seminar each summer are excellent candidates to work with in developing further Canadian studies modules.

#### G. INFORMATION MATERIALS

Mr. Massé requested additional documentation on the Canadian North and on the provinces for responsive distribution. The post's comments about the possible usages, format changes of International Perspectives were solicited.

Mr. Roger requested the post to advise headquarters whether its current library holdings were suited to its public affairs needs and what additional materials were needed to serve these requirements. Mr. Grauer noted that the library was used to service the academic community.

#### H. SPECIAL PROJECTS

The conditions governing the use of the special opportunity budget held in FAI's programme control section were explained to the post. Examples of using the money included paying for closed circuit TV transmission to New York of important events or rushing down daily French language newspapers for an A.A.T.F. meeting. The Circumpolar and Law of the Sea exhibits were introduced.

#### I. OLYMPIC GAMES

Mr. Rankin expressed his view that there was a need to rethink the decision on the level of VIP treatment to be provided for foreign diplomats stationed in Canada who wish to attend the Games. Mr. Béchard voiced concern that planning be commenced on how to advise posts to handle complaints about tickets and lodging at the Games site.

000911

- 7 -

## J. CULTURAL AFFAIRS

Mr. Plourde introduced the new Cultural Affairs Five Year Plan which has recently been approved by Cabinet but has not yet been funded by Treasury Board. The U.S.A. would rank highly in this proposal. Mr. Shortliffe noted that at the ad hoc HOP meeting held in New York on June 5, 1975, a number of HOP's had shared Ambassador Cadieux's reservations about the priority attached to cultural affairs programmes in the U.S.A. which could lead to an inordinate use of post resources and funds on this programme to the detriment of other ones. Did cultural affairs programme enable Canada to reach priority audiences? Many of the performing arts exchanges were straight commercial ventures; consequently there was no reason for the head of post to act as a chief host, booking agent, and advance public relations officer. On the other hand, Mr. Rankin noted that this kind of support did provide generally favourable publicity for Canada both at the post and at home.

Mr. Plourde noted that in Fiscal Year 1976-77 more than half a million dollars will be committed for the development of cultural activities in the U.S. In the present fiscal year the budget is more than a quarter million. A fairly important portion of the 1976-77 budget will be reserved for Congen New York.

One of the areas FAC would like to develop is a visits programme to Canada of prominent personalities in the cultural field:  
i.e. art critics, music critics, theatre critics, ballet critics etc. FAC would equally like to increase visits of Canadian cultural personalities to the U.S.: musicians, critics, film makers, experts etc. Post suggestions and recommendations were welcomed upon both these issues.

## K. THE PERFORMING ARTS

FAC has already committed funds for:

- 1) Tour of T N M in Eastern Universities: New England, New York State, Louisiana.

Mr. Plourde requested post suggestions re repertory and the names of universities.

- 8 -

- 2) Vancouver Playhouse: universities on the West Coast,
- 3) Montreal Symphony: Carnegie Hall, May 17, 1976.

With regard to New York's Bicentennial celebration proposals (ref. N.Y. Letter 131 of March 25, 1975) concerning a mini-festival in conjunction with New York City's Department of Cultural Affairs, FAC offered the following possible types of participation:

a) Exhibition at Lincoln Centre -

- 1) Canadian Landscapes
- 2) Pitseolak (Eskimo drawings) - available from November, 1975,
- 3) AGO exhibition at Cultural Centre.

b) Performances by small music groups - Plaza, Lincoln Centre

- 1) Montreal Symphony
- 2) Canadian Brass or York Winds
- 3) T N M in September

c) Canadian Ballet

National Ballet of Canada - July 22 - August 10/75  
- July 20 - August 8/76

Bicentennial events might be tailored around these.

L. POST CULTURAL ACTIVITIES

Mr. Plourde noted the impressive range of the post's cultural activities.

He advised the meeting that FAC was prepared to increase substantially the cultural budget offered to the post for art displays, etc. The total amount of the increment will depend upon Treasury Board's decisions about the future of the Five Year Plan.

On the visual arts dimension, Mr. Plourde offered the following details about exhibits available for possible displays in New York (these proposals are subject to review in light of current budgetary restraint) -:

- 9 -

- 1) Canadian Landscape Collection: 43 prints -  
at present in Seattle; Dallas in September; Kennedy Center October 13-26;  
available subsequently for the post.
- 2) Travelling exhibitions of National Gallery - to be explored.
- 3) Exhibition of the Drawings of Pitseolak organized by Indian and Northern  
Affairs - available from November 1975.
- 4) Under consideration -  
Exhibition organized by AGO - Washington (Corcoran Museum)  
- New York (Cultural Centre).

#### M. ACADEMIC RELATIONS

After reviewing the blueprint and rationale for Canadian Studies programmes abroad, Mr. Graham complimented the post's efforts in the field. He noted that the purposes of the programme were still under formulation and that for the moment Canadian Studies broadly referred to Canadian scholarly content in the following disciplines: political science, geography, economics, sociology, history, French and English literature. Funds were provided as seed money and support. Funds to endow or carry full Canadian Studies Programmes could not be expected from the Department.

Mr. Graham clarified the post's interpretation of a letter sent by Washington in its capacity as the coordinating body on academic relations proposals. He noted that final decisions were taken in Ottawa. The system had been developed in this fashion because of limitations on headquarters personnel resources (FAR), as well as the logic that the Embassy had a coordinating role. However, the development of a national academic relations programme would continue to be through the individual consular offices. It was agreed that Programme initiatives could originate either at posts or at the Embassy.

- 10 -

While the principles of coordination involved were acceptable to all present in theory, there was concern expressed that the current system of co-ordination was not functioning at optimum efficiency. Several examples of questions on territory and jurisdiction were raised. New York was concerned that FAR had not kept the post fully informed about the Yale proposals; FAR ~~needed~~ information about New York's geographical jurisdiction with respect to Canadian Studies; indeed there seemed to be some duplication of effort between the post and the Embassy.

Turning to the Yale situation, Mr. Graham noted that funds had not yet been secured for it, although it had a high priority for Fiscal Year 1976/77. Mr. Rankin requested that if at all possible, a decision be handed down earlier than this fall, as had been previously suggested. The Consul General only required an indication of some Canadian Government support for this project. If the government was prepared to provide funds for a visiting professorship, he was certain that private companies would be willing to talk to him about generous support for an endowment fund at Yale. Mr. Graham undertook to explore how a decision could be reached more quickly.

Mr. Graham reviewed a number of new programmes, including visiting professorships, support for short term academic research, and faculty retraining seminars, along the lines of the conference currently being organized by Duke University. He also suggested the complimentary (or subsidized) donation of selected Canadian learned journals in the humanities and social sciences to be given to universities and libraries identified by the posts. This will be explored with posts. On behalf of FAH, FAR offered to respond sympathetically to requests for sets of Documents on Canadian Foreign Policy. Mr. Graham also reviewed the status of two proposals - the Institute of Canada/USA Studies and the Bibliography on Canadian-American relations.

- 11 -

A brief discussion ensued about the best means of stimulating interest on university campuses in introducing Canadian Studies programme. It was agreed that it was often useful to shift presentationally the initiatives for new courses to local professors.

Mr. Graham noted that a contact had been developed with the Social Sciences Research Council of Canada to study links between Canadian and foreign universities.

#### N. CANADIAN CLUBS

Mr. Shortliffe informed the meeting about the discussion concerning the establishment of a network of Canadian Clubs throughout the USA. Ambassador Cadieux suggested the possibility of a national operations headquarters being established in Washington. To be effective the Clubs would have to encompass leading members of key segments of the United States community. Mr. Roger noted that the Clubs would have to be able to stand on their own feet. Mr. Rankin stated that local Heads of Post would need to assess the local situation before any national campaign to establish this type of society was undertaken.

#### O. DRAFT PAPER ON DIVISION OF RESPONSIBILITIES

The post's comments were requested on a draft paper concerning the division of responsibilities between posts, the Embassy and headquarters. Mr. Rankin gave his concurrence in principle to the paper as tabled and as attached to this record.



*M E*

D R A F T

UNCLASSIFIED

June 4, 1975.

PUBLIC AFFAIRS IN THE UNITED STATES

DIVISION OF RESPONSIBILITIES

The following guidance paper outlines the respective responsibilities between headquarters, the Embassy, Consulates General and Consulates in public affairs planning and programming in the United States.

2. The Bureau of Public Affairs, in consultation as necessary with the Bureau of Western Hemisphere Affairs and Heads of Post in the United States, will:-

- establish, define and communicate to all USA posts overall policy objectives related to public affairs initiatives in the USA;
- determine, schedule and communicate to all USA posts the national public affairs programme priorities;
- determine, plan and arrange for personnel and financial resources necessary for all posts to meet these objectives and priorities;
- provide ongoing support to all posts by disseminating timely information and providing appropriate materials and means;
- through the programme control sections of the Bureau of Public Affairs, suggest programme development and monitor and evaluate the effectiveness of public affairs programming of all posts in the USA.

3. The Embassy in Washington, in consultation with headquarters and USA Heads of Post, is charged with general responsibility, national co-ordination and specific operational management as warranted, for public affairs activities in the USA. Within this context, the Embassy:-

- disseminates policy guidance to consular posts in formats appropriate for use with different priority audiences;
- coordinates the implementation of national programmes and assists with the development of local (post) programmes consonant with the objectives and priorities enunciated by headquarters;

- 2 -

- assesses the effectiveness and performance of coordinated post programme activities; makes recommendations and provides guidance towards ensuring that programmes are executed to their best advantage;
- coordinates all consular post recommendations and endorsements which are public affairs related and bear national implications and dimensions; the Embassy is the channel through which all such recommendations will be routed;
- in terms of its own territory, carries out the responsibilities enumerated below.

3. The Consulates General and Consulates are charged with the development and implementation of public affairs programmes within their territories directed towards the achievement of post objectives and priorities. In consultation with the Embassy or with External Affairs headquarters as appropriate, they are expected:-

- to carry out basic responsibilities both actively and responsibly for public information dissemination arising from post objectives by the effective use of print and audio-visual materials, in the prompt and efficient handling of enquiries and in responses to opportunities to communicate an awareness of Canada as an independent nation pursuing policies of understandable self-interest while contributing positively towards the resolution of world-wide concerns;
- to ensure the most favourable positive response or understanding of Canadian policies, attitudes and achievements from priority audiences and influential individuals by identifying and cultivating those audiences and individuals in a systematic and progressive manner;
- to obtain maximum public affairs benefit to Canada from the local efforts of all departments and agencies, provinces and private organizations, businesses and citizens;
- to achieve wider media coverage of Canadian affairs and a more accurate interpretation or understanding of Canadian policies in the post's territory by stimulating an interest in, accurate coverage of, and intelligent and/or sympathetic reporting in the media of both news and current events;
- to increase and deepen the knowledge of Canada by encouraging Canadian studies, courses and seminars on Canadian affairs in schools, colleges and universities of the post's territory;
- to facilitate and promote Canadian cultural manifestations within the area of the post, and to raise the level of awareness of Canada's bilingual and multicultural personality;

...3

- 3 -

-- to consult regularly with the Office of Public Affairs at the Embassy and with the Bureau of Public Affairs in the conduct of post public affairs programmes.

Bureau of Public Affairs  
External Affairs

BS121

r kmkzxtbylxt

522

Night Lead Ford birthday New  
See wirephoto

By BRUCE LEVETT

WASHINGTON CI - It was President Ford's 62nd birthday Monday and Canada's new ambassador came bearing not only his credentials, but a personal gift.

Jack Hamilton Jake Warren, 54, until recently high commissioner to the United Kingdom, was one of five diplomats who presented their papers in a marathon half-hour session in the Oval Office.

The others were the new ambassadors from Hungary, Italy, Kuwait and Argentina.

Warren, who replaces Marcel Cadieux, appointed ambassador to the European Economic Community EEC at Brussels, arrived with a 1704-produced map showing parts of the Eastern Seaboard of North America as it was about the time of the revolution.

The map, selected by the new ambassador, was paid for by the Canadian government.

#### DESORILES COLONIES

It bore a plate describing in archaic terms that it was "a new and correct map of the British colonies in North America, comprehending Eastern Canada with the province of Quebec, New Brunswick, Nova Scotia and the government of Newfoundland and the adjacent states of New England, Vermont, New York, Pennsylvania and New Jersey."

It was published in London in 1704 by the firm of Laurie and Whittle.

The map, according to the legend, also shows "the coast of Labrador with the isle of Anticosti and Magdalen islands," which it says were "under the government of Newfoundland." "Those of St. John and Cape Breton are under that of Nova Scotia-the isles of Miguelon and St. Peter's belong to the French who, by the last treaty, are to fish from Cape St. John to Cape Roy on the coast of Newfoundland."

In his prepared statement, Warren greeted Ford "on the eve" of the U.S. bicentennial.

"In extending to you, and through you to the people of the United States, the warm and neighborly good wishes of the government and the people of Canada, it is thus a particular pleasure to recall the close and fruitful ties that have so distinguished our relations," the statement read.

"... on the great international issues, Canada and the United States will surely continue to work together to achieve our shared goals of peace, security and prosperity."

#### HAS MANY TALENTS

Warren, variously described as gregarious, intelligent, brilliant, extroverted and skilled, takes over from an ambassador who was considered shrewd and knowledgeable, if not austere and reserved.

Warren is a former deputy minister of trade and commerce, a brilliant economist, and an expert of some renown in the complex area of tariffs and trade and international grain dealings.

Warren was replaced as high commissioner in London when the government moved Paul Martin, former external affairs minister and government leader in the Senate, into that job.

The father of four, Warren joined the external affairs department in 1945. Nine years later he transferred to the finance department. He was in Washington as Canadian representative on the International Bank for Reconstruction and Development IBRD and on the International Monetary Fund IMF in the 1950s.

He was in Paris briefly for the external affairs department in 1967 and then was named assistant deputy minister in the then trade and commerce department.

14-07-75 06.53ped

## EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

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

SECURITY UNCLASSIFIED  
Sécurité

DATE July 3, 1975

NUMBER 185  
NuméroFROM  
De

Consulate General, Chicago

REÇU / RECEIVED

AFFAIRES EXTÉRIEURES  
EXTERNAL AFFAIRSREFERENCE  
Référence

Your telex 1190 of May 9, 1975

JULY 17 1975

SUBJECT  
SujetPublic Affairs Audiences  
and their PrioritiesINSTITUTIONS FRANCOPHONES  
FRANCOPHONE INSTITUTIONS  
FCF

FILE	DOSSIER
OTTAWA	
MISSION	
Chicago 57-5	

ENCLOSURES  
Annexes

## DISTRIBUTION

## BY OTTAWA:

FAP  
GWP  
GWU  
FAC

## BY CHICAGO:

Embassy  
WashingtonAll U.S.A.  
Posts

Similar to San Francisco (as explained in their excellent submission of June 6, 1975), we make no attempt to give in all circumstances priority to one public affairs audience over another. This would be foolhardy given that the receptivity of American public affairs audiences to information about Canada and Canada/U.S. relations varies markedly depending on the issue being examined and the manner and format in which the information is presented. Instead, we attempt to tailor the nature of information and the method of approach to each of our audiences in order that the impact and favourable feedback can be maximized. It is self-evident that we would approach the Chicago business community with different information than we would our territory's academic geographers. At the same time the format and care we would take in mounting an "information assault" on the editors of the Chicago Tribune would differ greatly from the kind of approach we might make to the editors of smaller, local newspapers. Moreover, definition of our priorities within a particular audience grouping may depend on whether we are initiating the programme or responding to particular requests for information.

2. This is not to say, however, that within each audience sector a conscious decision is not made to devote greater attention to those groups which appear to possess the following attributes in the greatest quantities:

- a) The measure of influence of the audience (group or institution) in question of the thinking of elite decision makers of our territory including not necessarily in order of importance: 1) the political elite--national, state and local; 2) the business economic elite including most importantly business and financial decision makers whose organizations operate or have plans to operate in Canada or trade with our country; and 3) the public affairs/educational elite who influence broad thinking in the community and help to define intellectual and policy changes;

.../2

DIRECTION DES INSTITUTIONS FRANCOPHONES	
1	
2	
3	
4	
5	
6	
7	
8	

- 2 -

- b) The ability of the audience in question to reach the greatest number of Americans, although not necessarily the elite decision makers within its own parameters of operation. It is important that as many Americans as possible be informed about Canada, if only in a superficial way;
- c) The receptivity and interest of the audience in question to information about Canada or Canadian/American relations being offered. Usually, but not always, the greater the level of interest in Canada of the target audience, the greater the support for Canadian policies on a whole variety of issues can be expected.

Unfortunately, very often, the above criteria can be contradictory when defining priorities among various public affairs audiences. Sometimes the more elite the audience, the lower the interest in Canada. This is often because of the numerous difficult and conflicting demands being put on the time of the political and business elite; there is, as a result, little time left for Canada. In the case of the universities, it is often the most prestigious and wealthiest, i.e. the University of Chicago, which have the least interest in Canada because of the variety of area programmes already in existence. Less important universities might be happy to draw on the resources of the Canadian Government to diversify their offerings. There may be similar trade-offs between a mass and elite appeal in our information programming. Thus, below in the listing of priorities within various audience groupings, it should be noted that one or other of our three criteria assume a precedence over the others depending on the circumstances. In setting out our audience priorities, we have also raised a number of questions. We would appreciate responses to these questions as soon as possible so we can begin to formulate our programme for the fall in a more systematic way.

## I. THE BUSINESS AND PUBLIC/ECONOMIC POLICY SECTOR

### a. Business/Economic Sector

Our goals are to keep this audience informed about new Canadian products, investment opportunities, and changing economic and social policies which might affect their operations in Canada or their trade with our country. We are, of course, most interested in the large corporations and banks in our territory with interests in Canada. Not surprisingly, these are often the more prestigious institutions and usually evince a



- 3 -

fairly lively interest in Canada in the economic subject area. A slightly lower priority might be groupings of businessmen such as the Chicago Association of Commerce and Industry and International Trade Committee which, at times, can be inspired to take an interest in Canada (a speech by the Consul General was a useful approach). A combination of these two groups were brought together at Racine, Wisconsin under the auspices of the Chicago Council on Foreign Relations for a set-to on Canadian foreign investment and energy policy (reference our letter number 142 of June 3, 1975). More of these sessions would be useful in the future. With these groups, there is often some resentment at the impact of our policy, but superior understanding of Canadian policy. A third priority would be smaller and more localized businessmen's groups: Chambers of Commerce; service clubs (Kiwanis etc.). These groups receive our attention only to the extent that resources are available. Junior officers did some Kiwanis Clubs this year. Not surprisingly, these groups are often very receptive and grateful for our help, but they could not be said to have high priority concern.

b. Political Audience

Our priority within this audience grouping are national and state leaders who work with policies which influence Canada or in fields in which Canada is doing things which may be of some interest to them. Senators, Governors, and Mayors are our first priority, followed by Congressmen and other elected officials of state governments (i.e. state and federal Attorneys General) and, finally, state legislators who in the current American situation have marginal political and moral influence. Our approach is mainly to touch base with these people (presentations of Olympic coins, social engagements etc.), to find out what aspects of Canada interest them, and then to follow up in an informed, non pressurized way. If and when the need ever arises to approach these people in an outside Washington context over some particular Canadian or American policy and its effects on the relationship, including our own preferences as to how they should be reacting to the issue at hand, we should have the capacity to do this having once approached the

- 4 -

politicians in a more general, friendly way. Interacting with the politicians should also facilitate more incisive and accurate political reporting, a most important aspect of our job as 1976 approaches. Examples of our approach include plans to make calls on Governor Walker and Mayor Daley in the near future to present them with Olympic Coins. Mr. Ray Robinson's visit to Chicago also permitted us to touch base with Illinois Attorney General William Scott, a staunch environmentalist whose legal suits in the environmental and consumer areas are of interest to certain officials in Canada. We have followed up with a short report on his recent activities and current political status and hope to be in direct touch with him in the future (reference our letter number E36 to the Embassy in Washington).

c. Bureaucratic and Governmental Elite

We choose these audiences carefully considering that the Government in the U.S. (at the federal, state, and local levels) assume proportions that make the size of the Canadian bureaucracy pale by comparison. We like to think that we focus our attention primarily on those areas of the U.S. bureaucracy whose policies, decisions, and general attitudes have important implications for Canada. This primarily means federal bureaucracies with interests in the economic (trade and investment), energy, environmental, immigration, social, and urban affairs domains. We usually approach these groups personally or by getting them involved with experts, speakers, exhibits and other programmes of a general informational nature which we may sponsor. For instance, in the luncheon we sponsored for Mr. Ray Robinson, we invited representatives from the Environmental Protection Agency's Sixth Region and the Army Corps of Engineers. These are both powerful and relatively independent organizations within the American Federal bureaucracy whose decisions can affect Canada in a variety of ways. We have invited many of these same people to the reception we are having for the Circumpolar Community Exhibit in Chicago.

.../5

000924



- 5 -

Secondly, it is appropriate to focus on municipal and state bureaucratic organizations which may find something of interest in Canadian policy or practice in fields with which they are concerned. We plan to attempt to interest federal, state, and municipal bureaucracies in the unique and often very progressive Canadian experience in the fields of urban affairs, regional planning, transportation (including mass urban transportation), northern development etc. While it could be said that little that Chicago or St. Louis municipal authorities or Illinois or Missouri state officials do could affect Canada measurably, still it is possible to gain publicity and exposure to the Canadian experience by exposing it to these groups and, in the process, to focus on issues which are mutually significant.

## II. MEDIA

In general, it might be said that our priority audiences within these groups are the biggest and most prestigious newspapers and radio stations. Unfortunately, it is often these very targets who have little time other than for the most important news on Canadian/American relations, usually that which impinges unfavourably on the United States, as well as the sensationalist tragedies (cremations carried out by organized criminal interests in Montreal or the boy killing his teacher and fellow students in Brampton) which is bigger news in even the Chicago Tribune than a major speech by the Prime Minister. The forgoing is an example of our experience which reflects somewhat the media's commercial priorities, something we cannot do much about. With respect to newspapers, we tend to concentrate on the bigger, mass circulation papers: The Chicago Tribune, Sun Times, and Daily News; St. Louis Post Dispatch; and the Milwaukee Journal. We try to approach the Chicago newspaper executives and reporters over lunch, and get them involved with our receptions and speakers (Environmental writers were invited to our luncheon for Mr. Robinson; outdoors, energy and environment writers have been invited to our reception given for the Circumpolar Community Exhibit). We also send out press releases (usually a lost cause in raising interest in Canada among press elites) when the issue addressed seems of some special interest to the Chicago area community. Thus, we concentrate on the important

- 6 -

papers in our community and when it comes time for recommending journalists to come to Canada on the visiting journalist programme, we recommend those (e.g. George Anne Geyer) who display both intellectual prowess and a genuine interest in Canada. When we go outside Chicago, we try to call on the editors of the most important paper of the cities which we are visiting. For instance, in our excursion into Wisconsin in April, we called on the editors of the afternoon Milwaukee Journal, more important and influential than the more local morning Milwaukee Sentinel.

With respect to television and radio, while we would wish to see daily Canadian news given greater prominence on regular television and radio new productions, there would appear little we can do to change the situation. It is to be noted, however, that there is little internal news of other major countries in either the Chicago print or electronic media. This being the case, we can only hope to promote greater interest among regular network station news commentators, executives, and commentators through personal contact and effective servicing of their requests. In these circumstances, while the regular network stations must remain our priority because of their mass appeal, we usually have better success with public broadcasting and independent stations. We have been able to place visiting Canadians or Consulate members on Chicago's WGN Channel 9, the independent station, and WTTW Channel 11 PBS with much greater regularity than other stations. As this situation is likely to continue, and as these stations often appeal to better educated audiences, it is difficult to determine priorities between these two divisions of the electronic media. What is certain, however, is that we could more effectively approach the PBS and electronic media if we could offer efficient half hour or hour long, professional television productions which explain the Canadian policy or approach on some particular issue. The format could be similar to the recent production "Canada Not For Sale" but reflective of a greater variety of issues and interests. What are the prospects of having these prepared for the very near future?

### III. ACADEMIC RELATIONS

At the university level we concentrate our resources on universities whose faculty have taken a particular interest in Canada by organizing Canada weeks; or by devoting a portion of various courses in a variety of departments towards Canada; or by organizing rather

- 7 -

more comprehensive, sometimes interdisciplinary, Canadian studies programmes. In addition, we attempt to respond positively to all requests for speakers, films, materials for courses on programmes pertaining to Canada and to follow up systematically the Canada Council book gifts. Various members of the Consulate often visit university campuses to discuss a whole variety of issues pertaining to Canada of a cultural, economic or linguistic importance. We actively support the small Canadian studies programme at Northwestern University and we strive to involve academics with our visiting speakers and other activities.

It is when we are breaking new ground that stricter decisions concerning priority audiences must be made. On the other hand, we can choose to concentrate on the prestige universities: University of Chicago and University of Wisconsin, Madison, which will produce the more outstanding political, economic, and cultural leaders which, to date, have shown little interest in Canada and, sometimes, will continue to despite great efforts on our part; or on the other hand, we can appeal to schools that have fewer resources and less prestige but which are often more receptive to what we have to offer. For the present, we are following the former priority and attempting to appeal to prestige schools. Hence, our continuing interest in enhancing the Northwestern programme and in helping to sponsor a Canada Week at the University of Chicago (in the hopes of a favourable spinoff in various courses) are well thought out. We have outlined our ideas for the University of Chicago in recent letters and we would appreciate knowing as soon as possible whether the 1500 dollars requested to help finance an "occurrence" at the University of Chicago will be forthcoming. At the same time, as we devote more resources to the prestige universities, we will also help smaller, less well-known universities to the extent that our resources permit; helping DePaul University or the University of Wisconsin at Eau Claire is sometimes more rewarding than going after the big fish because of the warmer reception with which our efforts are received.

In general, high schools will continue to receive lower priority than universities at our post because of their smaller influence, and less enthusiastic response. Nevertheless, we shall continue to reply

- 8 -

positively to general requests for information from students and teachers and to go out of our way to help more extensively when it is apparent that the high school is taking a genuine interest in Canada. We have been out in Indiana recently helping a faculty committee at Valparaiso High School set up a course devoted entirely to the study of Canada. We shall also attempt to do work through state or city departments of education. Our new LEIO is a former educational publisher and he shall, undoubtedly, come up with further ideas on how to enlarge the teachers' kits into a two or three week integrated unit on Canada, which a teacher could use in an "American Studies" course. We have mentioned this idea before but, to date, have noticed very little response. Could we have your ideas and intentions as soon as possible?

IV. OTHER POTENTIAL PUBLIC AFFAIRS AUDIENCES IN THE COMMUNITY

a. Culture

The cultural audience is an important potential recipient for our public affairs programmes in Chicago. Our idea would be not to get involved with Canadian cultural groups which already possess notoriety in the United States and have no need of our meagre help. For instance, we did not do anything for recent Chicago appearances of the Royal Winnipeg Ballet nor the Bachman Turner Overdrive. Rather, we would concentrate on small, specialized groups and institutions who might be interested in exhibitions by Canadian artists, who are relatively obscure in the Chicago area, or in the new Canadian movies which have not yet been released commercially in the United States.

Specifically, we have two ideas and we need your advice and support in both regards. First, we have been impressed with New York's efforts to aid in the introduction of Canadian artists into the New York market. We would like to start with two or three such exhibitions in Chicago over the coming year. Could you make available a list of Canadian artists or groups who might be interested in using the support and facilities of the Consulate to introduce his work

- 9 -

to Chicago critics and gallery operators? What funds are available to support projects such as this? We have only 250 dollars in our promotional budget, this small sum being allocated with the idea that special projects would be financed from Ottawa. Second, we would like to stage a prestige film presentation in Chicago next fall. Could "Les Ordres" by Brault be made available on that occasion as an apt choice to appeal not only to sophisticated film critics (given its prize at Cannes), but also to important political, academic, and human rights audiences in the Chicago region that also have a specific interest in the bilingual/bicultural nature of Canada?

We will be following up with a more detailed proposal later but would be interested in your initial reaction. Both these proposals are made with certain specific cultural audiences in mind which we feel would react favourably to such initiatives.

b. Audiences Interested in the French Language and French Canada

There are a whole variety of audiences--in schools, foreign relations groups, musical and artistic groups--who can be easily and effectively approached on the issue of French Canada. We do numerous presentations etc., to such groups and think we can expand our audience by appealing to French connected organizations operating in town about the possibility of having a French Canadian evening. We have a standing offer from a local radio hotline show to do a programme about French Canadian culture if a suitable guest is ever in town.

c. Women's Groups

There is a marked interest in International Women's Year and from time to time, we try to stimulate interest in what Canada is doing in this area. The Vice-Consul has made one speech in this regard and further seminars, speeches etc., could be contemplated. What is amazing is the relatively small amount of interest shown by the American Government in

- 10 -

International Women's Year.

d. Bicentennial Celebration

The audiences that form around the Bicentennial present a useful outlet for our information programmes. We have, of course, made contact with the Illinois Bicentennial Commission and have agreed to help them as much as possible. A full accounting of our ideas was made in our letter number 55 of March 6, 1975. To date, we have received no systematic response to our ideas although it appears they are being considered in Ottawa.

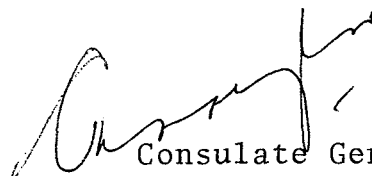
Nevertheless, we plan to request speakers from Canada who could conceivably address themselves to the history of relations between Canada and the U.S. We at the Consulate try to do this wherever possible; Mr. Collett has recently taped a radio spot on the Bicentennial. You will be receiving a report shortly which will propose our input into a Canadian reenactment of La Salle's journey from Montreal to the Gulf of Mexico. The Bicentennial audience could be made an important one to us.

e. Labour Groups

We have not established this group as a priority up until now, mainly because of the highly politicized nature of the unions in our area. However, if useful opportunities present themselves to examine international trade unionism etc., with certain local unions, we will do so.

IV. CONCLUSION

We hope this summary of our priority public affairs audiences and the examples of how those priorities manifest themselves in real programmes is helpful to you. We would appreciate a systematic response to the ideas raised and suggestions made in the paper in order to permit us to narrow and firm up our priorities. We do not shy from the fact that we are building a public affairs programme at this juncture with relatively new and untried personnel. Whatever we do in the public affairs arena, it is undertaken on an integrated basis with all programme personnel involved.



Consulate General, Chicago 000930

# MESSAGE

FM/DE	PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
	LIEU	MINISTÈRE	N <sup>O</sup> D'ORIG.		56-1-2-USA f	UNCLASS
	OTTAWA	EXT AFF	FAI-2447	JUL 14/75		
TO/A WASH DC						PRECEDENCE
INFO						JUL 14 20 31 75 TOK/100 CONCENTRE EXTERNAL AFFAIRS
DISTR. FAI GWU APRL						

REF REF YOURTEL

SUB/SUJ GRATEFUL REFTTEL. PRESUME HENNESSY WILL BE REPLACED THROUGH RECRUITMENT TO EXISTING LES POSITION.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
A.B. ROGER/am1	FAI	2-8262	<i>A.B. Roger</i>
SIG.....			SIG..... A.B. ROGER

FAI/H. EZRIN/2/1068

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A

MEMORANDUM  
FILE

SECURITY UNCLASSIFIED  
Sécurité

DATE July 14, 1975

NUMBER  
Numéro

FROM H. Ezrin  
De

REFERENCE  
Référence

SUBJECT Firing of LEIO - Hedderson - Cleveland  
Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-052	
MISSION	

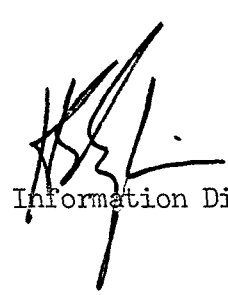
ENCLOSURES  
Annexes

DISTRIBUTION

Mr. Tardif  
GWU

I spoke with Mr. Woolham on July 2 concerning reports that Mr. Hedderson had been requested to seek alternate employment. Mr. Woolham informed me that he had told Mr. Hedderson that he intended to have a new team "in the saddle" by about the beginning of September, 1975, and that Hedderson should be prepared to leave by that date. In the interim, Mr. Woolham wanted him to complete some specific tasks. Unfortunately, no precise date for departure had been set.

2. I told Mr. Woolham that Mr. Hedderson continues to operate as if he will be employed by the Consulate indefinitely-eg. forward planning, future programme commitments. Mr. Woolham stated that he will attempt to ensure Hedderson sticks to the specific tasks to be completed.

  
Information Division



# ACTION

UNCLASSIFIED PERS INFO

FM WSHDC 1773 JUL2/75

TO EXTOTT APO FAI

DISTR GWU FAP FAC FAR

---EMB OFFICE OF INFO-CDA-BASED OFFICERS

IN 1974/75 FISCAL YEAR ONE ADDITIONAL CDA-BASED OFFICER

WAS ADDED TO EMB ESTABLISHMENT FOR INFO DUTIES. DUE IN GOOD PART TO SPACE LIMITATIONS NEW POSITION WAS NOT/NOT FILLED IN 1974/75.

2. SPACE NOW AVAILABLE AND MCGAVIN WILL BE ARRIVING AUG TO BE SENIOR MEDIA PROGRAM OFFICER. WE KNOW WATTS WILL REPLACE ADAMSON. WE HAD THOUGHT OF MCGAVIN AS ADDITIONAL OFFICER. I TRUST YOUR THINKING IS ALONG SAME LINES AND WE WILL SOON LEARN NAME OF RG CLARK'S REPLACEMENT.

3. I CAN UNDERSTAND THERE MIGHT BE SOME CONFUSION SINCE MCGAVIN WILL TAKE ON SOME OF CLARK'S MEDIA DUTIES (PLUS SOME FROM OHAGAN) AND CLARK CANNOT/NOT LEAVE UNTIL MCGAVIN ARRIVES. MCKINNEY

END/046 022226Z 00200

Mr. Enri

- ① Tumeau away from there in cs.
- ② Mace tell me that he has been told NOT to staff vacancies abroad (CBO's) pending POA, APP AFP decisions on which positions have priority or can be left unfilled for another year.

*Washington File*

56-12-USA
<i>[initials]</i>
<i>[initials]</i>

*Pls make copy for [initials]*

*Mr. Roger, I couldn't get through to APO but Tumeau did tell Seaborn two weeks ago they were working on it x.*

*This could be continued by [initials] reg'd by FAC with some Bicentennial*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

18 1975

Att'n:

SECURITY UNCLASSIFIED  
Sécurité

DATE June 30, 1975

NUMBER 1270  
Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

56-1-2-USA  
4/ 20

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

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

REFERENCE  
Référence

SUBJECT  
Sujet Public Affairs in the U.S. - Division of Responsibilities.

*U.S. EZU where to know*

ENCLOSURES  
Annexes

1

DISTRIBUTION

The draft in question seems to us to be a good start. We have made a number of additions and amendments which we think would be useful additions to the final document. (Changes from the original are identified on our draft by an asterisk /+/).

2. You will note (see paragraph 3 of our draft) that we have suggested in our paper the addition of "and in concert with national priorities". We wonder if this entire paragraph would be strengthened by citing specific programme areas which would illustrate the kinds of programmes the Embassy and headquarters expect would be undertaken. Such examples might also indicate which programmes would prosper more from headquarters or Embassy consultation. We are concerned that "or...as appropriate" might institutionalize an undesirable measure of 'ad hoc' operations.

3. We are grateful for the opportunity to comment on this important document. We look forward to its early expedition to all posts where we are confident it will assist all Heads of Post in the management of their public affairs programmes. We suggest that it be reviewed by headquarters, the Embassy and consular posts after the Public Affairs network in the U.S.A. has functioned at its present size for approximately one year.

*Good idea*

*Rafferty*  
The Embassy

*Copies sent to  
FAPD  
FAR  
FAC  
25/7/75  
AKH*

PUBLIC AFFAIRS IN THE UNITED STATES  
DIVISION OF RESPONSIBILITIES

\* The following guidance paper outlines the respective responsibilities among headquarters, the Embassy, Consulates General and Consulates in public affairs planning and programming in the United States.

\* 2. The Bureau of Public Affairs, having consulted as necessary with the Bureau of Western Hemisphere Affairs and the Embassy, will:

- establish, define and communicate to all U.S.A. posts overall policy objectives related to public affairs initiatives in the U.S.A.;
- determine, schedule and communicate to all U.S.A. posts the national public affairs programme priorities;
- provide ongoing support to all posts by disseminating timely policy guidance and providing appropriate materials and means;

The Bureau of Public Affairs further will:

- determine, plan and arrange for personnel and financial resources necessary for all posts to meet these objectives and priorities;
- through the programme control sections of the Bureau of Public Affairs, suggest programme development and monitor and evaluate the effectiveness of public affairs programming of all posts in the U.S.A.

3. The Embassy in Washington, in consultation with headquarters and U.S.A. Heads of Post, is charged with general responsibility, national coordination and specific operational management as warranted, for public affairs activities in the U.S.A. Within this context, the Embassy:

- \*
- disseminates to consular posts policy guidance in formats appropriate for use with different priority audiences;
  - coordinates the implementation of national programmes and assists with the development of local (post) programmes consonant with the objectives and priorities enunciated by headquarters;

- assesses the effectiveness and performance of coordinated post programme activities; makes recommendations and provides guidance towards ensuring that ongoing programmes are executed to their best advantage; proposes and/or initiates new programmes in response to identified needs;
- coordinates all consular post recommendations and endorsements which are public affairs related and bear national implications and dimensions; the Embassy is the channel through which all such recommendations will be routed;
- in terms of its own territory, carries out the responsibilities enumerated below.

4. The Consulates General and Consulates are charged with the development and implementation of public affairs programmes within their territories directed towards the achievement of post objectives and priorities and in concert with national priorities. In consultation with the Embassy or with External Affairs headquarters as appropriate, they are expected:

- to carry out basic responsibilities both actively and responsively for public information dissemination arising from post objectives by the effective use of print and audio-visual materials, in the prompt and efficient handling of enquiries and in response to opportunities to communicate an awareness of Canadian policies;
- to ensure the most favourable response to and understanding of Canadian policies, attitudes and achievements from priority audiences by identifying and cultivating those audiences and communicating with and influencing them in a systematic and progressive manner;
- to achieve wider media coverage of Canadian affairs and a more accurate interpretation or understanding of Canadian policies by stimulating an interest in, accurate coverage of, and informed and/or sympathetic reporting and comment on news and current events in Canada.

- to increase and deepen the knowledge of Canada by encouraging Canadian studies, courses, seminars and research on or related to Canadian affairs in universities and colleges and selected high schools of the post's territory;
- to facilitate and promote Canadian cultural manifestations within the area of the post, and where possible to raise the level of awareness of Canada's bilingual and multicultural personality;
- to obtain maximum public affairs benefit to Canada through collaboration with departments and agencies, provinces and private organizations, businesses and citizens;
- to consult regularly with the Office of Public Affairs at the Embassy and with the Bureau of Public Affairs as outlined above.



b.c.c. Mr. Hershell Ezrin  
Information Div.,  
Dept. of Ex. Affairs (FAI)  
Ottawa.

Canadian Embassy

Ambassade du Canada

To / A <i>FAI</i>
From / De <i>AFPA</i>
JUL 4 1975
Att'n: <i>Mr. Ezrin</i>

<i>36-1-2-USA</i>	
<i>41</i>	

1771 'N' Street N.W.  
Washington, D.C. 20036.

June 27, 1975.

Dear Mr. Campbell,

Just a quick note concerning your "new" Public Affairs Officer authorized to come on board for October 1. If you should find it useful during the selection process, Dick O'Hagan or I would be delighted to join you for the final stages of the boards. Just let us know.

All best wishes,

Yours sincerely,

Keith de Bellefeuille Percy  
First Secretary  
(Information)

Mr. H.E. Campbell  
Consul and Senior Trade Commissioner  
Canadian Consulate  
Suite 1310  
3 Parkway Building  
Philadelphia, PA 19102.

UNCLASSIFIED

FM PHILA WLEA0164 JUN26/75

TO EXTOTT (FAI) IMMED

INFO WSHDC LNGLS

DISTR GWU AFPC APRL FAP FAC FAR

DE CAPBELL

---EMERGENCY EMPLOYMENT PUBLIC AFFAIRS OFFICER, PHILADELPHIA  
GRATEFUL TO YOU & EMBASSY FOR MAKING MAN MONTHS AVAILABLE FOR  
EMPLOYMENT PUBLIC AFFAIRS OFFICER OUR CONSULATE FROM OCTOBER  
1/1 ONWARD. MUCHO GRACIAS.

END/777 261425Z 00060

*0*  
**ACTION** *Philadelphia*

*Mr. Roger to see  
then bill*

*HSS*

UNCLASSIFIED

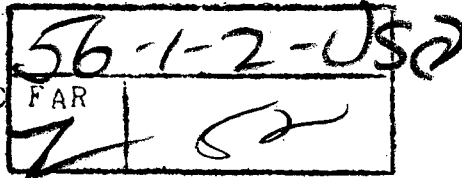
FM PHILA WLEA0164 JUN26/75

TO EXTOTT (FAL) IMMED

INFO WSHDC LNGLS

DISTR GWU AFPC APRL FAP FAC FAR

DE CAPBELL



---EMERGENCY EMPLOYMENT PUBLIC AFFAIRS OFFICER, PHILADELPHIA  
GRATEFUL TO YOU & EMBASSY FOR MAKING MAN MONTHS AVAILABLE FOR  
EMPLOYMENT PUBLIC AFFAIRS OFFICER OUR CONSULATE FROM OCTOBER  
1/1 ONWARD. MUCHO GRACIAS.

END/777 261425Z 00060



FAI-H. Ezrin-24068-Circ-Diary-Chron-File

The Canadian Consulate General  
New York

The Under-Secretary of State  
for External Affairs, Ottawa

CONFIDENTIAL  
(with Attach'ts)

June 26, 1975

FAI-2256

Public Affairs Meeting -  
New York, June 5, 1975

56-4-2-452	
T	

Attached is a draft summary record of the post liaison meeting held on June 5, 1975 in New York. We should be grateful to receive any comments, amendments or suggestions that you wish to make about the summary record by July 7, 1975.

P. TARDIF

Under-Secretary of State  
for External Affairs

56-1-2-USA	
20	27

OTTAWA K1A 0G2,

June 25, 1975.

*Senate*  
*Van Roggen Hon. George C.*  
Dear Senator Van Roggen:  
*Standing Committee on Foreign Affairs*


Further to my letter of June 2, I am pleased to enclose the attached annexes which outline some of the public affairs expenditures by Britain, France, West Germany and Japan. Unfortunately, it has been impossible to obtain statistics that would permit clear and accurate comparisons insofar as operations in the USA are concerned. In all instances the governments questioned were either unable or unprepared to go into further detail. I have, therefore, taken the liberty of indicating in the first annex the sort of expenditures that have been attributed publicly to these countries in their world-wide promotional work.

What becomes clear, of course, is that the expenditures of Britain, France, West Germany and Japan for public affairs programmes in the USA are of a significantly higher magnitude than our own even though, as was mentioned during Senate testimony, there has been a substantial increment recently in the amount of funds Canada is applying to this work in the United States.

Statistics were supplied on a confidential basis by the governments concerned, and on the condition that they not be published.

Please do not hesitate to contact me if we may be of any further assistance.

Yours sincerely,

  
Patrick Reid,  
Director General,  
Bureau of Public Affairs.

Senator The Honourable George C. van Roggen,  
Chairman,  
Senate Standing Committee on Foreign Affairs,  
The Senate,  
OTTAWA K1A 0A4.

ANNEX 1

APPROXIMATE WORLD-WIDE BUDGETS FOR INFORMATION, CULTURAL  
AND ACADEMIC PROGRAMMES SUBSIDIZED DIRECTLY OR INDIRECTLY  
BY GOVERNMENT:

USSR	\$ 1,000 million
FRANCE	\$ 500 million
WEST GERMANY	\$ 375 million
JAPAN	\$ 300 million
BRITAIN	\$ 250 million
USA	\$ 250 million (United States Information Agency only)
CANADA	\$ 10 million

Note: Amounts indicated for countries other than Japan  
and Canada are derived from the U.S. Foreign Service  
Journal, October, 1974.

CONFIDENTIAL

ANNEX 2

INTERNATIONAL INFORMATION ACTIVITIES IN THE U.S.A.

The figures below are approximate, and partly speculative. The governments concerned have been reluctant or unable to provide breakdowns of expenditure which would permit useful comparisons to be made. Nonetheless it is believed that, for general information, cultural and academic work in the United States in the current fiscal (or calendar) year, the orders of magnitude shown are reasonably accurate and comparable. They include the cost of the personnel who plan and run the programmes.

BRITAIN	\$ 40 million
WEST GERMANY	\$ 36 million
JAPAN	\$ 32 million
FRANCE	\$ 25 million
CANADA	\$2.3 million

Note: The four governments concerned have requested that no information on their expenditures in the United States be publicized.



FIRST SESSION—THIRTIETH PARLIAMENT  
1974-75

THE SENATE OF CANADA  
PROCEEDINGS OF THE  
STANDING SENATE COMMITTEE ON  
**FOREIGN AFFAIRS**

The Honourable GEORGE C. van ROGGEN, *Chairman*

---

Issue No. 14

---

THURSDAY, MAY 15, 1975

---

Thirteenth Proceedings respecting:  
Canadian Relations with the United States

---

---

(Witnesses: See Minutes of Proceedings)

File

HSS

56-1-2-USA

Copies also sent

to Washdc

FAPD  
FAI

FAR

FAC

FAH

PDQ

PDF

GWK

GWP

ECT

## Order of Reference

### THE STANDING SENATE COMMITTEE ON FOREIGN AFFAIRS

The Honourable George C. van Roggen, *Chairman*

The Honourable Allister Grosart, *Deputy Chairman*

and

The Honourable Senators:

Asselin	Lafond
Barrow	Laird
Bélisle	Macnaughton
Cameron	McElman
Carter	McNamara
Connolly ( <i>Ottawa West</i> )	Rowe
Croll	Sparrow
Deschatelets	Yuzyk—(20).
Hastings	

*Ex Officio Members:* Flynn and Perrault.

(Quorum 5)

Extract from the Minutes of the Proceedings of the  
Senate, Wednesday, November 6, 1974:

Pursuant to the Order of the Day, the Senate resumed the debate on the motion of the Honourable Senator van Roggen, seconded by the Honourable Senator Riel:

That the Standing Senate Committee on Foreign Affairs be authorized to examine and report upon Canadian relations with the United States;

That the Committee be empowered to engage the services of such counsel and technical, clerical and other personnel as may be required for the purpose of the said examination, at such rates of remuneration and reimbursement as the Committee may determine, and to compensate witnesses by reimbursement of travelling and living expenses, if required, in such amount as the Committee may determine;

That the papers and evidence received and taken on the subject in the preceding session be referred to the Committee; and

That the Committee have power to sit during adjournments of the Senate.

After debate, and—

The question being put on the motion, it was—  
Resolved in the Affirmative.

Robert Fortier,  
*Clerk of the Senate.*

# Minutes of Proceedings

Thursday, May 15, 1975  
(17)

Pursuant to adjournment and notice, the Standing Senate Committee on Foreign Affairs met *In Camera* at 9:15 a.m. this day.

**Present:** Honourable Senators van Roggen (*Chairman*), Barrow, Cameron, Carter, Connolly, Croll, Grosart, Lafond, Laird and Rowe. (10)

**In attendance:** Mrs. Carol Seaborn, Special Assistant to the Committee; and Mr. H. E. Ezrin, Programme Control Officer for the Western Hemisphere, Information Division, Bureau of Public Affairs, Department of External Affairs.

**Witnesses:** From the Department of External Affairs:

Mr. Patrick Reid  
Director General  
Bureau of Public Affairs

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

Mr. R. C. Anderson  
Consul General of Canada  
Seattle, State of Washington  
U.S.A.

and

Mr. Allan Roger  
Director of Information Division.

During the course of their presentation, the Departmental Officials referred to various publications and film presentations, which were on display in the Committee room.

As proposed by Honourable Senator Connolly, the Committee suggested that the Chairman pursue the possibility that the Parliament of Canada might make a suitable gesture to the Congress of the United States in connection with that nation's bi-centennial celebrations.

On motion of Senator Connolly (*Ottawa West*), **Resolved**—That portions of the proceedings of this *In Camera* meeting be included in this Committee's printed proceedings, subject to agreement by the witnesses concerned.

At 12:45 p.m. the Committee adjourned to the call of the Chairman.

**ATTEST:**

E. W. Innes,  
Clerk of the Committee.

# The Standing Senate Committee on Foreign Affairs

## Evidence

Ottawa, Thursday, May 15, 1975.

The Standing Senate Committee on Foreign Affairs met this day at 9 a.m. to examine Canadian relations with the United States.

**Senator George C. van Roggen** (*Chairman*) in the Chair.

**The Chairman:** Honourable senators, this meeting is mainly to look into the question of the Government's Information Program in the United States. It is being held *in camera*. We have with us this morning Mr. Patrick Reid, Director General, Bureau of Public Affairs, the Department of External Affairs, from Ottawa; Mr. Dick O'Hagan, Minister-Counsellor in charge of Information at the Canadian Embassy in Washington; and Mr. Ray Anderson, Consul General of Canada, Seattle, Washington.

Both Mr. Reid and Mr. O'Hagan have had wide experience in information work. I have known Mr. O'Hagan, in this area, for a substantial number of years—I will not try to remember how many. Apart from his great ability in finding a first-class seafood place in Washington, I am sure there is much that he will be able to tell us this morning concerning our public information program out of the Embassy in Washington.

Mr. Anderson, the Consul General of Canada in Seattle, was mentioned more than once in the testimony given before the committee last Tuesday by Dr. Rutan and Dr. Young, from the West Coast. Apart from the information area, we might have one or two other matters that we will examine with you before the morning is finished.

It has been agreed that Mr. Reid will commence with an opening statement and Mr. O'Hagan and Mr. Anderson will follow. Senator Laird has agreed to lead off the questioning. I think you all have Mr. Reid's statement.

**Mr. Patrick Reid, Director General, Bureau of Public Affairs, Department of External Affairs:** Mr. Chairman and honourable senators, I understand that the purpose of this presentation is to provide you with an insight into the nature and extent of the information activities of the Department of External Affairs in the United States. There are, of course, other departments and agencies involved in promotional activities in that country—the Department of Industry, Trade and Commerce in trade promotion, and the Canadian government Office of Tourism in travel promotion are examples—and while our cooperation is close and useful both at headquarters and at posts in the U.S.A., the remarks to be made today are primarily from the perspective of officials of the Department of External Affairs. Nonetheless it is axiomatic that policy-oriented public affairs program thrusts in the United States grow from the everchanging political, economic and social relationships with "the friendly

giant"—most recently defined publicly by the Secretary of State for External Affairs in his January 23 keynote speech in Winnipeg. The changed relationship with the U.S.A. forecast in that statement quite clearly increases considerably requirements for the exercise of Canadian diplomacy, not only in the intergovernmental context but also in the public sector.

Ambassador Cadieux, in his appearance before you, also on January 23, dealt at some length with information and cultural affairs as an integral part of the activities of any diplomatic or consular mission, and particularly those in the United States. He mentioned that until very recent years, however, our information activities were limited and largely responsive in nature. Within the past year, however, we have been able to put in place an adequate basic structure, and a measure of the necessary resources, to engage in a progressive plan of public affairs in all our posts in the United States.

In technical terms, we describe our information work and our cultural and academic relations as "public affairs," and in the department in Ottawa there are within the Bureau of Public Affairs divisional directors responsible, on a world-wide basis, for Information, for Cultural Affairs, for Academic Relations. This responsibility includes the overall planning and financing of initiatives in these fields which will support the advancement of the foreign policy objectives laid down for each Canadian post abroad. Generally speaking, proposals for public affairs activities are received from posts abroad on a yearly basis, as well as from various quarters at home, and, through a complicated process which has to take into account priorities of various kinds, finances, timings, manpower and other resources, an endeavour is made to provide each post with the means to carry out its inevitably increasing role in what is, essentially, public diplomacy. There is, in the system, a built-in flexibility and a great deal of on-going communication and adjustment—to deal both with immediate news and opportunity promotion—between Ottawa, Washington and the posts concerned.

The information program is designed to permit posts to carry out basic responsibilities both actively and responsively for public information dissemination arising from country objectives, to attain the greatest possible understanding from priority audiences for Canadian policies and objectives and to seek the maximum public information benefit to Canada from the local efforts of all departments and agencies, provinces and private organizations, businesses and citizens. Post programs are regularly and formally re-examined through liaison visits, regional information seminars and heads of posts meetings. The information program in its new form commenced, formally, with the 1974-75 fiscal year when, for the United States, 17 new man-years—an increase of 150 per

cent over 1973-74—were made available for deployment at the embassy and to certain of the 15 consulates and approximately \$900,000 in program funds—out of a global total of \$3.5 million—was devoted to the United States. This compares with about \$500,000 the previous year. Because of current stringency in government spending, it is clear that there will not be any marked increase in this particular budget for 1975-76. We hope, however, that at some time in the future we will be permitted to spend about \$2.5 million yearly, at today's prices, on information work in the United States. We believe this approximate figure would provide for an effective, dynamic, program to cover all 16 Canadian posts.

The cultural affairs program is also in a state of transition, on a world-wide basis, especially as the result of a 1974 cabinet decision that the Department of External Affairs should embark on an expanded five-year program abroad which would reach its plateau in 1979-80. The impetus for the expanded program is twofold. There is the need to meet growing requirements and extend geographically the scope of our existing cultural program in support of foreign policy objectives; to the United States specifically, among other key countries. On the other hand, there has occurred in Canada a cultural "explosion", a remarkable expansion of creative and intellectual capacity and activity, which creates legitimate demands from cultural and academic communities for increased opportunity for international exposure and experience. Allied to this, of course, is the opportunity presented in such a program to highlight the bilingual and multicultural nature of our country.

That this can be effected in the United States is demonstrated by a project which the Cultural Affairs Division of the Department of External Affairs initiated some time ago in anticipation of the U.S. Bicentennial and which will involve, for two weeks at the Kennedy Centre in Washington this October, a festival of Canadian performing arts that will be unique. In association with the Touring Office of the Canada Council, the plans for this opening Canadian salute to the Bicentennial will include Monique Leyrac, Oscar Peterson, Maureen Forrester, the Mendelssohn Choir with the Festival Singers and Canadian Brass, the National Arts Centre Orchestra, the Royal Winnipeg Ballet, La Belle Helene, Louis Riel, the Shaw Festival's Devil's Disciple, the Halifax Neptune Theatre's Billy the Kid, and a rock concert.

**Senator Connolly:** You mean you left out the Irish Rovers?

**Mr. Reid:** We left them in Japan the last time out, sir.

Some of these performances will move on to Philadelphia and, to round out the project regionally, there will be tours of Le Théâtre de Nouveau Monde on the East Coast and the Vancouver Players on the West Coast.

The cultural program to be designed for the United States in the coming years will include not only the performing arts but visual and literary arts, as well as various types of academic and artistic exchanges.

In the field of academic relations, I should underline the importance being given to the development of Canadian studies programs at universities in the United States. Our objectives include the establishment of an expanding nucleus of influential persons, informed about and favourably disposed toward Canada, and the development of an awareness of the distinctiveness and quality of Canadian scholarship.

Ambassador Cadieux brought the realm of our public diplomacy in the United States into perspective when he said that ultimate benefits accrue when we acquaint our American neighbours with the essential nature of our culture and the reasons behind our policies. As the Canadian government continues to respond to national requirements, which very often are different from or even run counter to American policies or priorities, there is an evident need to make the Canadian position known to those who influence American policy and public opinion.

In essence, there are two major goals in Canada's public affairs programming in the United States. The first is to provide key audiences of opinion-formers with information about Canada today. The second is to build a basis for better understanding in the future. Obviously, there are many occasions when these goals are attainable in a single program or project, such as "Canada—Not for Sale," which was broadcast on 243 television stations of the Public Broadcasting System in January. Nonetheless, there are fairly well defined patterns, in terms of technique, between the long-term and short-term goals.

In order to get Canadian views to posts as quickly as possible the Canadian Press wire service was extended to six U.S. posts in addition to Washington and New York in 1974, and a trained news editor is currently being recruited to provide improved summary bulletins and edited policy statements to posts by departmental telex. As Mr. O'Hagan will explain, the Embassy in Washington publishes a variety of timely information pieces for distribution throughout the United States and, as Mr. Anderson will amplify, the consulates augment this enterprise to their own special publics. It is the responsibility of individual posts, principally through their information officers, who in most cases have just been recruited, to get the well-told truth to the media and to other opinion-formers. I use the word "principally" advisedly, because it is a maxim of considerable and increasing importance that all Canadian officials serving abroad consider themselves to be in the public relations business for Canada and work at public diplomacy to the best of their individual capabilities. Reaching out to opinion-formers is hard work, but it can pay off. A recent syndicated column in the *Washington Star News*, entitled "Special Tie with Canada has Ended," was a well-balanced, thoughtful and understanding commentary on our evolving relationship with the United States. The writer quoted both Mr. MacEachen and Mr. Cadieux extensively. This knowledge was not acquired by accident.

One of the most important means of improving knowledge and understanding of Canada is a Visitors and Speakers Program. During 1974, 117 key members of the U.S. media, including the Stanford Fellows and the Nieman Fellows, visited Canada and followed programs that exposed them to key politicians and officials and to every important facet of the current times in this country. In addition, 17 large teacher and student groups were given similar tours. Indeed, our capability in this sort of activity in the future is constrained more by the Canadian side's capacity to receive more visits of this kind than by any lack of quality clientele.

In a similar pattern, but in the reverse direction and with a longer-term goal, is the Canadian studies program I have already mentioned, which seeks to interest an increasing number of the 1,500 universities and colleges of the United States to teach courses on Canada. Thanks

to private funding, principally from the Donner Foundation, and independent academic initiatives, some of the foundation stones for Canadian studies are already in place. Courses in Canadian studies have been established at such universities as Yale, Duke, Columbia, the School of Advanced International Studies of Johns Hopkins, Northwestern, Western Washington State, Michigan State, Harvard, Maine, St. Lawrence, SUNY Plattsburgh and Rochester. For the Centre of Canadian Studies at Johns Hopkins it is our intention, if funds can be made available, to provide a modest grant as part of Canada's participation in the U.S. Bicentennial.

One means of establishing Canadian studies programs within the American academic community would be the endowment of a series of Chairs. However, because the endowment of a chair is prohibitively expensive—about \$1 million each—and the long-term value of this method is being undermined by inflation, we are developing a wide range of other programs to achieve our objectives. These will include visiting professors, eminent speakers, seminars on Canadian themes, faculty retraining, and library support. A senior officer at the Embassy in Washington devotes almost all of his time to stimulating the development of Canadian studies. He travels widely and effectively and is supported by the cultural and information officers at the consulates.

The results of the relatively new impetus that has been given to Canadian studies by academics working in cooperation with our officers are already visible. In 1971, a small group based largely at the universities mentioned above and with the support of the embassy, launched the Association for Canadian Studies in the United States. This association has flourished and now has 353 members in the U.S. The eastern seaboard has been a particularly fertile area for Canadian studies.

**Senator Connolly:** Do you mind if I interrupt you?

**Mr. Reid:** Certainly not.

**Senator Connolly:** Are those 353 members individuals, or are they universities, colleges, and schools?

**Mr. Reid:** They are individuals.

**Senator Connolly:** Thank you.

**Mr. Reid:** In New York State alone, there are 34 universities and colleges which now have some significant Canadian studies course content. The ACSUS receives a modest contribution yearly from the Canadian government.

However, the matured results of this approach are likely to become evident only over a longer term. It is a process which, once well established, should be enduring. Indeed it should be a reproductive process for, as Canadian studies establish permanent roots, there is some prospect that the programs should begin to seed their own development in other universities. In this way, we hope that a growing number of Americans who move into the senior ranks of government, business and cultural organizations will have a balanced awareness of Canada.

We are also endeavouring to improve the awareness of Canada at the high school level. In cooperation with the Canadian Studies Centre at Duke University, we are currently supporting a curriculum preparation workshop for North Carolina teachers. If this experiment is successful the program will produce modules of instruction about

Canada which will be available for use throughout the U.S. schools systems.

High schools also receive, at the rate of 200 schools a year, presentations of Canadian books which provide a basis for enriching existing curricula about Canada in U.S. secondary schools. As with many other general purpose programs in the public affairs field, this project is currently under audit by a team of consultants.

Each post has a library of books, periodicals and films. The first are primarily for reference purposes and answering enquiries; the last are primarily for loan. It is intended that all posts will have about 600 titles in their film libraries, both National Film Board and others, in French and in English. Heretofore French-language films have been concentrated primarily in Boston and New Orleans, but this procedure has been altered in order that all posts, wherever they are in the United States, will have an equivalent relative capability to provide information in both official languages. Showings of films range from the United States premiere of "Kamouraska" at the Kennedy Centre in mid-April to the loan of "Who Owns the Sea?" to a high school in Detroit for an environmental seminar. Publications have, of course, been uniformly available in English and French everywhere in the U.S.A. While statistics are question-prone, it is a remarkable fact that, on the basis of nine posts surveyed in depth in the fiscal year 1973-74, loans of films were made to a total audience of 2,097,676. Publications provided by the department to posts in the U.S.A. for general distribution in the same fiscal year exceeded 1,300,000. This is in addition to publications produced by the embassy. Eight exhibits are currently on tour in colleges, libraries, high schools, public buildings, and even in shopping centres.

The list of techniques goes on and on, but perhaps a good way of tying it all together is to consider our methods of building up the presentation of Canada's position on the Law of the Sea Conference. Relevant aspects of this position have been included in television and radio programs, in exhibits, and in films. Two publications, all aimed at various audiences in the United States, and elsewhere, have been produced. Media reporters, unionists and business people have been sought out and spoken to. There has been, of course, a great deal of direct consultation in Washington. A cartoon film on the subject and destined for the Canadian Pavilion at Expo '75, Okinawa, will have a second life not only in film libraries in the U.S. but also on television.

In another instance, in the realm of general public relations, we were able—in cooperation with the Provinces of Alberta and British Columbia—to turn the Canadian participation at a 1974 exhibition in Spokane, Washington, into a memorable tradition by having an island in Spokane River renamed "Canada Island"; by creating a permanent park on the island of such quality that it has won three of the most important environmental awards in the United States; and by an agreement which provides that the flags of Canada and the United States will fly there, side by side, in perpetuity.

In other words, there is no limit to the inventiveness that can be applied, and is being applied, in the creation of specific programs. The limitation is one of resources. The criterion is that we have something compelling to say or explain. The essence is that we know precisely the audience to whom the message is to be delivered and



hat we have the stamina to persevere in the most sophisticated and self-concerned market in the world.

Two people who are doing so are Mr. O'Hagan, the Minister-Counsellor (Information) in Washington, and Mr. Anderson, our Consul General in Seattle.

**The Chairman:** Thank you very much, Mr. Reid, for a most comprehensive and thoughtful opening presentation. Without further ado, I will go to Mr. O'Hagan and then to Mr. Anderson.

**Mr. L. R. O'Hagan, Minister-Counsellor (Information), Canadian Embassy, Washington:** Thank you, Mr. Chairman.

Honourable senators, the role of the Embassy in the information or Public Affairs field has expanded significantly in recent years. It is a process in which since 1967 I have been privileged to play a part. When I arrived on the scene in Washington, the Information staff, in addition to myself, consisted of one other Canada-based officer, a librarian, a film clerk, two stenographers, and a general clerk. While there was no sudden rush of resources, to my considerable gratification, I pleasantly found in the Department of External Affairs an open and forthcoming attitude toward information work, a readiness to accommodate new ideas, new initiatives, and to give them reasonable material support. It was most encouraging.

It was critically important, of course, that we have the support of the Ambassador. This we happily received in unstinting measure, first from Mr. A. E. Ritchie, and then from Mr. Marcel Cadieux. People breaking new ground are usually grateful for any doctrinal underpinning they can call upon, the more so if it comes in quotable form. Let me cite the most apt and recent I have seen. It is from a very wise Canadian, Dr. Claude Bissell, former President of the University of Toronto, who recently completed a study for the Department of External Affairs on the proposed Institute of Canada-U.S. Studies.

Good Canadian-American relations,...

wrote Dr. Bissell in his report:

...depend ultimately on American knowledge and understanding of Canada.

There is a challenge implicit in this statement. If I am correct, how are we in Washington equipped to meet it? Let me describe briefly the organizational and functional features of what we call the Office of Information at the Embassy in Washington.

At this moment we are 19 people—five program officers and a cross-section of other specialists and support staff. We also have four persons working for us on a contract basis.

The end of the year should see an encouraging increase in Embassy personnel assigned to Information: six Canada-based officers, which represents an addition of one; five locally-engaged officers, an increase of four; 15 or 16 support staff, including our library people, an increase of two or three—a team of 26 or 27 in all.

We will by then have come a long way since 1967. But this is not the millenium; it brings us finally, I believe, to a minimum operating level, the threshold point, in terms of meeting realistically the persistent and escalating demands we face and must satisfy. We all know, of

course, numbers alone are not the answer. What counts most is the quality of people, their skills, attitudes, and experience, factors which are being taken increasingly into account as personnel assignments are made.

You have heard from Mr. Reid about the deployment of Information Officers of the locally-engaged category to our various posts throughout the United States, a clear demonstration, I think, of the commitment the Department of External Affairs and the Government of Canada have made to the enlargement and upgrading of the Canadian information capacity in the United States. We have at hand the beginnings of a professional public affairs system.

In this context, Mr. Chairman, may I say a very brief word about New York, which is unique among our posts, precisely because New York is what it is, the communications, cultural and financial capital of the United States. It is why the collaboration between our Consulate General in New York and the Embassy is and must be both close and systematic.

With your permission, Mr. Chairman, I would like to acquaint you and the members of the committee with the program areas in which we are principally engaged at the Embassy, and to sketch some of those which are in prospect or at least under consideration.

Median relations and services are plainly of high importance to us at the Embassy in Washington, as they are at all our U.S. posts in the United States. But in Washington there is a difference, a special difference. As the political capital of the United States, it shelters what is by far the largest corps of correspondents in the world, domestic and foreign, including all the most widely read and influential syndicated columnists. It is home to newspapers and periodical of national standing and to some of the best known public affairs television programs carried by the foreign networks, including the Public Broadcasting System. The resident Canadian press corps constitutes a component of this whole, performing a most important interpretive and feed-back role. None of you, I am sure, will be surprised to learn that we can assume no automatic or informed interest on the part of most American journalists, and even less on the part of the great body of third country press representatives based in Washington, many of whom have at least a nominal mandate to "cover" Canada. Even with constant, careful cultivation, with alert professional servicing, we can count on little enough attention from the best of these busy, distracted people, that is short of some unanticipated headline-crisis. All of which makes the results, when they come—and they do come from time to time—that much sweeter. In the meantime, this demanding, necessary duty, calling as it does for special skills and application, stands at the top of our priority list.

The Canadian Publications Program in the United States, though modestly scaled, is an enterprise in which I believe we all can take pride. Its centrepiece is *Canada Today/d'aujourd'hui*, a small general interest magazine, now five years old, produced in colour and observing, if I may say so, very high editorial standards. In no sense is it a predictable or traditional embassy-government publication, which accounts in the main, I believe, for its extraordinary success. I do hope some of you take the opportunity to look at the sample copies we have here.

**Senator Croll:** Tell us how we can get copies. I have always enjoyed them.

**Mr. O'Hagan:** I think we can put you on the mailing list without any difficulty, senator, and we would be happy to have the whole committee on it. I might say that we have had innumerable requests from Canada from private citizens. But costs being what they are, we have had to set a policy which we, in general, have tried to be scrupulous in observing, namely, about producing the magazine and sending the magazine to Americans, for whom it is designed and produced. We would be very happy, though, to ensure that the members of the committee who are here this morning receive a copy.

**Senator Croll:** I think, Mr. Chairman, it would be a good idea to have the members of the committee on the mailing list.

**The Chairman:** Yes, I think it is very worthwhile, particularly since we will be continuing this study through next year on the trade side, when we finish this.

**Senator Connolly:** We will be continuing this a great number of years.

**Mr. O'Hagan:** Simply stated, this is a periodical which seeks to impart the flavour of Canada today to Americans. It leans much more toward providing insights into the quality and flavour of life, development, trends, and so on, than policy movements. It is broadly and consistently praised for its content, and wins prizes for its appearance. It is issued 10 times a year and at present it goes to something over 40,000 addressees. In the main, it is a select and elite audience. It takes time and careful management to build such an audience, even when the product is given away. Even so, we look forward, over the next three to five years, to a doubling of circulation, budgetary conditions permitting. When one considers that in a country with a population approaching 220 million, *Canada Today/d'aujourd'hui* is the only Canadian print voice, publicly or privately sponsored, with a consistently growing and consequential following, we know, as a result of this, that we are making a material contribution. We cannot, of course, expect to fill that void with *Canada Today* alone, but we are trying.

Our other publications are of a more specialized nature, but no less valuable. For example, *Canadian Press Comment*, a weekly survey of Canadian editorial opinion, which goes to some 2,000 persons with an applied interest in Canada and Canadian subjects, writing, teaching, trading and investing. We know from our research that it is not only appreciated as a vehicle of information, but that it has a very high utility quotient as a working tool.

Directly in response to the so-called energy crisis and to the effects which flowed from consequent changes in Canadian pricing and supply policies, the Embassy, through the Office of Information, created a publication called *Canada Report*. Its purpose as distinct from the purpose of *Canada Today/d'aujourd'hui*, is to carry the Canadian policy message, to answer in authoritative, economical prose, questions which may arise from a given Canadian policy. It is directed chiefly toward legislators, bureaucrats, editors, business people. The numbers that we have produced to date—two on energy and one on the Foreign Investment Review Act have been very warmly received. Other subjects are being studied for

treatment in future issues, produced with somewhat more regularity, although we intend to obtain maximum flexibility in our publishing schedule as a means of producing timely, official material on questions subject to misunderstanding and possible controversy.

I might just add, here, Mr. Chairman, with the increment and resources that we look forward to in the autumn, it will be rather more easy to produce this kind of paper because it takes an enormous amount of care and attention, as you can imagine, synthesizing all the policy nuances and consulting prime ministerial and ministerial statements, and what-not—the National Energy Board's role, if the subject is energy.

I have referred to media relations and to publications. May I now say a word about academic relations? Since this was taken up at some length by Mr. Cadieux in his remarks last January, and today by Mr. Reid, I will do no more than restate the obvious, namely, that the building of knowledge and sensitivity toward Canada in the colleges and universities of the United States is one of our most important obligations. It is to this end, through encouraging and assisting the development of teaching and research on Canada and Canada-U.S. relations, that the Embassy academic relations program is directed. As with other aspects of our information work, it is a comparatively new field for us. The program began formally only in 1968.

I do not propose to discuss specific cases of achievement and promise recorded under this program, although there are many. We have made respectable progress, but when we remind ourselves that the great majority of the better colleges and universities in the United States—and there are 1,500 or so of them—give no substantive attention to Canada, you will recognize how much there is yet to be done. The development and promotion work in this vital sector goes on apace; it is national in scope, conducted in close collaboration with our consular posts.

I will conclude this portion of my remarks by expressing the confident expectation that this time next year we will have accumulated sufficient experience and evidence to permit a comprehensive evaluation of progress made to date in the academic relations or higher learning field, and what our aims should be across the next five to ten years.

What I have offered here, Mr. Chairman, is a tour d'horizon in which some of our more prominent activity-features have been highlighted. Clearly, while government is at the cutting edge of our information effort in the United States, it is not alone. Business plays a role—one thinks particularly of the lively interest of the Canadian Export Association; so do such independent entities as the Canadian Institute of International Affairs. Tomorrow we will be meeting two or three representatives from the Institute to discuss a proposed visit to Washington, the second that they have had there in the last three years. They were there on or about a year and a half ago. Nor should we overlook the role of Radio-Canada International, nor of the domestic services of CBC and Radio-Canada in both languages which are received mainly in the northern states. Wherever those broadcasts are heard, it is with much profit and appreciation. But so much more remains to be done and, because the market is vast, we need at all times to be selective and focussed in what we undertake, and, above all, if I may say once again, to be

outstandingly good in execution. It is self-evident that we must constantly search out opportunities to sell ourselves and to tell our story frankly and persuasively; that in doing so we must press against the boundaries of convention and creativity. We must reinforce and enlarge many of those programs now in place—for example, enlarged visits programs may be one of the very best things we can do. Mr. Reid has already alluded to the capacity of the machinery to absorb marked escalation in this area. One has no difficulty imagining the results that derive from a more regular and larger flow of educators, business leaders, academics, artists, professionals of all disciplines, public administrators and, especially, political people at all levels.

The cultural affairs dimension, which Mr. Reid has mentioned, is an exciting prospect. In our North American cultural system, interlinked, as it is, to such a degree, there is inevitably substantial commerce in all forms and expressions of the arts. But government can do much to make possible many of those affirmative things which are not done, have not been done, and are unlikely to be done without its intervention.

One or two final points. Right now we are actively exploring at the Embassy a special radio service, one which would be complementary to that now provided by Radio-Canada International, and for which our research indicates a ready market. It would be a recycling, in part, of the material researched and gathered for our publications, principally *Canada Today/d'aujourd'hui*. I am personally also persuaded that there are interesting possibilities yet untested for television material, short documentaries, topical program segments, and the like. It goes without saying that both these services, should they proceed, would need to be handled with political as well as technical care. I might also add that in the case of television it would be a costly initiative.

One last word on publications. There is no doubt in my mind that we have yet to exploit all the interesting possibilities open to us in this area. I can conceive of at least two other major Canadian periodicals circulating with effect in the United States. I suggest that in one case—perhaps even in both—they might be offered for sale to the public and, if we chose this route, prove interesting vehicles for advertisers. That is just a thought to be left on the table.

Whatever approaches we investigate and adopt—and those that I have mentioned here are only illustrative—we may be fairly sure that for the next decade, at least, there will need to be more and better government information work in the United States.

**The Chairman:** Thank you, Mr. O'Hagan, for those interesting remarks. I will now call on Mr. Anderson.

**Mr. R. C. Anderson, Consul General of Canada, Seattle:** Honourable senators, in continuation of the presentation, should like to outline the role of one of the Consulates General, and in particular the Consulate General in Seattle. The area of our jurisdiction includes the states of Washington, Idaho, Montana, Oregon and Alaska.

My major responsibilities, as head of the Seattle post, are to protect and promote Canadian interests in that area, which include the guidance and direction of all the Canadian government programs. We have four major programs at our Consulate. The program of the Depart-

ment of Industry, Trade and Commerce has, as its prime objective, the expansion of trade between Canada and the Pacific North West and Alaska. This involves a wide variety of trade promotion techniques. Our major activity is in locating and developing markets for Canadian manufacturers and producers. In addition, we work with both the federal government and the provincial governments in organizing trade missions to our area. Our continuing activity is the promotion of Canada as a source of goods and learning about our particular marketplace, the methods of distribution and the development of business contacts, so that our information is current and relevant, and, therefore, of maximum assistance and guidance to Canadian exporters.

In the manpower and immigration field we are also very involved. With the adoption of the new immigration legislation in 1972, our activities have increased many times. The officers involved in this program interview and select prospective immigrants from applications received. During the past year we have been called upon by individuals, as well as the media, by state and by civic government representatives, to provide information on changes in the Canadian immigration regulations which have a direct effect on persons in our jurisdiction who wish to take up residence in Canada.

Another area of activity is the program of the Canadian Government Office of Tourism. Our territory provides one of the largest sources of tourists to Canada, particularly to British Columbia and Alberta, although we have seen a growing number of tourists who are headed for Eastern Canada. We do not only supply information, but work specifically with travel consultants and tour agents in order that we utilize facilities that are available in Canada, particularly in off-peak times of the year. This activity requires promotion. It just does not happen. There are seminars, films and personal contacts to ensure that tour and travel agents are aware of our facilities in Canada.

In each one of these program areas there is the direct support of our Information and Public Affairs Program; a projection of the Canadian image in its various dimensions, using the information materials which Mr. Reid has outlined and Mr. O'Hagan has continued.

In the External Affairs program we are involved in liaison, developing contacts with local and state governments so that access is assured once a particular Canadian position needs to be explained, whether its main thrust is economic, environmental, political, or whatever. We are also involved with the media in providing information about Canada and about our particular interests and problems.

The position papers supplied from Ottawa and the Embassy and, as was mentioned a little earlier, the position papers that had been supplied on energy and on the Foreign Investment Review Act have been particularly useful. We have also been involved in the media visitors program, bringing to Canada outstanding columnists and editorial writers. This has provided a great opportunity for them to learn more about Canada and, invariably, there is a result in our local press.

One of the exciting new areas of our involvement is in the field of academic relations. As Mr. O'Hagan has outlined, we are promoting and encouraging the teaching of Canada at universities. This is done by calling upon the universities, and particular professors, and particular

schools, by book presentations and exhibits at the universities, Canada Weeks and film festivals, and assisting in the organization at universities, of seminars and conferences. These seminars and conferences focus on Canada.

At the Consulate we have a speakers' bureau. This includes all Canadian officers, whatever program they are involved in, who undertake selected speaking engagements. This is done to promote interest and knowledge of Canada and to make our audiences aware of the conditions, opportunities of particular interest, whether it be in the economic field, business field, cultural field, or tourism.

In the cultural affairs area we are involved in promoting Canadian performers and artists. To assist us and in support of our programs, through the Consulate General, through the beneficence and the planning that has been done in Ottawa, we have a film library of Canadian films. These are for utilization in the various program areas. We have a reference library of Canadian books and resource materials that has been developed for secondary schools—teachers' kits, students' kits, so they can learn, at that level, more about Canada. We have the same sort of material developed at the university level, so resource materials are available to us. From our particular area *Canada Today/d'aujourd'hui* has a selected list of 1,500 leaders in governments, business and the cultural areas.

**The Chairman:** Excuse me, 1,500 across the United States, or in your area?

**Mr. Anderson:** No, just in our area. We have been involved in selecting the people we want to have on the list to receive it the ten times a year that it comes out.

**The Chairman:** Fifteen hundred in those states that you mentioned?

**Mr. Anderson:** Yes. It may be interesting to you if I outline highlights of the activities of the Consulate General just during the last ten days immediately preceding my coming to Ottawa. I think that it is interesting because you will see the support of these programs that the information activity supplies. Recently we have had a visit from one of the British Columbia cabinet ministers who came to speak in Seattle for Canada-U.S. International Goodwill Week.

**Senator Croll:** Was that before or after they put on the tax?

**Mr. Anderson:** That was after they put on the tax.

Then we had a visit from the Assistant Deputy Minister of Economic Development from the Province of British Columbia who came down to talk about trade development opportunities for British Columbia manufacturers. We have just gone through the final stages of preparing for an Ontario Trade Mission that will be coming to Seattle and then going on to Alaska. This is happening in June. We had an Olympic coin presentation at one of the outstanding sporting events held in Seattle which fourteen thousand people attended. It was also on radio and television. One of our officers, who is involved in the information activity, was in attendance at the Pacific North West Higher Education Conference in Montana. Also, just this past Friday, we had a

seminar in Canada. This is in continuation of a program that we have been very much involved with at the graduate school of Business Administration, the University of Washington, in Seattle. They have been focusing on business relationships this past year between Canada and the United States. This has been a continuing program and they have had a whole series. We had a visit of 18 tourist facility operators from the Northwest Territories, Alberta and British Columbia who came in to meet tour agents and travel consultants in Seattle, and they used the facilities that we offered. These are the various actual programs that we are involved in with the public affairs contact.

During my time in the foreign service I have served in the United States on three occasions. It is an extremely exciting time to be in the United States. It is challenging because of the size of the market and because our relationship is so very important. Because of the changes in our priorities as a country, there is a requirement that our position, our attitudes—that Canada be presented to the United States. One of our foremost priorities is continuing good relations with the United States. This, in my opinion, depends upon the United States knowing as much about Canada as possible, because from knowledge comes understanding.

**The Chairman:** Thank you very much, Mr. Anderson.

Just before calling on Senator Laird to commence the questioning, I wish to mention some things that I should have mentioned in my opening remarks this morning. On Thursday, of next week, Mr. Alan Hockin, who was an Assistant Deputy Minister of Finance and is now Executive Vice-President of the Toronto-Dominion Bank, will be here to give evidence on financial institutions between our two countries, followed by a telephone hook-up that we have arranged with Mr. Abshire, formerly in charge of congressional liaison in the State Department, who will discuss Canada's relations with Congress. Certainly that is a subject some of these witnesses this morning may throw some light on.

I am also pleased to say that Mr. MacEachen, Secretary of State for External Affairs, has agreed to appear on June 10, which will almost coincide with the conclusion of this portion of our study of the mechanisms between the two countries, before we proceed to "Trade."

Senator Laird, please go ahead.

**Senator Laird:** First of all, Mr. Chairman, may I say to these three gentlemen how gratifying it is to hear of the tremendous progress that has been made in the last 25 years on the dissemination of information on Canada in the United States? I speak with some degree of knowledge: I live on the border, at Windsor; and, secondly, I married a "foreigner", a girl born south of the Mason-Dixon Line and who had lived there all her life before she married me. With that background, I want to ask you, in spite of all the mechanisms which are now available to us for the dissemination of information, do you find that there is still a great problem of apathy on the part of Americans regarding Canada?

**Mr. O'Hagan:** There is some apathy, senator, I think that must be admitted. But it is no longer as pervasive as it once was, for one or two reasons, which will be obvious to you and other honourable senators. The whole question of energy has brought things into focus in a very real

way. That is an indisputable fact. When policies, however well intentioned, in another country, impact a partner or neighbour in a real way, as we know some Canadian policies have done—the pricing and supply situation with gas and oil for example—there is an interest that is a focussed, often a regional and real. That has to be coupled with the fact—and I do not want to overstate it in any self-serving way, on my own behalf or my colleagues—that there is a slowly building awareness that Canada is something more interesting than most Americans heretofore have recognized. There are things happening in Canada and therefore there have to be adjustments made to them. They are not all pleasing to every American, clearly, but things are happening. Canada has to be taken into account, and this has given rise to a new, somewhat higher and building level of awareness.

I might add one footnote, that I suspect we would probably have made even more progress in recent times, had it not been for the enormous distractions that American society and American leadership have been subject to both domestically and abroad.

**Senator Laird:** You mentioned energy, and that brings me to the second point I wanted to question you about. Do you not find a tendency for the Americans, in spite of the fact that they have some knowledge of Canadian problems, to seize upon a simple problem and concentrate on that, to our disadvantage? Talking, for instance, about the export tax on oil, my experience was that this was a sore topic down there, and I even heard a fellow on the Fort Meyers television station simply ignoring the facts and saying some frightfully nasty things about Canada. It is an oversimplification of a simple point, which is inclined to raise animosity. Do you not find that happens?

**Mr. Anderson:** It certainly does. In my area, because most of the states that I cover are close enough to the border that there has been communication, the thing I found rather than apathy, to begin with, was misunderstanding, misinformation. There was the assumption that they did understand and did know Canada, and then suddenly finding out that Canada has established priorities as far as being a country, and that these do not necessarily match the priorities established in the United States. Then there is tremendous bewilderment that we could possibly take an action like putting an export tax on oil. Without any background or understanding, it comes as a great shock that we are importers of oil on the east side of Canada and exporters of oil on the west side, because of the economies of the situation. They were never aware of that. Our problem has become one of getting this information to them as quickly as possible, so that once the headlines hit, then over you get to the media, to the people who are making the pronouncements, the people they listen to, so that they have this background information. We ensure that we have contacts that are well enough established so that we have the ready entree to these people to provide the information. As I think most of us have found, Americans are reasonable. As long as you can present your case, they will treat it with great understanding because there is an enormous amount of goodwill. But you have to give them the information, and you have to give them the facts, so they will understand. I think the situation in our area now is one of understanding. They do not particularly like the high prices for oil and natural gas, but there is some understanding, at least in part. That

is what we are really aiming for, an understanding of what Canada's position is.

**Senator Laird:** Mind you, you are fairly close to the border. Mr. O'Hagan might have found a different state of affairs.

**Mr. O'Hagan:** When you speak of Fort Meyers, and a feeling very often of the absence of sufficient information. Sometimes, I am afraid, in instances even when information has been made available, there is somehow a feeling of hurt, a feeling of resentment that somehow we have broken stride with the United States in some peculiar way and that we are being awkward. It takes time to bring people around to the idea that we are really masters in our own house and have to do certain things in our national interest, as Mr. Anderson has said, that we have our own priorities. This is difficult because it has an emotional content; it is difficult to cope with. It is in much the same category as the deserters and draft evaders. We were somehow seen by some as aiding and abetting these people. It was an enduring issue; it was very high in the American consciousness.

**Senator Carter:** They find it so difficult to see Canada as an independent, sovereign country. Do they have that same problem with Mexico? If not, why?

**Mr. O'Hagan:** I do think this is a conceptual problem. It is a problem in practice. I do not think that somehow there is any assumption or any disposition to view Canada as other than but independent and sovereign. Somehow, because of the similarities of system and values, the cultural dimensions, and so on, when it comes to practice, when it comes to something like the resource question, or whatever, then there is the difficulty of adjustment. In the case of Mexico, no. Mexico is clearly perceived; Mexico is sufficiently and manifestly foreign in American eyes.

**Senator Carter:** They do not regard Canada as a foreign country, but rather as an extension of the United States?

**Mr. O'Hagan:** I do not think it is fair to say that, senator. That would be putting a construction on it that is perhaps unfair. There is, and continues to be, a feeling that we are part of the same sort of social and cultural system, even though we do manage our own affairs. No responsible person wishes to intrude on that.

**Senator Carter:** They do not feel hurt if Mexico breaks stride and goes on its own way, but they do feel hurt if Canada does?

**Mr. O'Hagan:** That is my view.

**Mr. Reid:** The Americans get this attitude from the mass media. It is our job to get to the mass media and, hopefully, beforehand . . .

**Senator Laird:** Let me relate a little incident. It was a very hot day in Florida about a month or so ago. I felt the need for some ice water, and I went to what looked like a platform, somewhat like the one you are sitting on there, with stools. This gentleman was an executive from Chicago. He sat down. Americans have a habit of drawing you out as to what you do. In fact what he said was, "What do you do up in Canada?" Having told him,

he started on this oil business just to try me. I started to explain. He said, "Look, you don't need to explain to me. I know why you have the export tax on, for the export on western oil, because you have to subsidize the price in the East." The mass media plus the *Wall Street Journal*, must be working at times.

**The Chairman:** Did you have a supplementary, Senator Croll?

**Senator Croll:** I just wanted to say one thing about Florida. Canada was mentioned every day while I was in Florida. They began every morning by saying, "A cold wave is coming down from Canada." Outside of that, they never mentioned it.

**Senator Laird:** I want to ask you gentlemen if the recent trip of the Prime Minister to the Common Market countries, and the expressed intention of a closer trade relationship, has in your experience created any bad reaction in the United States.

**Mr. O'Hagan:** No, I do not think so. I must say in all candor that trip got very little attention in the United States. In official circles Canadian policy intentions, the third option concept, and so on, are well understood and accepted. Since we are talking about popular attitudes and general communications, and so on, I think that news of this kind has yet to come home to the American population at large, even the informed sector.

**Senator Laird:** Perhaps that is one good reason why there still remains a certain amount of apathy, a lack of attention. If it did come home to them, I predict that some might resent this apparent sloughing off of the United States.

**Mr. Reid:** I do not think the sophistication of that totality has come across to Americans at large. What is coming across is, for example, evidenced by the *New York Times*, last Sunday, in an article headed "Canadians Seek to Spur National Consciousness." They are that far down the road to understanding something is going on up here that is interesting and, in some instances, has something of importance for them. When it comes close to home then, of course, the reaction can be one of concern and perhaps even exasperation. Our job is to try to explain, again and again, that it is not an unfriendly act that is being consummated in Canada; it is one that they should be able to understand.

**Senator Laird:** It has always concerned me that we do have some very vocal and prominent ultra-Canadian nationalists sounding off here. I have asked other witnesses in this committee whether or not that has adversely affected our friendly relationship with the United States. What has been your experience, gentlemen?

**Mr. Anderson:** Let me tell you what happened this past Friday. A seminar was arranged. The speaker was a well-known Canadian "nationalist" who came and spoke to a university seminar. Included in the group were a number of leading businessmen. I must say it was a beautiful and well-balanced presentation that he gave about the developing Canadian "nationalism"—for lack of a better word. I do not like the word "nationalism", because it gives a connotation that is not necessarily the right one. What he did was present a case.

To put it in context and where we were involved, although not with the invitation, we tried to ensure that during the seminar itself and the meetings that took place there was an opportunity for a more "middle of the road" also to tell what was going on in Canada and what he foresaw happening in Canada. In other words, there is a diversity of opinion in Canada as to what is happening now and what is going to happen in the future. Americans in the audience are really sophisticated enough in order to appreciate the diversity of opinion. We really do not have a great deal to fear in this area. The many voices of Canada are heard and heard in their diversity. You get the mosaic of Canadian opinion, rather than the presentation of a set line, as far as concerns what Canada is, what Canada is doing, and what the future holds for us as a country.

**The Chairman:** Just to exemplify your question, if I may say, Senator Laird, as I understand the answer, what might be described as an anti-American outburst of one of the ultra-nationalists in a speech in Canada would not be picked up by the media there and played at a higher key than other statements in Canada concerning our relations.

**Mr. O'Hagan:** Not in my experience.

**Senator Rowe:** There are 220 million people, roughly, in the United States. Does anybody know—and there must be some statistics on it—what proportion of that population is reached routinely by Canadian television?

**Mr. O'Hagan:** It is a very small fraction.

**Senator Rowe:** May I ask why this is? Last night, for example, I was turning the dial on my hotel room television and I am sure a third of the stations I was receiving were American. Would the same thing not hold true, for example, for somebody in Syracuse, in relation to Canadian TV?

**The Chairman:** No, there is not the cable in the United States that we have in Canada, Senator Rowe.

**Senator Croll:** They have six or seven other stations.

**The Chairman:** They have their own stations. In order to get the variety of stations in Canada we are heavily laden with cable.

**Senator Rowe:** Our television would have a minor effect in reaching the American population?

**Mr. O'Hagan:** Relatively minor.

**Senator Carter:** We beam radio to Europe. We do not beam radio to the United States, do we?

**Mr. Reid:** Yes, we do. Quite recently it was indicated that these CBC transmissions had outreached the BBC in popularity in the United States. It is quite a remarkable thing. There are also what we call topical discs sent out to some 700-odd radio stations in the United States by Radio Canada International. Mr. O'Hagan mentioned the Embassy is experimenting with tapes for radio dissemination which are based, to a large extent, on *Canada Today/d'aujourd'hui*. We are moving in that particular medium as fast as we can, so to speak.

**Senator Cameron:** What kind of audience would Radio Canada International have? Is there any auditing of that?



**Mr. O'Hagan:** There is. It runs into the millions. The audience figures are susceptible to misunderstanding. One has to be careful in using those figures. It is a very substantial audience. It is an audience that hears these things only periodically and perhaps irregularly. Radio Canada itself was very agreeably surprised by the size of the audience that it discovered when it did its survey. It is a very sizeable body of people who are conscious of the emanation of Radio-Canada International.

**Senator Cameron:** What depth would it have north and south?

**Mr. O'Hagan:** This is a broadcast service which is beamed into the whole of the continental United States.

**Mr. Reid:** A radio programme over the national public broadcasting system, which the Embassy was instrumental in implementing, had an estimated audience of one million.

**Senator Carter:** Could I ask somebody to look into the future a wee bit? When we get that satellites up there, it will be much easier to beam television. Do you see any opportunities there?

**Mr. O'Hagan:** There are fascinating opportunities in store there. It will require negotiation. If it can be worked out bilaterally, one can easily imagine the day when Canadian television programming will be seen regularly in the United States. There is an anomaly in that today, as close as we are, let us say in Washington or New York, there is no system, no mechanism in place to bring in such programs. Even if they were not for general dissemination, even if these programs were for special attention and one invited in 100 opinion leaders to see a particular program or series of programs for an evening, or for special presentation, the mechanism is not normally in place to do that. Looking into the future, I think there are very interesting possibilities there.

**Mr. Reid:** In the meantime, today, we have to work with what we can get our hands on. You may know that a year or so ago the *Today* show came to Canada. Quite recently the Secretary of State for External Affairs was on the same show, during his tour to New York and Boston. We have to pay something to make sure that the *Today* crew does come to Canada and puts on a show and broadcasts in its normal time segment. For the record, I think the last show in Canada cost us \$130,000, including the facilitative work that we had to do. If a similar show takes place again, it will cost probably \$200,000. It is a terribly expensive business, but it is very important because of the impact in the United States. There is the Mike Douglas show and the Martin Agronsky show, which cost less, but they have a smaller audience.

This is an area in which one can get results. We cannot, however, go to the extent of presuming that one can doctor what goes into these programs. These are free agents and they will report the situation as they find it. Invariably they report in a balanced and reasonable way, which is fine as far as we are concerned. The only constraint, as I think I mentioned at the outset, to get into television and continue in depth, is money. We do not have the resources to do so continuously.

**Senator Rowe:** As I understand, there are 15 posts in the United States. I take it that these, for the most part,

are in the larger population centres, having some regard for geography. Am I correct on that?

**Mr. Reid:** On the map the Consuls General are shown by the larger maple leaf. The smaller maple leaf represents the Consulates, which are primarily trade posts, and then the Embassy, making a total of 16.

**Senator Rowe:** I got the impression from Mr. O'Hagan that these two other periodicals ought to be disseminated in the United States. Were you thinking abstractly?

**Mr. O'Hagan:** I was. We produce this *Canada Report*, which is a policy paper, and this *Canada Today/d'aujourd'hui*, which is a small general interest magazine, and while these two perform a very useful service, I am merely suggesting that there are other possibilities that could be developed, and I personally believe ought to be developed, one day for distribution in the United States. Consider for the moment proximity. I said that it is rather striking that this small magazine, five years old, created by the Canadian government and produced at the Embassy in Washington, should be the only Canadian publication that reaches any kind of audience of any real size and influence in the United States. Contrast that, for example, with Great Britain and the *Economist*, and so on, privately developed publications. And from France, there is *Le Monde*, *Realités*, in their English editions, and so on. In other words there are inputs, points of view from abroad, that reach American opinion leaders or opinion formers which are simply not regularly available from a Canadian source. That makes the task of trying to register a Canadian point of view and to sort of build a Canadian awareness all the more difficult.

**Senator Connolly:** Just on *Canada Report*, the two that you have displayed, I notice that the first one is on energy and the other on the Foreign Investment Review Agency. Who writes those for you?

**Mr. O'Hagan:** The basic drafting is done in the Embassy. The first draft, for example, may be done by a freelance writer who has worked for us on a fairly regular basis. In all three of the reports—we have done two on energy and one on foreign investment—this was the case. Then the draft is worked over very carefully in the Embassy and the directly interested departments in Ottawa work on it.

**Senator Connolly:** They are enormously complicated problems.

**Mr. O'Hagan:** Yes, terribly complicated.

**Senator Connolly:** I take it that your approach is not to try to solve every problem, but to say what the general outline is.

**Mr. O'Hagan:** And to take reports from ministerial statements, government statements in the House of Commons on energy policy, and so forth, and try to knit these together in a piece of paper which is not so forbidding that even interested people will not take a look at it. We all know that the people who ought to read this kind of thing are the busiest people. So you have to try it to synthesize and compress these facts. It has tended to be a scrupulous and, to a degree, detached presentation of Canadian policy. The policy is there; it exists. If there are people who are confused by it, or in

any way hostile to it, we try to meet that with the most comprehensive presentation that we can make, within the limits of the probable availability of the time these people have for digesting this kind of thing.

**Senator Connolly:** In the case of the energy policy paper, there are a great many people in the United States who have a vital interest in Canadian energy, either as consumers or as producers. Can you make a reasonable attempt to cover a constituency as big as that in the United States?

**Mr. O'Hagan:** I must say it is very difficult, senator. We try to set up prime audiences. We try to make a judgment about whom we are trying to reach with a thing like this. I suppose if we had a model in mind, in the case of this paper it is the average, very busy member of Congress or member of the Senate.

**Senator Connolly:** Let me take another extreme. We have heard evidence to the effect that as a result of the energy policy proclaimed in Canada, drilling rigs are being moved out of the country at a great rate. It may be that the drilling companies might not do this, even though the immediate prospects may be very much better in the United States because of the pressure to develop energy resources. By any chance, would you think of trying to get this kind of information either to the drilling company organizations or to the individual companies? That is only one segment of a big industry.

**Mr. O'Hagan:** I must say that we have not addressed the problem in that sort of segmented way. We have not done that yet.

**Senator Connolly:** The crisis—and I think it appropriate to call it that—has not even developed fully yet.

**Mr. O'Hagan:** Yes.

**Senator Rowe:** I have one other question, Mr. Chairman, completely divorced from what we have talked about so far. We have had a little evidence lately that some of the investigative agencies in the United States have been playing footsie-tootsie, perhaps with at least one of our Canadian agencies. We are in camera here, I understand.

**The Chairman:** Yes, we are.

**Senator Rowe:** I will not ask you whether or not any of our posts in the United States have ever been approached by any American investigative authorities for information, but I will pose a theoretical question to Mr. Reid. What would happen if the CIA went to our post in Washington and said, "There is an SOB in Montreal or Vancouver, and we would like some information on his activities or his background"? What would happen in that case, Mr. Reid?

**Mr. Reid:** I am not sure I can answer you. There is obviously a liaison in the Embassy in the United States which would perhaps facilitate an inquiry like that. Do you know the answer to that, Mr. O'Hagan?

**Mr. O'Hagan:** I think we all know that there are fairly close relationships operating between police and security agencies in both countries, as there are with third countries. Due to our geographic proximity and the continental situation in which we both find ourselves,

it is particularly close between Canada and the United States. How a given inquiry or request is responded to, I must say that I do not personally have that information. I simply do not know.

**The Chairman:** It would not really come under your department.

**Mr. O'Hagan:** It would not be in my area.

**Senator Croll:** There was an answer to that in *Hansard* yesterday. Someone asked the same question in the House of Commons. There is a complete answer by the Solicitor General on that very question. I have known Americans for even longer than Senator Laird has because I am older than he is. I do not know of any Americans who have spoken to me over the years about taking over Canada. I also have known a lot of Canadians. I have never heard a Canadian say to me that he thought it was about time we joined the United States. At least he did not repeat it to me, if he said it. I do know about something that is happening. I was brought up in the school of special relationship with the United States. I liked it very much. Many of our people who are leaders in government not only fashion it but do their best to encourage it. I am particularly concerned with what is happening in this country at the present time. Much of it I relate to Connolly, when he made his decision on something that affected us. The Secretary of the Treasury came to Toronto one day and in a cold-blooded way told us where we stood and where we belonged. It was worthy of the "Texan thugs," I think they called them. We really got the business from him that day.

Things followed. The Canadian people felt it. Simon came to Toronto a week or so ago and also said something very cautiously, very carefully, but one understood what he was talking about. The big thing, of course, is resources.

Let me just say this much more. If there is one thing the United States is proud of it is the fact that alongside of her are 20 million Canadians who live in absolute peace and amity with them. They want the world to know that. They are more proud of that than they are of anything else. So we forget about the other aspect.

What is happening to our relationship? Little by little there is a word here and a phrase there. It is becoming cooler. Americans are upset over it. They regret it. I do not know the answer to it. No one seems to know the answer. What is happening to this deteriorating situation between our two countries? It did not come about as a result of oil. It did not come about as a result of water. They understood that. What is happening beyond that? You are in Washington. You have eyes. What do you see?

**Mr. O'Hagan:** That is a very large question, senator. First of all, I think the rise in our own self-awareness is part of it. It is almost inevitable in trying to express ourselves as a people and a nation that we have to differentiate ourselves from the United States and from American values, in many respects. Also, the United States is so close, and it is so large, so pre-eminent and dominant in so many areas. These have to be very personal views, but I think that because of the whole experience in Southeast Asia, Viet Nam, to use your word, the "deterioration" or the crisis that developed in American urban life with minority problems, the deterioration of

the cities, and what-not, Canadians have turned away from the United States as a model, as we have never done before. This has been said by many people. That coincides, whether we like the term or not, with our own new nationalism. Americans, who are very nationalistic people, as we all know, were not fully prepared for these developments on our side of the border. It is hard for them to conceive of a country whose national consciousness was as long developing, or as retarded, if you will, as ours. People are always struck by the fact that we took such a long time to produce our own flag, and all of these things. They are accustomed to a more popular, even a more jingoistic type of nationalism. It is not peculiar to the United States. We all know that a lot of great powers in the world, Great Britain, France, and so on, are highly nationalistic societies.

I do not know if this comes close to answering your question. It really relates to these things that have happened in the past decade. It is a maturing process that has occurred at home, while we see things, in so many ways, going sour in the United States. They are going less well than they have done in the past. We drew certain conclusions from this. We surely always wanted to try to prove and assure ourselves that these were areas in which we were better than the United States, in which the quality of life was better. In the past that has been a difficult case to make. It is less so now. As a result, you have this tremendous sort of "explosion," to use Mr. Reid's term, in cultural expression, in the literary arts, and so on, wherein people tend to discuss Canada almost inevitably in relation to the United States, whether it is Canadians defining their own personality, whether it is Canadian cultural and economic survival, or whatever it is. It began with Mr. Gordon's books, and so on. This whole period has seen this going on. The Americans, of course, for their part, have not really focussed very closely on it. Once they had, they had not quite known how to cope with it. Personally, I certainly know very many Americans who find our national attitudes and our conduct unexceptionable. They find everything we do rooted entirely in logic. There are others who are less persuaded.

**Senator Croll:** That is a very useful answer.

**The Chairman:** Yes, most helpful.

**Mr. Reid:** This is an evolutionary process. Yet, there are some very fundamental strengths and conditions which will not go away. In other words, we have a relationship which is probably the most potent in the world in terms of trade and inter-relationships of all sorts. It is our job, from the Canadian government side, to try to explain our contribution to this evolution to the Americans, in the hope that they will understand us better as we are reaching whatever form of nationalism finally suits us.

In that process there are two vignettes that I would like to mention to you which I think are important: one—is a pragmatic one; and the other is an emotional one. The pragmatic one is about a little booklet called the Battelle Survey, started by the Canadian Export Association about a year ago. It proves, fairly conclusively, by going into the United States and showing those parts of the United States which depend on exports to Canada for their livelihood, on their side of the border there is a great deal to be gained by a healthy economy on the Canadian side. This booklet has just gone out to the con-

sulates and we hope that this will form the basis for speeches, and so on, which will show that there is a good, pragmatic relationship throughout.

The second one is, with Ray Anderson in Spokane, last year, a lot of the current concerns were boiling up. We were there to participate at a Canada Show in which there were in attendance about 7,000 or 8,000 middle Americans from around Spokane. One would have to believe that there is some root that is strong, no matter what happens in the interim, in this Canada-U.S. relationship, because what we heard was the band of the Princess Patricia's Canadian Light Infantry in the finale playing "America the Beautiful," while 7,000 to 8,000 Americans sang it. Some of them were in tears. With that sort of instinctive friendship, admittedly close to the border, it seems to me there is a strength in the whole relationship which will not go away and upon which we can depend.

**Senator Croll:** What does Mr. Anderson have to say on this? This is a useful answer that we are getting here.

**Mr. Anderson:** For many years, while I was involved in the foreign service, the position that the United States took and Canada took internationally was very, very similar; domestically, there was not too much divergence. Over the past decade there had been a great change. There is a Canadian international position that is not like the U.S. position. We have assumed initiatives in many areas and have provided real leadership roles in international affairs, divergent and different from the United States. This is also happening domestically with the federal and provincial governments. They are setting priorities regarding lifestyle, way of life, what is important, concerns with the environment, concerns with developments as they occur in the provinces, and there is divergence. For the first time this apathy the United States had towards Canada, this sort of nice acceptance—I do not like to use the word "apathy" either and I do not like using an analogy, but it was like having a young brother who came along and you belonged in the family. As long as you did not raise any fuss, this was just great and hand-in-hand you went. But there are changes in Canada. There is a whole social structure that is taking place in Canada that is different from the social structure in the United States. There is a whole wave of immigration of Americans who have said, "We are not happy with the social fabric of the United States any longer, and some of the decisions that are being made, and we see in Canada an opportunity for a lifestyle that is more in tune with what we really believe. We see that Canadians are taking a leadership role." In my opinion, this is part of the reason for this seeming divergence. Yet, I must say that we must take advantage of the similarities and this enormous backlog of goodwill because we are going to need it as a foundation for explaining to the United States, in every one of the program areas that I am involved in, and the broader sense, that just because we take a little different path it does not mean that we are unfriendly or hostile or anti-American. The great strengths, as Patrick Reid mentioned earlier, are still basic as far as our relationship is concerned.

We must be careful because the interpretation in the United States could well be that we are being anti-American. This is one thing that we must avoid. Because of the scope of our relationship, whether in trade, eco-

nomie, or whatever, we need their understanding and their goodwill. This is, of course, what in fact the total information program is all about. It is projecting this new Canadian image, not hostile, not anti-American, but Canadian, friendly Canadian.

**Mr. O'Hagan:** Mr. Chairman, I just want to add one point, if I may. The perception of Canada by so many Americans has changed very markedly. We are not seen in the traditional recreational hinterland terms that once generally obtained. We are seen now as an increasingly privileged society and, also, thanks to resources, very rich and privileged. The pattern of emigration from the United States to Canada is a clear reflection of this. The Vietnam war, ugly and unfortunate as it was, had one modest benefit for Canada in that there were these people—I am not talking of draft evaders, deserters, but those who, out of conscience and concern for the direction their own society and country was taking, moved from the United States to Canada, often intending to get away from it for a while to think about things, and have a reflective period. Most of those people, I suspect, have stayed. The fact is that these are the kind of people who heretofore had never given a moment's thought to Canada. These were often intellectuals, university people, and so on. These people, distributed across the country, have had their communication feedback. I have run into lots of people who have relatives who have a son teaching at a university in Canada, or whatever. This provided the first insight, that these families at home ever had of Canada. There have been people now who have been writing about it. This is something quite unusual in itself—people writing in specialized and rather learned journals about Canada. They are not writing just about the Canadian-American relationship, so much, but about what is happening in Canada.

How all of this come out the other end is the question and the challenge that Mr. Anderson has referred to, because there is always lurking in the background the very real danger that we are seen as somewhat hostile and our acts are animated by mean spirit and selfishness, and that must be contested and countered.

**Senator Laird:** How are we at this moment on immigration applications, Mr. Anderson?

**Mr. Anderson:** I think at the moment the Seattle Consulate-General receives the second largest number of applications in the United States.

**Senator Laird:** Detroit is probably first.

**Mr. Anderson:** This may show my parochialism; I just know which is second. I am not sure which is first.

**Mr. O'Hagan:** It may be New York.

**Mr. Anderson:** I would suspect, New York.

**Senator Connolly:** How many do you handle every year?

**Mr. Anderson:** That is very difficult to answer. We have just been involved in the program now for two years. There has been a great change, of course, because of the immigration regulations, and we are not promoting in this area at all. We are responsive to requests from individuals, and it has been cut back substantially because of

the "selectivity" we are employing now in the selection of immigrants.

**Senator Barrow:** Mr. Chairman, there was a little excerpt in the *Washington Star-News*, April 20, 1975, which said:

Special Tie With Canada Has Ended

Canada has also moved against what some consider "U.S. cultural imperialism." The government has announced measures that could drive *Time* magazine and *Reader's Digest* out of Canada and stop Canadian firms from advertising on U.S. television stations which are viewed by large numbers of Canadians.

In view of the foregoing, how can we expect the media to support the efforts that you are making?

**Mr. Reid:** I will give you one very quick answer from a senior editor in Washington, when I was down there visiting a few weeks ago, and he said the general view among his fellows is that they were surprised that it took so long for *Time* and *Reader's Digest* to be brought into step, as it were, with the other periodicals that are American and are sold in Canada. It is not a universal view that this action was an outrageous step by Canada.

**Senator Barrow:** Would Mr. Anderson care to comment on the question of U.S. commercials?

**Mr. Anderson:** This is going to affect us because of the television stations in our area, and certainly it is not a happy thought to lose revenue as far as a television station is concerned. They have raised the question. They are not happy about it. But I think there is some basic understanding as to why the legislation and why the action of the Canadian government.

**Senator Barrow:** The reason I asked this is that we had some people here earlier in the week who said it was a very contentious point and it was objected to by a very small but very vocal and influential group in the Washington area.

**Mr. Anderson:** That is true. It is influential because there are some of the television stations that are tied to other media, newspapers, for example, and they are concerned and upset that Canada would take this view and pass this legislation. But what they haven't been doing is they haven't been using this against us in other areas. I can see their point. But it is also a sort of self-serving interest, if they were to promote this idea, and I must say to this point they really have not, although they raised objection, but it is a loss of revenue, and so most of the public see this as a vested interest complaining about a piece of legislation in another country.

**The Chairman:** I have had it put to me that the owners of one, at least, if not more, of these border stations in the United States have privately taken the position that, if we wish to change our tax laws to suit ourselves by prohibiting the deduction for business expense purposes of a Canadian company advertising on American stations, they can take no exception to that, in logic.

**Mr. O'Hagan:** Yes.

May 15, 1975

**The Chairman:** But, they take great exception to allowing or forcing our cable system to take their programs and, in effect, to steal them by clipping out the ads and substituting our own, and this is immoral. They drew a very sharp distinction between those two actions. I wondered if you had run into that distinction.

**Mr. Anderson:** That distinction has been made.

**Senator Barrow:** The regulatory authorities in Canada are insisting that it be done.

**The Chairman:** The CRTC is forcing that at the moment. In fairness, the CRTC has an argument. They are saying the American advertiser is paying 110 per cent in the American market in his rates and is getting 110 per cent when he sells because of that overflow, so that you can not argue that there is a business justification in clipping those. But I have heard, Senator Barrow, sharp distinctions drawn between the two different actions, and I wonder if Mr. O'Hagan and Mr. Reid would also like to comment on that.

**Mr. O'Hagan:** I think there is no question that it poses a problem. It is not a big problem yet, in the public domain. Obviously, the people whose interests are affected are actively concerned and they are influential and vocal, as you have suggested. In the abstract sense, in the area of ideas, this kind of action, for example, in respect of *Reader's Digest* and *Time* magazine, and even people holding no brief for either of these publications, have wanted to look at the question and wanted more information from us simply because of the implications for the free flow of information, the First Amendment, all of which, of course, are very dear to the American heart, and particularly in the wake of the Watergate affair. Anything that smacks of abridgement in this area, even though they are in a separate and sovereign state, that involve American interest, give people cause for thought. The *New York Times* has commented on it, for example.

In the case of *Time* and *Reader's Digest*, which is perhaps slightly more complicated, there has been some confusion or at least misapprehension of what Canadian policy objectives were. Driving *Time* and *Reader's Digest* out of Canada is a shorthand and an inaccurate form of words too often used in some quarters to describe what is happening. Obviously, *Time* and *Reader's Digest* are not being excluded from Canada or the Canadian market which they have enjoyed with Canadian official accommodation and blessing for a very long time. But there have been statements emanating from Canada which have given rise to this misreading of what in fact is going on, the idea that the effect of the policy is to cause the discontinuation of what purports to be Canadian magazines, in the case of *Time* and *Reader's Digest* but not, of course, the magazines themselves. There is some work to be done in that area on the part of us all in explaining those policies as they evolve.

**Senator Barrow:** It may be difficult in connection with the deletion of commercials. I understand from newspaper reports that some of the stations have hired electronic experts to see if a curtain cannot be drawn over the television signals as between Canada and the United States.

**The Chairman:** I am told they are very close to success in that area. They think they can technologically accomplish that. Then Mr. Juneau will probably hear from some Canadians.

**Mr. Reid:** That will resolve the matter.

May I make one aside to Senator Connolly? When you ask about the oil rig companies, and so on—

**Senator Connolly:** That was an example only.

**Mr. Reid:** Mr. O'Hagan explained what he was doing in Washington. There is a lot going on from the consulates in the hinterland as well, which starts to encompass these audiences. In Minneapolis, for example, on May 6 and 7 there was a meeting on energy put on by the CIIA of Winnipeg and a companion group in Minneapolis at which Mr. McKinney of the Embassy spoke. There are many occasions like that. Hopefully some of these key audiences that are not in the capital but out in the states are being reached, since we have a network of consulates all working in the information field and provided with material from the Embassy or Ottawa that permit them to do so.

**Senator Cameron:** What kind of reaction has there been from the Arctic gas development on the Mackenzie Valley pipeline in the United States?

**Mr. O'Hagan:** That is being debated right now. Presentations are being made to the Federal Power Commission at this very moment.

**Senator Cameron:** Has there been much discussion about it in the media?

**Mr. O'Hagan:** There is now. It has been intermittent. There has been a good deal of discussion about it in the trade press, the oil industry press. It is very important and there are elements in the Congress very well informed on this. One of the things emerging on that question, in the context of the Mackenzie Valley and the Alaska overland and down the coast route, of course, one of the arguments that El Paso is making expressly and implicitly is that Canada is not entirely to be relied upon in the sense that is it not more prudent to be entirely in control of our own delivery system rather than trust to the caprices of a government that might, in days ahead, choose to act arbitrarily in some way or other? Together with references to the prolonged reviews that would need to be made in respect of native rights, the environment as well as the provincial question, the El Paso argument seems to be founded on these cornerstones, quite apart from other considerations. In terms of the Canadian dimension they seem to be systematically calling into question the desirability of entertaining the idea of a partial Canadian route.

**The Chairman:** My recollection is that not only El Paso has made these observations—in El Paso's case it is self-serving for them to do so—but the Government of Oregon, in an official representation to the Federal Power Commission has made the same point. Am I correct on that, Mr. Anderson?

**Mr. Anderson:** You are correct.

**The Chairman:** That distressed me.

May 15, 1975

**Senator Croll:** Is it not a potent point? To sit on the other side, to me, that would appear as being very potent.

**The Chairman:** The point I make is that a state government in the United States, probably without a brief between the two systems—they just want gas—has taken this same position in addition to the company itself.

**Mr. Anderson:** The State of Alaska also has because of what they consider tremendous losses of revenue. They have done a projection of how much money it will mean if they lose the pipeline across the land route.

**The Chairman:** True. But, there again, they wanted to cross Alaska because it is good for Alaska.

**Mr. Anderson:** Although Washington did not present a brief, the states of Washington and Oregon have been greatly dependent upon availability of natural gas from Canada. Our record in this area bears some scrutiny if we were to look at it from the American point of view. The price of natural gas has been raised unilaterally so that the price they are paying for natural gas is substantially higher than they would like to pay.

The second thing is the availability of supply. I think it is the key thing. Price is an issue, but is not of major consequence. It is availability of supply. When there were problems in British Columbia about the availability of natural gas this past year, the announcement and pronouncement was made that the only gas that could be expected in Oregon and in Washington was going to be surplus to our full 100 per cent domestic requirement, and then they might get a little gas. This was said to two states whose industries and homes have been built on and supplied with Canadian natural gas. In the meantime, their reaction to the possibility of a cut-off of a large percentage of what they were using was a reflection from Oregon that they could not be very secure in supplies from Canada, and, therefore, they felt that at this point their whole industrial setup was predicated on the availability of gas and if they had it from Alaska it was going to be sure.

**The Chairman:** Sorry, Senator Cameron. I didn't mean to interrupt to that extent. Was that your question?

**Senator Cameron:** Yes.

**The Chairman:** Thank you.

**Senator Connolly:** Mr. Chairman, I wonder if these gentlemen could give us some information about the comparative work in this field that is done by other countries in the United States. I just forget what the order on the scale is, other than Canada, as to who does the most business, the most trading with the United States. It is probably Japan, the U.K., and the Common Market. What kind of information services are run by these other international units?

**Mr. Reid:** May I start the answer to that by telling you that we have consultative meetings in public affairs meetings every year with the British? Because I was coming here I tried very hard recently to ferret out from them just how much money they put into their information program in the United States. I was not successful at that time. However, I have been promised in London, next week, a fuller breakdown of what they are doing.

It is quite astoundingly more than we do. I would base this on the fact that on a world-wide basis the information arm of the British government operating abroad spends 50 million pounds a year, \$120 million. We spend \$3.5 million on a world-wide basis. The most important market of the British is the United States, and that is where they spend most of their money. As I say, I cannot tell you precisely how much. It is a great deal more than the \$900,000-odd that we spend. They have in New York a highly developed information headquarters with about 75 people in it. Our total in the United States is 29 on both information and culture. So the competition is pretty strong. I would suspect that the Japanese are more or less in the same pattern as the British.

**Senator Connolly:** At the same level, do you think.

**Mr. Reid:** The detail gets very difficult to track down because there are many Japanese trade centres, for example, which is another source of money for straightforward information promotion. Japan also has an enormous endowment fund for academic relations and studies everywhere in the world.

**Senator Cameron:** Japanese trade centres are very effective in this country.

**Mr. Reid:** We had a similar discussion with the Germans last year. We were comparing notes, so to speak. They presented us with a United States Information Service Study of the German public relations activities abroad. This says something about the U.S. capacity for gathering information. It showed that \$370 million is spent by the Federal Republic of Germany on public information and cultural programming outside of Germany. This includes, of course, such things as the Goethe Institute.

**Senator Connolly:** Is there anything done in the U.S. by the Common Market, as such, in this field?

**Mr. Anderson:** Yes, there is a Common Market information office in New York. Its activities are mainly responsive.

**Mr. Reid:** There will be one here shortly.

**Mr. O'Hagan:** They have a sophisticated operation in Washington.

**Senator Connolly:** That is all added, of course, to the national contribution that is made by the members of the Community.

**The Chairman:** Senator Connolly, you have asked a most important question. I had a note to ask it myself if none of the other senators did. I wonder, if Mr. Reid finds more information in this area in his discussions in England next week, if he could let us have what information he is able to gain there. I am sure I reflect your view, Senator Connolly, in saying that in a nation where we do a two-way trade totalling \$40 billion a year, and where our relationships are deteriorating, rather than improving, not because of anyone's fault but the pressure of events, maybe we should be looking at much higher budget figures.

**Senator Connolly:** Who is number two on the trade list, after Canada, with the United States; both exporting and importing?



**Mr. Reid:** Japan, or the European Common Market.

**The Chairman:** If you take the Community as a whole.

**Senator Connolly:** These figures are readily available and we should have them at our fingertips, but actually this morning I have not. Are you conscious of the impact of the Japanese, the U.K., and of the West German work in the United States? Do you see it as a sort of competitive factor in the work that you do on behalf of Canada?

**Mr. O'Hagan:** Just to echo Mr. Reid's comments and the chairman's observations, we have looked at the British operation from time to time because it is so sophisticated and comparatively large. It has been in place, don't forget, for a very long time.

**Senator Connolly:** They are old hands.

**Mr. O'Hagan:** They are old hands and, after all, a power that has been doing this kind of thing around the world for a very long time. It acquired, of course, a fresh impetus in the Second World War, and it has been building since then. One is aware that the British have been very skillful, very systematic and, I think, in the main very successful at presenting themselves in the United States, taking advantage of a sort of kinship and other affinity factors, and so on. They have given tremendous emphasis in recent years to the trade side, to trade publicity; in other words, export markets, as distinct from cultural emphasis, although that is always present in their national information effort.

The Japanese and Germans have had a different situation since World War II, which is a factor that still animates part of their effort to rebuild and re-order their broad relationships. This is why they are so very active in the cultural and educational field, spending very large amounts of money setting up very large foundations to administer study programs on Japan-U.S. relationships, and so on.

On the practical side of things, reference has been made to the Battelle Survey. The Japanese—and I have been conscious of this at the working level—are very quick, or the Japan-American Trade Association, or whatever—I am less conscious of the Japanese government official apparatus in this way than I am of their affiliated organizations with the United States—when there is any kind of protectionist move, the Japanese, or those acting on behalf of Japan, are very quick off the mark with their statistics, on what the implications are in terms of a region if there should be any curtailment of Japanese exports into the United States. They are very responsive and without looking into it, seem to be very well geared.

**Senator Connolly:** Have we the facilities, as the Japanese have, to respond to emerging policy decisions as they come out of Congress?

**Mr. O'Hagan:** The Battelle Survey that Mr. Reid has alluded to—and he may want to say a further word about that—had this kind of thing very much in mind. I think we are reasonably well positioned to act.

**Senator Connolly:** Perhaps you had better tell us about the Battelle Survey. This is the first I have heard of it.

**Mr. Reid:** That is just one facet and it has been a long time in coming out. It was a study done in the United

States over a period of time. We are not equipped as well as the Japanese are to respond in the United States in the way Mr. O'Hagan was describing. He was describing with some envy, I thought, in his voice about the extent to which the Japanese can do this. You have to bear in mind that, in the latter sixties when there was a lot of government stringency, the total vote for information on a world-wide basis was something like \$750,000 and had been cut back. So we are moving up again. As a newcomer I would quite honestly proclaim that we have a considerable way to go and those of us who are involved in that particular part of the operation would be delighted to professionalize the whole operation to that additional extent. But we do not have the resources.

**Senator Connolly:** Can I just stop you there? You used a very good word. You said, "We are not in a position to professionalize," and it seems to me it is the professionalized approach, the sophisticated approach, that has to be made in a situation like that.

Let me give you an example. In August 1972, when the restrictive economic measures were taken by the former President and his Secretary of the Treasury, whose name is well known, one of our senators made a special mission down to the United States to see one of their senators. This was out of the goodness of his heart. He happened to be a man who was not a member of the party that was in power, but he thought these attempts that were being made to restrict the trade between Canada and the United States very damaging to Canada and he went to see his friend in the U.S. Senate. He got a wonderful reception. For all I know, some good came out of it. It seemed to me to be a pinprick. It seemed to me that a country that has as much at stake as we have with our trade with the United States should not have to rely on pinpricks to meet a crisis like that. It must be sophisticated; it must be professionalized; it must be on a broad basis. At the same time, it must be detailed enough to show Americans affected in certain areas that it is disadvantageous for this kind of thing to develop. This, I think, means very quick work with lots of information.

**Mr. Reid:** Senator Connolly, I would like to make a very clear distinction here. I have been in my post for four or five months and therefore I am viewing this thing in as hard-nosed a way as I can. The first thing is that there is a lot of professionalism right now. You see some of it here. The second thing is that the foreign service—and I am not a member of the foreign service so I can say this with absolute liberty—contains people who are very gifted in this field and work very, very hard at it too. The Department of External Affairs is totally aware of the need to make more progress and, in fact, commenced an operation called "A New Look in Information Abroad." The fact that there are 150 per cent more people operating in the United States in information this year than there were last year shows that a great effort is being made. We have the troops on the ground to a very large extent, and what we really need now is an infusion of resource money which will allow us to increase the professionalism we have underway. The constraints that come along are, of course, that every year the Department of External Affairs has to find such infusion from within its own resources, and whatever increment is contemplated is in competition

with the building of new chancelleries, or whatever else has to be done in a department involved in external affairs these days. If we are going to have an increase in information resources, it has to be within the percentage that is allowed by Treasury Board to operating departments each year.

**Senator Croll:** You said you got a pretty good increase last year.

**Mr. Reid:** In manpower. We are most thankful for it.

**Senator Croll:** That is what you are talking about?

**Mr. Reid:** In those terms. But in terms of funds, for example, we have on a world-wide basis right now \$3.5 million, or thereabouts. We had an increase of \$240,000 for the '75-76 fiscal year. If you take inflation into account, it probably puts us back at a lesser figure than we were before.

**Senator Croll:** Let us talk about your professionalism for one more minute. I do not doubt your professionalism. When the beef question arose four or five months ago in the United States and the matter came before Congress in some form or another, there seemed to be a total lack of information from the Canadian point of view. They were having a field day without anyone at all presenting our side of the story. The result was that I think we were heard. I do not know whether it is the business of the Agriculture Department to brief the people in Congress. I think that it is your business to see that it gets there. I felt, wrongly perhaps, the job was not done in that case. Now, you correct me.

**Mr. O'Hagan:** I do not think I can correct you, senator. First of all, to get the thing in proportion, it loomed much larger in Canada than in the United States, obviously; it was a much larger and more conspicuous issue here.

**Senator Croll:** Yes.

**Mr. O'Hagan:** The management of that issue was left to official channels, as it were. There was no real effort made to mount the kind of public information program you suggest to explain the Canadian point of view on this. Like you, I am inclined to think that we should have. We were probably remiss in that. Maybe in retrospect a lot of us would have tackled it differently. I cannot fully explain to you why it happened that way. I think there was a feeling that the matter was better left to resolution by other means; that time was important in terms of easing the thing and working some of the tension out of it. Do not forget that it occurred in a highly political atmosphere on both sides of the border. It was election time, and so on. There was a feeling, and maybe an intuitive judgment which was a correct one, that rather than provoke this thing it might be better just to leave it to be worked on in a quieter way.

It is an extremely complicated question, as you are aware. But you spoke of the *New York Times*. Coincident with this issue being very much in the forefront, both as a point of friction between the two governments and as a public question in Canada, and more so in Canada than in the United States, the Department of External Affairs had a group of senior editors here. One of the appointments they had was with the Minister of Industry, Trade

and Commerce, the Honourable Mr. Gillespie. He came with one of his senior advisers on the international trade side, Mr. Burns. The whole discussion period was taken up with the beef issue. Fortunately, the deputy foreign editor for the *New York Times* was one of the people there, and I am quite content that whatever memorandum or report he may have given to his editorial page colleagues resulted in a very understanding expression of the Canadian position in this matter. Nonetheless, the fact is that beef was one instance where we did not act. It is a good question and perhaps it is the kind of thing that we professionally might review at some stage and ask, "Should we have acted? Ought we to have conducted ourselves differently in that instance? What would have been the implications?"

**Senator Connolly:** Let me interject something here. I do not fault the information people in the Canadian Embassy in Washington for failing, if they did fail. What I fault is the flow of information from the people concerned here in the beef situation. You cannot be expected to know about foreign investment review. You cannot be expected to know all about energy. You cannot be expected to know all about beef, either. This committee can perhaps point this out. I think the people who saw this beef crisis, or any of these other crises developing, should be talking to External Affairs and saying, "This is coming." What we have to do in this committee is support the kind of work that you people are doing, because we are concerned about the biggest facet of foreign trade in which Canada is involved. It is more than simply your judgment. After all, you are a co-ordinating agency. The real information comes from the Department of Finance or the Department of Energy, Mines and Resources, or the Department of Agriculture. Perhaps the Department of Industry, Trade and Commerce is also a co-ordinating agency as to its external affairs. Do you agree?

**Senator Croll:** Certainly.

**Senator Connolly:** This is the place, and we have to put the focus. Perhaps when we come to making our report, we should say something about a particular issue like this. You can help us by giving it to us.

**Mr. Reid:** There is, of course, some work like that going on, Senator Connolly.

**Senator Connolly:** I am sure.

**Mr. Reid:** Again, it is part of the build-up that we are as anxious to make progress on as you are.

**Senator Connolly:** This is why I asked the question: Can you act in an emergency? You can only act in an emergency if you have the information. You have to be alerted to it.

**Senator Croll:** Following up what Senator Connolly has to say, you are getting some knowledge that wasn't born yesterday. You know what you are talking about. Anyone at all in Washington could have seen the possibility of an issue here; Never mind whether it will focus or not. In my own business I would have got on the telephone and said, "O'Hagan, get down here to Ottawa, or send a couple of people down here so we can tell you all about this thing, and whatever blows you have answers ready." That is what I would have done in the ordinary course of

business. If you had gotten down here and talked to the Honourable Mr. Whelan and Mr. Williams, and they had said, "We don't want you to say a thing about it," you could have said, "Never mind, give us the information. We will not say anything until we tell you we are going to say it. Give us the information so we can know what it is." That is what we are talking about. It seems normal for us. We do not suggest you do it in Japan. It may be more difficult. What Senator Connolly says is absolutely true. That is the kind of thing that will help us out with the Americans and put us in proper light.

**The Chairman:** I have a question for the witness myself that is very close, I think, to the point you are trying to make. Are they given proper briefings in advance of government information being formed or public statements being made? I am going to use one specific example right now, because I know something of the subject. I would like to ask these gentlemen to what extent they have been briefed on the grave seriousness of the gas supply system in Canada two and three years from now, and not just the existing shortfall of delivery to the United States under current contract, but the probability of other contracts being shortfalled. This is clear to anybody who has studied the subject. It is not something we want to talk about publicly yet. It is probably going to be the biggest single irritant between Canada and the United States. How far down the road are you in being briefed on it at the moment?

**Mr. Reid:** I think the briefing is going on.

**Senator Carter:** It should not be at Mr. Anderson's level. Not that, in my view he has a low level.

**Mr. O'Hagan:** Speaking for myself, first of all, I have clearly some general knowledge. There has been some documentation—NEB reports, projections, and so on. All of these things we are aware of. As to in-depth preparation, a sort of orchestrated consideration in anticipation of these problems, that process, as far as I am concerned, has not yet begun.

**Mr. Anderson:** I would echo exactly what Mr. O'Hagan has said. We are aware of where we are at this moment. As far as projections as to what is going to happen to the availability of gas supplies to a major important area like the Pacific Northwest, I am not briefed. I cannot sit down with someone and say this is exactly what is going to happen as far as the supply of natural gas over the next while. I am not briefed in depth on this.

**The Chairman:** It is my suggestion that you should be laying the groundwork right now, for possibly some bad news in the future.

**Mr. Reid:** Right now the Department of External Affairs is giving careful consideration to the public affairs aspects as policy is being developed. That I know.

**Mr. O'Hagan:** On the point of anticipation, I must say once again—and I am not going to point to one modest publication as a support for all this—but these energy papers are intended to convey the feeling to our American partners, customers, friends, and Congress that the sun will not shine, in the future, as brightly as it did sort of the day after tomorrow as it did yesterday. The implication is that this is not an impermanent kind of arrangement. The outlook is not rosy in this area. So that people

are not misled in any way, this is not an episodic situation; it is likely to continue.

**The Chairman:** It could be well cured when we get out of gas lines?

**Mr. Reid:** We have more to do in this area. You are absolutely right. We have to depend in the Department of External Affairs, of course, on the input from other departments. This sometimes takes time for a variety of reasons that are perhaps understandable from the point of view of those departments.

**Mr. O'Hagan:** Also, as well, there needs to be a consciousness.

**The Chairman:** We must conclude fairly soon, so could I come back for a moment, Senator Connolly, to the subject you raised. I must say I find some of these figures quite startling. Possibly we should get more detailed figures from the witnesses subsequently by mail, rather than use inaccurate figures in our report.

**Senator Connolly:** Yes. Mr. Reid could come back.

**The Chairman:** As I jotted down some of these figures, the British spend approximately \$120 million a year in this area.

**Mr. Reid:** In information.

**The Chairman:** And approximately a third of that goes to—

**Mr. Reid:** That is what I am not sure about.

**The Chairman:** A large percentage goes to the United States, of which a third would be \$40 million. It is said that West Germany spends \$370 million, of which they think a large percentage goes to the United States. It may well be \$100 million. Against this we are competing with \$900,000. It would be different if we had \$1 million and they had \$3 million. But when you start looking at figures of 100 to one, they are even more startling. I wonder if we should not take a pretty hard look at this aspect.

**Mr. Reid:** There are even more startling figures floating around. The British, in their cultural relations, including academic relations, have another 50 million pounds devoted to such activities in the United States and elsewhere. We have at the moment about \$4.5 million. There is a balance somewhere, of course, because these countries are offshore. There is a lot of cultural interchange that goes on between Canada and the United States in a commercial sense. There is a balancing factor there. Nonetheless, the disparity is remarkable.

**Senator Connolly:** We do not have to spend dollar-for-dollar with anybody because of the "special relationship." I use that phrase because of the essential interlinks between commercial activity in the United States and Canada. Their production is dependent upon some of our production, and vice versa. There are things that you do not buy that way. They are done in the private sector.

**The Chairman:** Senator Connolly, I quite agree with you that we do not have to go dollar-for-dollar with the Germans and British, but these are still huge differences.

**Senator Connolly:** Yes.

**The Chairman:** As we move away from the special relationship to the third option relationship, should we possibly not be accompanying that with a much more rapid escalation than we have seen in this area that we are talking about? If other members of the committee agree, I would like to ask Mrs. Seaborn to pursue this particular area with Mr. Reid and the department so that we can give thought in the next week or two as to whether or not we should have some further evidence in this particular area, with more accurate figures.

**Senator Croll:** Better than that: how we should include it in our recommendation. I do not think we can get any more information from them.

**Mr. Reid:** In all fairness, there is another aspect. If the British have included the cost of their manpower, then we should include the cost of our manpower in operations in the United States.

**The Chairman:** Yes, so we have apples and apples, and not apples and oranges. That is why I would like clarification and some hard figures where you are dealing with the same things. I think that would be most useful to us.

**Senator Croll:** How do the provincial representatives do in cooperation with your people? Some of the provinces have representatives. I know they have one in Seattle.

**Mr. O'Hagan:** New York, Chicago.

**Senator Croll:** Do they talk to you and do you talk to them? Is there any cooperation? Do some of them go their own way, some of them cross you, some of them suggest to you that you are the senior body, "What do you think we ought to do about this?" and this sort of thing?

**Mr. Anderson:** I will give you a little background based on relationships both in Seattle and the previous posting that I had. I was in Los Angeles. There we had the Province of Alberta representative, the Province of British Columbia representative, who was located in San Francisco but for trade purposes covered Los Angeles. Although this is some time ago, I understand that it is still true that the cooperation is good. Invariably, these are very small, oftentimes one-man operations. In many instances they involve industrial development on behalf of the province. They are also involved in trade missions and direct relationships with their home departments. The cooperation in Los Angeles and Boston that I received as Senior Trade Commissioner in both those areas was just great. But it was a matter of working out a personal relationship that would work, so that there were things that we could do for them that they could not do on their own, and being cooperative with them, seeing what their objectives were, and making sure that there was a fit. When difficulties arose, invariably it was cooperative and treated in many ways like men on our team, a part of the total operation, although physically and administratively they were separate and apart.

**Senator Connolly:** I was not a member of the delegation, but we recently had a meeting of the Canada-U.S. Interparliamentary Group. I think these are very useful exercises. We get people of the Congress in both houses

understanding a good deal more about Canadian problems and, by the same token, a great many members of both our houses understanding more about American attitudes. When the Ambassador was here, he expressed some reluctance, not to interfere so much as to appear to be part of the many lobbies that are before the U.S. Congress. So far as information is concerned, are you inhibited in your approach to Congress and the members of Congress? Do you circulate material to them the way the American Ambassador here and other embassies do? It is not on a regular basis, but it is on a frequent basis.

**Mr. O'Hagan:** Yes.

**Senator Connolly:** We get these brochures. Some of them are very interesting and useful. How far do you go?

**Mr. O'Hagan:** We are doing more of this, Senator Connolly.

**Senator Connolly:** What do you mean by "more"?

**Mr. O'Hagan:** We are doing more than we have done in the past. Five years ago, or three years ago from an information standpoint virtually nothing on an organized basis was ever done for members of the Congress.

**The Chairman:** Only with the Executive.

**Mr. O'Hagan:** Only with the Executive. I qualify this, I said on an organized, disseminative basis. Clearly, Ambassadors and officers of the Embassy have had relationships with individual members of the Congress and they have talked quietly in meetings over lunch and have discussed issues, shared views, and so on. Historically the Canadian approach to the Congress—and this was reflected in the Ambassador's observations here—has been one of caution. The Ambassador is accredited to the President of the United States and through him to the Administration, and we have been very correct about our channels generally. These have been, for the most part, through the Department of State. As I said, in recent times, the last two years, we have begun to take a comparatively more activist role in relation to the Congress in sending them materials—for example, a mass circulation of these things to the Congress—

**Senator Connolly:** You are talking now of *Canada Report*.

**Mr. O'Hagan:** I am talking of *Canada Report*—and to make sure that these find their way into every congressional office.

**Senator Croll:** That was not the question, was it?

**Senator Connolly:** It is part of it. Can I stop you right there? The members of the Congress in both houses have a fairly large staff. Have you any lead at all as to whether material like that is used?

**Mr. O'Hagan:** I think we have some evidence, yes. But, it really is a little difficult for us to monitor and track the results of these efforts. One does not know whether some people have had their hands stayed or have elected not to make speeches simply because of something that has been said to them or that they have read.



**Senator Connolly:** Would they have people on the staff, for example, who would read the matter on foreign investment review and say, "Look, don't make a speech about this. Don't get up and say that Canada doesn't need foreign money. I have a paper here. If you ever have to speak about this, I have some material"? Does that kind of thing happen?

**Mr. O'Hagan:** I am inclined to believe that it does, but I cannot give you any hard evidence. But in the absence of more authoritative comment in these areas, I think that it does happen. As you say, these are extraordinarily busy offices, but they do have fairly large staffs and they have a lot of specialists on their staffs. If one sends out a serious paper and it is under the note of an ambassador, or some other appropriate person, it may tend to get looked at. You never know when somebody may not have made the speech as you suggested he might otherwise have made, as a result of being briefed by one of his staff.

In the interests of accuracy, I should add one thing about the congressional relations dimension. We are conducting a limited congressional relations program. We have a very able officer at the embassy who has, among his responsibilities, contact and liaison with the Congress. But it is a limited program. As I say, our approach to the Congress—and you sensed this clearly from what the Ambassador had to say—is still such that we are feeling our way into it. This is as a result of an historic restraint that we have felt.

**The Chairman:** Would it be fair to say that you are feeling your way more deliberately now because of the swing of the pendulum back to the Congress, somewhat, in the power structure?

**Mr. O'Hagan:** We would be careful, in any event. But the fact that there is now, as the term goes, an imperial Congress, makes it perhaps, on the one hand, all the more desirable that we have all sorts of lines into the Congress. Equally, with the Congress feeling its sense of power and authority, that makes it all the more desirable that we proceed with discretion.

**Senator Connolly:** It is one thing for a congressman to make a speech; it is another thing for a cabinet minister to make a speech.

**Mr. O'Hagan:** That is correct. We have to be extremely careful in terms of not antagonizing the administration.

**Senator Croll:** What about the personal relationship? Is there an entertainment fund that is adequate?

**Mr. O'Hagan:** Yes.

**Senator Croll:** You call up Congressman Carter and say, "Could I come over and talk to you? Could I take you to lunch?"

**Mr. O'Hagan:** This is done.

**Senator Croll:** Is it made available so you can call the private secretary and take him to lunch? Is it ample?

**Mr. O'Hagan:** I think so.

**Senator Connolly:** Do the British do this?

**Mr. Anderson:** Yes. There are representational funds available and you have a priority of getting to know your area, the cabinet and officers in the state governments; and the same is true in Washington. They are at different levels. There is an accessibility and you utilize it. I may say it is a very high priority.

**Senator Connolly:** How good are the British, Germans and Japanese on this?

**Mr. O'Hagan:** The British are very good. They have an officer in Washington.

**Senator Croll:** I am talking about congressional relations.

**Mr. O'Hagan:** I would say, generally very good.

**Senator Connolly:** Do they press it as a priority?

**Mr. O'Hagan:** They work at it very systematically. They do not proclaim it, but they do it—the Israelis, as well, for very compelling reasons, among others.

**Mr. Reid:** I think we have some depth in this, too, through the consulates throughout the United States where there is a means and quite an activity of making contact at that level with congressmen in their home districts.

**Senator Croll:** Under what circumstances could anyone complain about you, Dick O'Hagan, a representative of Canada, walking up and talking to a congressman about anything—I do not care what it is—on the subject on which he is hottest on?

**Mr. O'Hagan:** The restraint does not come from the Americans, really. It is a self-imposed restraint. We have proceeded very cautiously on this. This very kind of discussion, I can assure you, has occurred in successive Ambassadors' offices more than once in Washington. I have friends in the Congress, and generally they are extremely forthcoming. Even the Department of State from time to time will say to us, "Why don't you go to the Congress direct? Don't go through us. You will do better if you go to them direct on a given question." The separation of powers is very real and the Congress authority is very real. As I have said, it is a self-imposed restraint in large part, and it arises from the feeling that at some point there might seem to be some overstepping of the bounds. I do not know when that last occurred in the Congress.

**Senator Connolly:** You do live in an atmosphere and climate of lobbying, do you not?

**Mr. O'Hagan:** Absolutely, yes.

**Senator Connolly:** Everybody is at it.

**Mr. O'Hagan:** Yes.

**Senator Carter:** We receive a lot of material from the various embassies. You say you are sending out material as well. When I get the material I am inclined to think it is a little propaganda.

**Mr. O'Hagan:** It is a perfectly normal reaction. It is one of the reasons at the Embassy we feel that one must be measured in putting out this material. First of all, you do not put it out unless it clearly speaks to a point or an

issue, especially policy-related material. It takes time to build up confidence in the credibility, the balance with which you present your case. Certainly you are putting the Canadian case. If people come to realize that it is carefully and thoughtfully prepared, as these energy papers are—and goodness knows, there was enough time and effort by a host of people that went into them—I think that the serious people who receive this kind of material recognize that it is serious. It is special pleading, but it is a good special pleading that earns its own reward and respect.

**Senator Carter:** I received an article that dealt with the beef war between Canada and United States. It was the most impartial article that I have seen on the subject. It started way back and it brought everything up to date and gave both sides of the question. If I get that kind of material, I am much more impressed than if I get it from the Honourable Mr. Whelan, Minister of Agriculture. How much use do you make of that type of device? Do you have Canadian magazines. Every two weeks The National Science Council sends out a booklet of press clipping from all the newspapers related to scientific research. You do get both sides of the question. It does not have the departmental stamp on it. I think that type of material is much more impressive.

**Mr. O'Hagan:** We try to incorporate many of the things that you are suggesting at the Embassy level. There are other materials which come out of the Department of External Affairs headquarters. But at the Embassy level we do try to effectively employ those publications which we now issue, such as our general interest magazine, the special policy reports, and then, of course, the International Perspectives from Ottawa to reinforce and supplement.

We do not have an extensive publications program in the sense that some countries have. If you wanted to dig into this you would see that the U.S. Information Agency puts out a range of publications that are highly professional; they are almost startling in their quality and depth. They take up special issues on economic questions, questions of ideology, matters of general interest—everything imaginable. I think there are some 13 or 14 highly impressive publications that come out of the U.S. Information Agency in Washington.

At the moment I would say we were doing moderately well in terms of getting out the kind of thing you are talking about. I would suggest that when the personnel increments that Mr. Reid referred to are effected next autumn we will be positioned to selectively do rather more. I hope that by this time next year we will be able to give you a better report.

**Mr. Reid:** We do send out material to highly specialized audiences. *The Arts in Canada*, for example, is sent out to a fairly restricted list in the United States in the hope that they will eventually subscribe to those magazines. There are a number of magazines from the private sector in Canada that we use to get a point across.

**Senator Carter:** Every time President Ford or Henry Kissinger speaks, the American embassy here sends out a verbatim report. Do you do something like that when our Prime Minister makes a speech?

**Mr. O'Hagan:** We do. We are a little leery of speeches. Frankly, it is one thing for the President of the United States to have his words widely disseminated in the world because very often what he says matters to a great many people in the world, but, with all due respect to our ministers and our head of government, this is not always the case where Canada is concerned. You have to be selective in what you put out, and the form in which it is put out, to try and gradually induce people to understand that what the Canadian Prime Minister and his ministers say is important. But as a matter of practice we do put out speeches. I think that our technical approach to the distribution of these things has to be somewhat different from that employed by the United States.

**The Chairman:** May I interject with two questions? After that, if other senators do not have further questions, we might consider adjourning.

Coming back to this question of relations with the Congress, as opposed to the Executive, how many people do you have on the Embassy staff in your area and other areas whose total function is just to liaise with those 400 or 500 congressmen? Would you say that work is at the same level of intensity as that of the British, for instance?

**Mr. O'Hagan:** I do not have the impression that ours are of the same intensity as that of the British.

**The Chairman:** Do we have people full time on that?

**Mr. O'Hagan:** We have one officer part time, who carries this as one of his duties. He has other important duties as well. Once again, one must bear in mind that there are other people throughout the embassy, and not the least of all the Ambassador, himself, who do set up relationships.

**The Chairman:** Yes. Everyone does what he can. You do not have a special part of the staff aimed at that one thing.

**Mr. O'Hagan:** No.

**The Chairman:** My other question relates to something slightly different from what we were discussing today. We have spent some time, Mr. Anderson, on the question of direct provincial-state relations circumventing, or outside the ambit of, the two federal authorities. We have been surprised to find quite an extensive array of agreements and protocols in minor arrangements between provinces and states. There is one American study indicating that there are 750-odd protocols and agreements of one sort or another between states and provinces that had been concluded without reference to the two federal governments. Agreements affecting British Columbia in recent years have covered matters of almost national significance—tankers, gas, the Skagit, the Columbia, and so on. I wondered if the actions of the Government of British Columbia, the Premier's meeting with Governor Evans, policy statements made by the provincial government, and so on, have involved you as the representative of federal authority.

**Mr. Anderson:** Yes, Mr. Chairman, there have been fairly extensive relations. These have developed rapidly with the new government in British Columbia. Some of the protocols and arrangements concluded in the past with the Province of British Columbia have concerned

Seattle City Light, for example, and the High Ross Dam, and Skagit River question. Although Premier Barrett and, as I mentioned, members of his cabinet are personally invited to come into the States of Washington and/or Oregon, I do not think there has been an instance of the Premier's arriving without prior notification or a request for some assistance. This is not an area which we are involved in promoting. I am not promoting the meetings between the Governor and the Premier.

**The Chairman:** I did not mean that.

**Mr. Anderson:** I wanted to make that clear, invariably I have been advised by the Premier, himself, or a member of his staff, and in some instances have been asked for recommendations about an appropriate platform, and a request for the arrangement of an appropriate platform, when he comes to speak. This invariably is to let people in Washington, the business community and those people who are using the products of British Columbia, know what is happening in British Columbia. In many ways this has been a very useful exercise. There have been two instances since I have been in Seattle where there have been requests for intergovernmental meetings. The premier arrives with a number of his cabinet hoping to make arrangements to meet with their opposite numbers in the United States. We have been involved, and invariably I have been present at the meetings and during the conversations that have taken place.

**The Chairman:** I take it from your answer that you would say that these exchanges have been conducted on a satisfactory basis between the contacts of two federal states living side by side.

**Mr. Anderson:** I would say, yes.

**The Chairman:** Are there any other questions?

**Senator Connolly:** A lot of them, but I do not think we have time.

**The Chairman:** I think we will have to adjourn. I am sure you would want me to say on your behalf that this has been one of the most stimulating and interesting mornings of evidence before the committee. We are very indebted to you, Mr. Reid, for arranging this evidence, for making it possible for Mr. O'Hagan to come all the way from Washington and Mr. Anderson from Seattle. It has been a most stimulating, interesting and fruitful morning.

Honourable senators, just before we adjourn, it has been brought to my attention that we should have a resolution that, this meeting being *in camera*, the transcript can be edited by any member before it is published. I believe we have a general resolution to that effect for these hearings.

**Senator Connolly:** I so move.

**The Chairman:** Well, we have one now.

The committee adjourned.

Published under authority of the Senate by the Queen's Printer for Canada

Available from Information Canada, Ottawa, Canada

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-US 2	
OTTAWA	EXT AFF	FAI-2136	JUN 18/75		UNCLASS

FM/DE TO/A LOS ANGELES PHILADELPHIA

INFO WASHDC

DISTR. GWU AFPC APRL FAP FAC FAR

REF OURTEL FAI-1986 JUN 9 AND WASH TEL 1533 JUN 10/75

SUB/SUJ EMERGENCY EMPLOYMENT

YOU ARE AUTHORIZED TO RECRUIT, COMMENCING ~~SEP 1/75~~ <sup>OCT 2/75</sup> ~~POSTH~~, LOCALLY ENGAGED PUBLIC AFFAIRS OFFICER ON 92 DAY EMERGENCY RENEWABLE BASIS. THIS WILL HELP MEET ANTICIPATED HEAVY END OF YEAR DEMANDS ON POSTS DUE TO BICENTENNIAL AND OTHER ACTIVITIES.

2. AFPC WILL ARRANGE TRANSFER OF FUNDS TO POST BUDGET WHEN COSTS ARE KNOWN.

3. TO WASHDC: GRATEFUL YOUR OFFER TO FREE MAN MONTHS FOR USE BY THESE POSTS.

JUN 19 22:22:75  
EXTERNAL AFFAIRS  
COMMUNTE  
TOD

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG H. EZRI

FAI

2-4068

SIG L.F. TARDIF

EXTERNAL AFFAIRS



AFFAIRES ÉTÉRIEURES

To/A *FA*

JUN 25 1975

CONFIDENTIAL

Air n:

SECURITY  
Sécurité

DATE

June 18, 1975

NUMBER  
Numéro

160

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

FROM  
De Consulate General, Chicago

REFERENCE  
Référence

SUBJECT  
Sujet Newly Hired Locally Engaged  
Information Officer

FILE	DOSSIER
OTTAWA <i>56-1-2-USA</i>	
MISSION <i>41</i>	<i>6</i>

ENCLOSURES  
Annexes

1

DISTRIBUTION

GWU

Embassy  
Washington/  
Percy

Attached you will find background information on our newly hired LEIO, Mr. Edward Hornby.

2. As you will see from the attachments, Mr. Hornby has had extensive experience in education and in publishing. During his time in the publishing industry, he came in contact and worked with most of the public affairs audiences which interest us. He also had 18 months living and working experience in Canada with D.C. Heath and during that period represented his company in every province in the country. We are enthusiastic about Mr. Hornby and have hired him at the GS12 level 2 range (\$19,078).

*FAP*  
*Mr. Rogers*  
*Mr. Tait*  
*then file*  
*HS*

*George Jacoby*  
Consulate General, Chicago

*He looks good!  
and high priced.*

*Y. J. W.*

647 Sedgwick Drive  
Libertyville, Illinois 60048  
May 12, 1975

May 12 1975  
The Canadian Consulate General  
310 South Michigan Avenue  
Chicago, Illinois 60604

Sir:

X  
I noticed with great interest your ad in the TRIBUNE yesterday announcing an opening for an Information Officer. I would like more information about this position, its duties and responsibilities.

I am an American citizen with BA and MA degrees in French and English from the University of Nebraska with additional education in the military and at several other colleges and universities including a Fulbright Scholarship in France in 1961.

Work experience includes being an instructor at the University of Nebraska and a teacher at several high schools in California before entering educational publishing. Business experience includes sales, teacher training and consultant activity in the teaching of French by TV and film, and Foreign Language Consultant and New Media Specialist for Heath deRochemont Corporation in San Francisco. Following a transfer to Boston as Managing Editor of the Modern Language Department of D. C. Heath, I then became Product Manager for Social Sciences and Foreign Language programs and Manager of Professional Services for the entire product line.

In 1971 I was transferred to Toronto as Editor in Chief of D. C. Heath Canada and organized an editorial and production capability in that small but growing Canadian operation and spent about 18 months in Toronto before being transferred back to Chicago as Manager of the Midwestern Sales Region. For the past several months I have been the Marketing Manager of a new educational publisher (a subsidiary of a large Australian publisher) based in the Boston area. I have maintained my residence here in the Chicago area and am disenchanted with the constant travel this position entails.

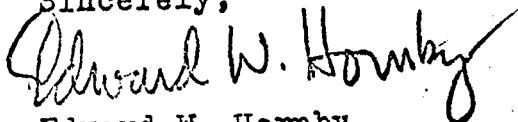
My experience in education has been broad and varied and includes teaching at several levels, sales, consultant work, teacher training, product training, exhibiting, promotion, media mix, planning, editorial, design supervision, production, liaison, scheduling, analysis of needs, and many other duties and responsibilities. Management skills including personnel selection, training, evaluation and promotion of a staff of up to 20 people have been marked by close interpersonal relations

within the organization and with customers or interested segments of the public.

Our family has spent a great deal of time in Canada since 1965. I have personally worked in all provinces in the field of education and have traveled extensively for pleasure throughout Canada. I have an appreciation of the culture, geography, education and commerce of Canada and have an expanding collection of Eskimo carvings as well as other native and contemporary arts from across Canada.

The position of Information Officer sounds fascinating and is one I would like to explore in more detail. I have a full resume which gives a more complete picture of my work experience available on request. I believe that I have the experience, knowledge and ability to fill this position and would welcome an opportunity to discuss the position at your earliest convenience.

Sincerely,



Edward W. Hornby  
(312-362-6483)

Edw. W. Hornby  
Age: 44  
Married, 2 children

647 Sedgwick Drive  
Libertyville, Illinois 60048  
312-362-6483

#### EDUCATION

University of Nebraska. BA, 1954. Major: French. Minors: English, Spanish.

University of Nebraska. MA, 1956. Major: French. Minors: English, Spanish.

#### ADDITIONAL STUDY

USAFI Courses in the military, 1951-1953

Army General School, Fort Riley, Kansas. 1951. General Intelligence, Photo Interpretation.

University of Nebraska. 1957-1958. Professional and Education Courses.

Fresno State College. 1956-1958. Professional and Education Courses.

Humboldt State College. 1958-1959. Professional and Education Courses.

University of California. 1959-1960. Education Courses.

Chapman College. 1967. Institute for the Application of System Analysis and Management Techniques in Education.

#### FOREIGN STUDY

Fulbright Summer Seminar, 1961. Ecole Supérieur, Sorbonne and the Centre International de Nice, France.

#### TEACHING EXPERIENCE

University of Nebraska. 1954-1956. Teaching Fellowship in French.

University of Nebraska. 1955-1956. Assistant in Charge of Language Lab.

Coalinga (California) High School. 1956-1958. Teacher, Spanish and English.

Eureka (California) High School. 1958-1959. Teacher, French and English.

Sir Francis Drake High School (California). Teacher of French.

Marin Junior College (California). 1959-1961. Adult Education Classes in French and English as a Foreign Language in Extended Day Classes.

#### BUSINESS EXPERIENCE

1961-1966. Consultant/Salesman. Heath deRochemont Corp., San Francisco. A Subsidiary of D. C. Heath.

Duties: Direction of all HeathdeRochemont activities west of the Rockies.

Close contact with elementary teachers, supervisors, administrators, Language Specialists, ETV stations, AV and new media directors at all levels.

Emphasis on sales and utilization of our FLES French and Spanish film/TV programs and teacher training.

Program review and suggestions for program development and revision to the Modern Language Project, authorship group of PARLONS FRANCAIS.

1966-1968. Foreign Language Consultant and New Media Specialist, D. C. Heath, San Francisco.

Duties: All levels of foreign language sales and service.

Sales and service of the Heath deRochemont product line.

Manuscript evaluation and author identification.

Teacher training, sales presentations and sales training to the field force.

1968-1970. Managing Editor, Modern Language Department, D. C. Heath, Boston.

Duties: Operation of the Modern Language Department of 17 people.

Manuscript solicitation, evaluation, author identification, author negotiation and drawing contracts.

Internal cost control, budgeting and personnel.

Program development specifications, maintain production and editorial schedules, general and specific supervision of editorial and design.

Media mix design and coordination from elementary school level through college level programs.

Assistance in market analysis and development of promotional material.

1970 Product Manager, Social Studies and Foreign Languages. Marketing Department D. C. Heath, Lexington, Mass. "

Duties: Complete product line supervision, including suggestions for content, components and general appearance of products.

Responsibility for promotional activities including brochure design, content and production.

Responsibility for exhibiting materials at national and major exhibits.

Training of field force in sales meetings and by development of specialized printed pieces designed for field use and study.



Special assistance to field force in State Adoptions and large adoption units.

Sales and market analysis for product development purposes.

Budgetary control for all promotional developments within the product lines.

Service as National Consultant within product lines.

1970-1971. Manager, Professional Services. Marketing Department, D. C. Heath, Lexington, Mass.

Duties: Liaison between Marketing and Development.

Statistical information, market analysis and studies leading to P/L input for new products and revisions in all product lines.

Coordination with Production to deliver new products as needed by the sales force for major adoption activity.

Determination of the scope, content and type of promotional material in cooperation with Manager, Promotion.

Forecast for both inventory and sales and monitoring sales progress by title, subject area and Region.

Scheduling authors, editors and others for speaking engagements, market functions and Regional Sales meetings.

Responsibility for National Consultant Staff including hiring and utilization.

Development of Market Plans for all products in cooperation with internal and field managers.

Responsibility for surveillance of national educational trends including the Publishers Accountability situation.

Coordination of field generated information into developing programs.

Organization of Task Forces to analyze competitive programs and dissemination of this information to the field force.

Development of a preliminary Professional Service Monograph. (A short paperback exposing an author's concept of the curriculum and how his program answered a need. This item proved to be an excellent promotional device.)

May 1971-Oct 1972. Editor in Chief. D. C. Heath Canada Ltd, Toronto.

Duties: Organization and development of an editorial and production capability for elementary, high school and college texts, trade books and a recording capability in the Canadian subsidiary of D. C. Heath.

Publication of the first of a series of new concept French Readers 4 months after starting the job.

Introduction of a method of editing, design and production which produced high quality and varied materials in a short time frame and at reasonable cost.

Selection of authors, contract negotiations and responsibility for the author's output.

Complete budgetary responsibility for editorial, design and production costs and internal departmental expenses.

Publication of the first two highly illustrated trade books in the history of Heath--The Canadian Bicycle Book and For Love, Money and Future Considerations (a player's look into Canadian professional football, the players, coaches, owners, fans and the game itself.

Supervision of the U.S. distribution of Canadian trade books along with sale of Canadian texts to the U.S. Company.

Successful negotiation of a French translation and publishing contract with a French Canadian house for publication and distribution of certain English language science texts in Quebec and the French speaking world.

Supervision of the recording and production of two records produced in Canada under the Caedmon label. (Caedmon is a subsidiary of D. C. Heath.)

Sales training of the Canadian sales force and development of an outline of product knowledge follow-up for the U.S. sales force.

Planning and budgeting for long term development projects in text material and trade books.

Development of a plan for producing Canadian Editions of selected U.S. programs including the metrication of an elementary math program which has just been adopted in British Columbia.

-Sept 1974  
Nov 1972-present. Manager, Midwestern Sales Region. D. C. Heath, Chicago, Illinois.

Duties: Responsibility for sales and service of elementary and high school product lines as well as college product sold to high schools in a 12 state Midwestern Region.

Direct supervision of 14 salesmen, 1 consultant and a Regional Marketing Support Group in the Chicago Office.

Planning and operation of the second largest Region of Heath by myself for 15 months before an assistant could be named.

Budgetary control of a working expense budget in excess of half a million dollars.

Sales increase of 13% in 1973, the first such increase in this Region in five years. The Midwest Region was also the most successful of the five Regions in Heath in terms of increased sales in 1973.

Successful implementation of a gradual reorganization and upgrading of the sales force with no major personnel problems.

Streamlining reporting procedures and the elimination of unnecessary paperwork to free the sales force for their prime responsibility of selling.

Encouragement of an effective, on-going flow of information to the Home Office to assist in the development of new programs designed to meet the needs of the market.

Organization of a sales training program which had an immediate positive effect on sales.

Major mailing activity designed to support the salesman and to extend effective coverage of a numerically limited sales force.

#### OTHER EXPERIENCE

Assistance in programming the Bell and Howell Language Master supplement to PARLONS FRANCAIS and UNA AVENTURA ESPANOLA.

Professional speeches delivered to Modern Language Associations in California, Washington, Oregon, Idaho, Montana, Utah, Nevada, New Mexico, Colorado, Kansas, Oklahoma, Michigan, North Carolina and New York.

Videotaped teacher training sessions and demonstrations in California, Oregon and Washington.

Demonstration and professional presentations in most Elementary and Leadership NDEA Institutes west of the Rockies. Participation in many State sponsored workshops in the West.

Demonstrations and professional presentations in more than 40 teacher training institutions in the West.

Organization, implementation and assistance in special teacher training and in-service programs in more than 100 school districts including cities such as San Francisco, Oakland, Long Beach, Salt Lake City, Eugene, Oregon, and Calgary, Alberta, Canada.

### References

1. Mr. Robbie Ross. President D.C. Heath Canada Ltd.  
100 West Adelaide Street, Toronto. 416-362-6483
2. Mr. Stan Starkman, President, Esquire Educational Division  
% Mr. Weiss. 155 Glencedar Road, Toronto 416-782-3121
3. Mr. Morgan Kenney, Director of Modern Languages, Hamilton  
Public Schools. Hamilton, Ontario
4. MR. JOHN EMERY  
RAY EMERY, ENGINEER  
83 AMES CIRCLE  
DON MILLS 447-8923

**MESSAGE**

FM/DE	PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
	OTTAWA	EXT AFF	FAI-2122	JUN 17 75	56-1-2-USA P	UNCLASS
TO/A	CONGENY					PRECEDENCE
INFO						JUN 17 22:00:75 FOR/TOO CONCERNING EXTERNAL AFFAIRS

DISTR. GWU

REF MASSE/EZRIN TELCON JUN 13

SUB/SUJ ---FOLLOW UP MTG

CONFIRM MADER WILL VISIT POST FRI JUN 20 TO FOLLOW UP ON INFO AND  
BICENTENNIAL QUESTIONS RAISED DURING JUN 5 MTG. TRAVEL ARRANGEMENTS MADE  
DIRECTLY WITH APRT.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG..... H. EZRIN/jeh

FAI

2-4068

SIG..... [Signature]

DAI/D.R. LAMBIE/2-7656/DM

FILE DIARY CIRC CHRON

MEMORANDUM

Miss Reid, Mr. Delanoe

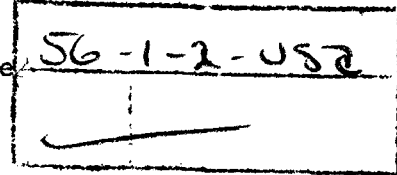
UNCLASSIFIED

D. R. Lambie

June 17, 1975.

FAI memo June 13/75 (copy attached)

Pre-Posting Briefing for Mr. R.W. Poetschke



Unfortunately, I have to go to Toronto this afternoon, and the Consular Warning meeting this morning precludes me from switching times with Jean-Pierre Morin as he suggested. I shall try to meet Mr. Poetschke while he is with Jean-Pierre this morning for a few moments, but will ask you to take over the briefing this afternoon for me please.

2. I suggest that Miss Reid briefs him on the experience we have had with Boston over the past two years, i.e., very active (in fact I believe they've used almost all exhibitry we have been able to make available). "Horizon 80" has just been completed in French for use in the U.S.A. and presumably Boston will be one of the most active posts to circulate this. I would be grateful if Miss Reid would show him the major components of the display material, and briefly explain our distribution method. I apologize for this imposition, but you have been particularly close to this in the past and in my absence I feel it is important that you make sure he knows what to expect.

3. The slide presentations now under production would be a good basis for discussion for Mr. Delanoe, and any assistance we can offer for television and radio in both official languages will be of interest to Mr. Poetschke. I am sure that you will have other topics upon which to touch.

4. Finally I suggest that part of this afternoon could be usefully employed glancing through the more recent files dealing with Boston activity pertaining to our areas of responsibility.

5. Sorry to dump it in your laps without being here, and thank you for your co-operation.

Original signed

by D. R. Lambie

Senate Committee on Foreign Affairs  
Ottawa K1A 0G2

June 12, 1975

BY HAND

56-1-2-USA	
h.	6

Dear Mr. Innes,

... Attached is the transcript of the testimony presented by the External Affairs' Officials before the Senate Foreign Affairs Committee.

They have had an opportunity to review the testimony and to make some alterations that seemed appropriate.

Yours sincerely,

HERSHELL E. EZRIN

(H. Ezrin)  
Information Division

Mr. Eric W. Innes,  
Executive Assistant,  
Senate Committee on Foreign Affairs,  
The Senate,  
Ottawa K1A 0A4

FILE/DIARY/CIRC/CHRON

FAI/H. EZRIN/2-4068/h1

The Canadian Consulate General,  
Boston

Under-Secretary of State for External Affairs,  
Ottawa

Boston letter 199 of May 27/75

Information LEIO overtime

*Mr. Hay to see*  
UNCLASSIFIED

June 11, 1975

FAI-2030

56-1-2-USA	
41	

The Area Comptroller's Office advises that LOBJ 50103 provides overtime funds for locally-engaged staff. In future budget calculations this item should reflect expected overtime charges for the Information Officer (locally-engaged). In the interim, we can only suggest that you apportion those funds available on the basis of the programme priorities that have been set for the post. We are prepared to consider requests for assistance in public affairs programmes on a case-by-case basis within the limitations of our budget.

AFPC  
GVU  
APR

WASHINGTON

L. P. TARDIF  
Under-Secretary of State  
for External Affairs



**ACTION**

①

56-1-2-USA	
20	27

**CONFIDENTIAL**

**CONFIDENTIAL**

FM BONN BON0931 JUN 1/75 *Bonn*

TO TT EXTOTT / FAP DE LDN

DELIVER BY 111400D

INFO TT WSHDC DE OTT

REF YOURTEL FAP0044 MAY 16

—PUBLIC AFFAIRS PROGRAMING IN USA

WE REGRET DELAY IN ANSWERING REFTEL WHICH WAS CAUSED BOTH BY MAGNITUDE OF TASK AND ABSENCE FROM POST OF OUR CULTURAL COUNSELLOR AND SEVERAL OTHER OFFICERS. INFO WE WERE ABLE TO SECURE SO FAR IS FRAGMENTARY AND CONCERNS PRESS AND INFO SIDE ONLY WHICH IS COMPLETELY DIVORCED IN THIS COUNTRY FROM CULTURAL AND ACADEMIC PROGRAMS. NO/NO ONE SEEMED PREPARED TO GIVE US ANY COMPREHENSIVE FIGURES AND TO GET ANSWERS TO YOUR QUESTIONS AS EARLY AS POSSIBLE WE HAD TO CALL ON SEVERAL DEPTS AND ORGANIZATIONS. WITH THIS CAVEAT IN MIND WE PASS ON TO YOU INFO GIVEN TO US IN STRICT CONFIDENCE WITH UNDERTAKING ON OUR PART THAT THESE FIGURES WILL NOT/NOT APPEAR IN ANY PUBLIC DOCU IN CDA AS FIGURES AND INFO WHICH FOLLOW ARE NOT/NOT PUBLIC IN FRG.

2. PRESS AND INFO. USA IS BY FAR PRIORITY NUMBER ONE OF FRG GOVT ALTHOUGH ON A REGIONAL BASIS EUROPE OUTRANKS NORTHAMERICA. MOST RECENT FIGURES AVAILABLE ARE FOR 1973 WHERE FRG SPENT DM 7.6 MILLION IN NORTHAMERICA, IE 10.2 PERCENT OF ITS TOTAL BUDGET. THERE IS POLICY DECISION THAT BY 1978 PROPORTION WILL BE INCREASED TO 12.5 PERCENT. DM 7.6 FIGURE CAN BE BROKEN DOWN AS

...2

*File*  
*56-1-2-USA*  
*HSS*

PAGE TWO BON0931 CONF

FOLLOWS:

FUNDS AVAILABLE FOR EMB DM 1.6 MILLION

PERIODICALS 1.8 MILLION

FILM AND TV 1.1 MILLION

VISITORS PROGRAM 1 MILLION

OTHER ITEMS 1 MILLION AND UNDER.

3. TO UNDERSTAND THESE FIGURES ONE MUST KNOW THAT PERSONNEL OF EMB, CONSULATES AND GERMAN INFO CENTRE IN NYC ARE ALL ON PAYROLL OF FOREIGN OFFICE FOR WHICH FIGURES ON COSTS ARE NOT/ NOT AVAILABLE. RE NUMBER OF PEOPLE, MOST IMPORTANT ESTABLISHMENT IS GERMAN INFO CENTRE IN NYC WITH TOTAL OF 30 EMPLOYEES INCLUDING FIVE DIPLOS. OTHER ESTABLISHMENTS IN USA ARE AS FOLLOWS: EMB WSHDC THREE DIPLOS PLUS FIVE; CONGENNY ONE PRESS OFFICER PLUS ONE SUPPORT; CONGEN BOSTN AND CHGO ONE DIPLO EACH AND ONE SUPPORT. OTHER CONSULATES LNGLS SFRAN ATNTA HOUSTON DTROT HAVE HALF MAN YEARS PRESS OFFICER AND SUPPORT.

4. PUBLICATIONS. PUBLICATIONS IN ENGLISH DESTINED TO USA ARE PRINTED IN FRG AND CONSIST MAINLY OF WEEKLY BULLETIN AND WEEKLY GERMAN TRIBUNE BUT ALSO INCLUDE NUMBER OF BROCHURES. THIS MATERIAL IS FLOWN TO USA BY GERMAN AIRFORCE ON ONE OF THEIR THREE WEEKLY NORTH ATLANTIC FLTS (STRICTLY CONF).

5. RADIO AND TV. UNDER THIS ITEM MAIN BUDGETARY EXPENDITURES WOULD BE DEUTSCHE WELLE (THE VOICE OF GERMANY) WHICH COMES UNDER

...3

PAGE THREE BON 0931 CONF

BUDGET OF MINISTRY OF INTERIOR.WE WERE UNABLE TO OBTAIN SPECIFIC FIGURES FOR NORTHAMERICAN CONTINENT.WE WERE TOLD THAT WORLD-WIDE BUDGET FOR 1974 AMOUNTED TO DM 122.2 MILLION.THEY HAVE RECENTLY DISCONTINUED SHORTWAVE SERVICE TO NORTHAMERICA AND REPLACED IT BY A BLOCK OF 20 MINUTES IN ENGLISH ON LONG WAVE, BUT THIS IS UNDER DISCUSSION AND UNDOUBTEDLY WILL BE REVISED.

6.GOETHE INSTITUTES.THEY COME UNDER FOREIGN OFFICE BUDGET.

THERE ARE INSTITUTES IN NYC BOSTN SFRA AND PLAN TO OPEN OFFICES IN CHGO AND ATNTA.

7.MORE TO FOLLOW ON CULTURAL AFFAIRS AND ACADEMIC RELATIONS.

END/148 111610Z 00630

*Washington*  
**ACTION**

UNCLASSIFIED

FM (WSHDC) 1533 JUN 18/75

TO EXTOTT (FAI

INFO LNGLS PHILA

DISTR AFPC APRL FAP GWU

REF YOURTEL FAI1986 JUN9

---UTILIZATION OF LEIO MAN MONTHS

UNABLE TO SAY WITH PRECISION HOW MANY LEIO MAN MONTHS WILL ACCUMULATE AS WE ARE IN MIDST OF RECRUITING PROCESS. CAN AGREE TO RELEASE 12/12 UNUSED MAN MONTHS FOR PURPOSES INDICATED. HOWEVER, WE DO HAVE TWO CAUTIONARY NOTES:

- 1) YOU MAY WELL FIND SOME UNUSED MAN MONTHS WILL BE REQUIRED FOR ADDITIONAL CONTRACT EMPLOYMENT AT EMB DUE GROWING SIZE OF CDN BICENTENNIAL ACTIVITIES; AND
- 2) IF LEIOS TO BE RECRUITED FOR POSTS ARE TO BE MAINLY BICENTENNIAL ORIENTED IN NEAR FUTURE THEN THEY MIGHT BETTER BE HIRED ON FIXED TERM CONTRACTS SO THAT AFTER RUSH OF BICENTENNIAL IS BEHIND US INDIVIDUALS CAN BE RECRUITED WITH WIDER DIMENSIONS AND SO BE WELL QUALIFIED FOR OTHER ASPECTS OF PUBLIC AFFAIRS PROGRAM ACTIVITY.

END/171 111902Z 00200

*56-1-2-US*  
*58*

*when I spoke to AFPC it was agreed that the scheduled assistance was all that was needed as a basis for authorizing emergency employment*

*at LA for 92 days. venerable for one to 92. Some some for Phil.*

*R.*

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*File*

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

FROM Consul and Senior Trade Commissioner  
De Cleveland, Ohio

REFERENCE  
Référence

SECURITY  
Sécurité UNCLASSIFIED

DATE June 9, 1975

NUMBER  
Numéro 88

SUBJECT Public Affairs Audiences  
Sujet

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
35	57-1

ENCLOSURES  
Annexes

1

DISTRIBUTION

FAP  
FAC  
GWP  
FAR  
EMBASSY,  
WASH., D.C.

The priority audiences listed in the attached documentation represent a realistic appraisal whereby the following objectives can be realized:

- 1) To ensure favorable responses to Canadian policies and attitudes,
- 2) To both actively and responsively disseminate information,
- 3) To enable us to report and analyze local current events and prevailing local attitudes.

Should you require any additional information, please advise.

*R. G. Woolham*  
for, R. G. Woolham  
Cleveland

PUBLIC AFFAIRS PROGRAM - CLEVELAND, OHIO

MEDIA AUDIENCE-OVERVIEW

Establishing and maintaining this office as a local reliable source of information with the media is in our view, of primary importance in reaching the objective of dissemination of information to the general public. We maintain systematic personal contact with all media personnel and supplement this personal cultivation by making available tomes of information on Canada including such publications as "Canadian Press Comment" and "Canada Today/d'aujourd'hui." In order to gauge the extent to which this kind of information is utilized and to what extent our visits have played a role in affecting press comment, we have contracted with a news clipping service which, for a period of time, will furnish us with the kind of data necessary to sharpen our focus and attention in those areas where no comment on Canadian issues is made or where such comment is erroneous.

Ohio, Cleveland specifically, is a prolific publishing center. In Ohio there are ninety-six (96) daily newspapers, twenty-four (24) business and trade papers and seven (7) labor papers. In addition, there are approximately fifteen (15) T. V. stations, several public educational T. V. stations and numerous AM and FM radio outlets with a total media audience of 10.5 million.

Cleveland produces a significant number of trade and commerce publications including the prestigious "Industry Week."

Our emphasis is to ensure a receptive environment for Canadian news and opinion.

MEDIA - ELECTRONIC

Priority I

NBC MONTAGE - Mr. Howard Schwartz, Producer

Serious discussions are now in progress relative to "Montage" film documentary coverage of Canadian-United States relations. NBC-Montage is a highly respected and honored local documentary film unit of WKYC-TV station, Cleveland, Ohio. Programs are made available to sister stations in Los Angeles, Washington, Chicago and New York. Additionally, NBC-Educational Enterprises make such public affairs programs available for sale or lease to the academic community. Details of required assistance from FAI and FAR in terms of arranging a comprehensive visits program itinerary will be set forth in a following separate memorandum. It is expected that filming could begin as early as late summer or early fall 1975.

Priority II

ABC EYEWITNESS NEWS JOURNAL - Mr. Mendes Napoli, Producer

Serious discussions are now in progress with Mr. Napoli in respect to his interest in filming short subjects such as "Gas Drilling in Lake Erie" and the "Alberta Pipeline." Eyewitness News Journal is a documentary film unit of ABC, WEWS-TV station Cleveland, Ohio. Although this unit's format is similar to Montage, in our view, it lacks journalistic ability and financial resources necessary to ensure a quality product. Unlike Montage, the Eyewitness News Journal team does accept financial assistance when offered. Indications are that Mr. Napoli prefers to pursue isolated issues which would be aired in six-minute segments within a half hour format with other related or unrelated stories. However, he is receptive to concentrating an entire half hour on a variety of Canadian subjects.

MEDIA - PRINT

Priority I

VISITING JOURNALISTS' PROGRAM

Mr. Clark Thomas, Associate Editor, Pittsburgh Post Gazette, will be the president of the National Conference of Editorial Writers in 1977. The Association has 400 members. The annual convention of the Association in that year will be held in Calgary. Canada's Prime Minister will be invited to deliver the keynote address--a most important opportunity for Canada to get its views across where it counts. His visit will enable him to seek additional Canadian spokesmen to participate in the formulation of the conference program where speeches, panel discussions and seminars are expected to be developed in economic, energy and cultural areas. His participation in the Visiting Journalists' Program in the fall of '75 and '76 is timely.

Priority II

PRINT MEDIA - GENERAL RELATIONS

Thru continuing private and public briefings the major print media in this territory, for the most part, is appreciative, understanding and systematically informed on major Canadian issues. Major emphasis is made in replacing intuition and chance of affecting news comment on Canadian concerns and expertise in the following areas:

Foreign Investment  
Urban Affairs  
Natural Resources  
Technology  
Arts and Sciences

..3-A



-3-A-

Media departments are kept abreast of Canada's  
role in areas of international matters such as:

Law of the Seas  
Energy  
Environment  
International Women's Year  
Habitat 2000

Information packets on the above subjects such as  
the recent "Canada Day Materials" are extremely  
useful in this respect.

Such publications as "Canada Today", "Canadian  
Press Comment" and "Canada Commerce" are extremely  
useful in providing information to the business,  
finance, banking and labor publication editors.

..4

ACADEMIC RELATIONS: UNIVERSITY/COLLEGE LEVEL-OVERVIEW

The Canada Council Book Presentation has been our single most important tool in initiating contact with universities and in arousing interest and encouragement in establishing Canadian studies at universities. We are hopeful that additional specialized collections such as "Twin Optics--Towards a National Identity" will be made available in the future.

Priority I

OHIO UNIVERSITY, ATHENS, OHIO

Our current emphasis is to assist and nurture the expressed interest on the part of Ohio University in initiating an eight-week course of study in Quebec city in the summer of 1976. Ohio University is a large state-assisted university which consists of eight colleges including Arts and Sciences, Business Administration, Communications, Education, Engineering and Fine Arts. It has an undergraduate enrollment of 12,600 and 1,700 graduate students. The Counsellor, Academic Relations, Embassy, FAI and FAR have been advised of the university's interest. The university operates the public T. V. network in the southeast area of Ohio and has expressed an interest in Canadian films and public affairs programs. We are seeking to establish a Canada Week in September or October of 1975 and we will require a good measure of assistance from FAI in putting together promotional display materials and seeking suggestions and comments on the overall program requirements including suggestions on possible visiting Canadian professors. We would expect that the book presentation would be made during this time.

-5-

Priority II

UNIVERSITY OF CINCINNATI, CINCINNATI, OHIO

The University of Cincinnati is the second largest municipal university in the United States with a current enrollment of 20,000 full-time and 11,000 part-time undergraduate students and 11,000 graduate students. The University of Cincinnati has fifteen undergraduate colleges and 75% of the faculty hold doctorates. Prof. Robert South offers a course on Canadian geography four times a year. It is oversubscribed and short on information. He has expressed an interest in seeing and learning more about Canada. Details of his requirements and request for appropriate financial assistance that we may render will be the subject of a separate memorandum.

Priority III

AKRON UNIVERSITY, AKRON, OHIO

Akron University has an enrollment of 10,000 undergraduate and 6,500 graduate students. Colleges include Arts and Sciences, Business Administration, Education, Engineering, Fine Arts and Nursing. Prof. Grace Powell (a Canadian), Geography Department, currently teaches a graduate course in Canadian Regional Problems. We continue to assist her in her class excursions to Canada. It is our hope to increase Canadian studies in other disciplines through frequent visits to the university. Akron University was a recipient of a Canada Council Book collection in 1974. We will attempt to initiate a Canada Week program in the spring of 1976.

..6

Priority IV

CASE WESTERN RESERVE UNIVERSITY

We continue to provide assistance in the development of the Canada-U.S. Law Institute at Case Western Reserve University.

Priority V

RECIPIENTS, CANADA COUNCIL BOOK KITS 1974-75

University of Akron  
Carnegie-Mellon University  
Bowling Green State University  
Xavier University  
Wright State University

Priority VI

RECIPIENTS, CANADA COUNCIL BOOK KITS 1975-76

Ohio University  
Cleveland State University  
University of Cincinnati  
Otterbein College  
University of Pittsburgh  
Wright State University  
Kent State University

Frequent return visits to those universities listed above will be made, enabling us to gauge the extent of the interest generated thru the book donation program.

We will continue to capitalize upon invitations extended to this office by university faculty members to address their students.

-7-

### Priority VII

#### FRENCH LANGUAGE, CANADIAN BILINGUAL AND MULTI- CULTURAL PROGRAMS

French language audiences are, for the most part, within the Modern Language Departments at Universities. Unlike demands placed upon our offices in Boston and New Orleans, we are not as active in promoting general knowledge about this Canadian characteristic. We do respond, as in the case of Ohio University, to universities' requests with films, documentation and assistance in providing speakers in a responsive unplanned program. Our experience to date has been to participate in French language fairs and seminars. Our basic tool has been the "Hello Canada/Canada Allo" exhibit.

It should be noted that Ohio University, for the past ten years, has had an eight-week course of study in France. Their interest in instituting the course in Quebec came about thru our modest participation in a language fair this past spring by making available the "Hello Canada/Canada Allo" exhibit. It would appear that other universities in the territory with similar on-going French programs may be encouraged to think of Canada in this regard, as well. With lower student enrollments causing decreasing financial resources, a bilingual cultural experience in Canada would appear to be a favorable alternative.

..8

### GOVERNMENT-OVERVIEW

We maintain close relations with municipal, state and federal representatives throughout the Consulate's territory. We accept and provide invitations to meet with and discuss subjects of mutual interest with senior political figures. This audience includes Directors of:

The Ohio Environmental Agency  
Dept. of Fisheries and Natural Resources  
Ohio Economic Development Agency

Distribution of information materials, personal contacts and organizing and assisting with visits are the basic tools which we utilize to arouse their interest in Canada. Our audiences consist of the following:

#### State Government:

Governor  
Members of the House of Representatives  
Members of the State Senate  
Directors, Regulatory Agencies

#### Local Municipal Government:

Mayor/City Manager  
Members of Council  
Directors, Regulatory Agencies

#### Federal Government:

Senate and Congressional Representatives  
from the State of Ohio.

## BUSINESS, FINANCE, TRADE AND COMMERCE-OVERVIEW

The business community is not a prime target insofar as information activity is concerned. From time to time specific publicity assistance to a trade promotion activity is rendered. Currently, this would include an information component should STOL make an appearance at the Cleveland Air Show this September.

Essentially, the information activity with these audiences is to disseminate timely information in the form of reports and journals such as "International Perspective" (particularly August, 1972 issue) and general information literature to explain Canadian interests and expertise.

The following list of organizations is typical of professional groups in the cities of Cleveland, Dayton, Cincinnati, Columbus, Erie and Pittsburgh:

- Chambers of Commerce
- Bar Associations
- Savings and Loan Associations
- Commercial Banks
- Import and Export Trade Associations

In addition, the following are but a few of the 26 major U. S. multi-national corporations with headquarters in Ohio:

- Republic Steel Corp.
- Eaton Corp.
- Pickands Mather Co.
- Standard Oil Co.
- U. S. Steel Corp.
- White Motor Corp.
- TRW

We seek to encourage a Canadian presence in their programs and respond to requests of this office to address their members in private and public forums.

### LABOR-OVERVIEW

In Cleveland, as elsewhere, current economic conditions make this audience increasingly important. We have experienced Canadian companies (with sharpened successful contract negotiating skills and technological expertise) stirring understandable resentment within the ranks of the local unionized unemployed. In such instances, we attempt to maintain their awareness and their appreciation of the fact that we are each others' best trading partners and provide statistical back-up information. Oftentimes we are simply left with an aside to effectively bring them around. Basically, we provide an information supportive role to the following labor groups:

- Teamsters Union Local 507
- Laborers International Union
- Teamsters Joint Council
- Cleveland Newspaper Guild
- Communications Workers of America
- AFL-CIO Federation of Labor

### SPECIAL INTEREST GROUPS-OVERVIEW

Our audiences under this heading consist of such organizations as Kiwanis International, Rotary, P. T. A. Associations, World Affairs Councils and various professional and semi-professional groups. In addition to the above, this audience includes:

- English Speaking Union
- Area Arts Councils
- Urban Leagues
- City Clubs
- Americans for Democratic Action
- Air Conservation Committees
- League of Women Voters
- Bicentennial Commissions

When our presence in addressing such groups appears useful, we respond primarily on an ad hoc basis. We have no set program in mind. We participate in locally conceived programs to the extent possible thru films and provide informational material. When an invitation is extended requesting a speaker and it is useful for us to do so, we participate to the extent that our resources permit.



-11-

### CULTURAL RELATIONS-OVERVIEW

Our emphasis currently is to nurture an expressed interest on the part of the Cleveland Museum of Art to host a Canadian Art Exhibit in 1977. We have recommended that the Museum personnel tour Canadian art museums to meet with artists and to explore the Canadian art scene in general some time in 1976.

In addition, there are numerous film clubs throughout the territory usually associated with universities which are encouraged to show Canadian films.

FAR/J. Graham/mlw

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

File

56-1-2-USA

(SP)

TO  
À

FROM  
De

FAR

REFERENCE  
Référence

Your memo of June 3

SUBJECT  
Sujet

FAP Testimony before Senate Committee on Foreign  
Affairs

SECURITY  
Sécurité

RESTRICTED

DATE

June 9, 1975

NUMBER  
Numéro

FILE

DOSSIER

OTTAWA

56-1-2-USA

MISSION

ENCLOSURES  
Annexes

DISTRIBUTION

From the FAR point of view there do not appear to be  
sensitive portions in need of editing.

I suspect they have been picked up by you and others but  
the following errors in the transcript were noted:

A 22 - 'courttable' should be 'quoteable'.

A 61 - 'particular transmission' This phrase isn't clear.

A 79 - 'is...a lot of this was boiling up' ?

A 83 - 'I am not talking of draft evaders, deserters and  
so on'. This makes less sense if the 'but people'  
remains deleted.

A 100 - The Director of Information ?

A 101 - Blank should presumably be The Goethe Institute

A 139 - 'terribly irrelevant' ?

J. W. Graham

# ACTION

UNCLASSIFIED

FM BONN BON0907 JUN9/75

TO EXTOTT (FAI

DISTR GEO FAP

REF YOURTEL FAP0044 MAY16 AND FAI1963 JUN6

---INFO EXPENDITURES

FRAGMENTARY INFO PROMISED TO US FOR JUN11.

END/148 091 615 Z 00040

~~Mr. [unclear]~~  
~~Mr. [unclear]~~  
File  
~~Mr. [unclear]~~ to see  
This is info  
for Senators  
H/S  
6-1-7 USA  
H/S

## MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-USA	
FM/DE OTTAWA	EXT AFF	FAI-1986	JUN9/75		UNCLASS

TO/A WASHDC

INFO

PRECEDENCE

DISTR.

LOS ANGELES

~~SAN FRANCISCO~~

PHILADELPHIA

AFPC

APRL

FAP

(MR. TARDIF; MR. EZRIN; MR. HAY;  
done in Division)

REF ROGER/O'HAGAN/SEABORN MTGS JUN4

SUB/SUJ

---UTILIZATION LEIO MAN MONTHS

AS DISCUSSED WE WISH TO PROVIDE ~~SAN FRANCISCO~~ <sup>LOS ANGELES</sup> AND PHILADELPHIA WITH LOCAL INFO OFFICER ASSISTANCE FROM SEPT TO COPE WITH HEAVY DEMANDS END OF YEAR BICENTENNIAL ACTIVITIES THOSE POSTS.

2. AFPC ADVISES EMERGENCY EMPLOYMENT CAN BE AUTHORIZED AGAINST UNUTILIZED LEIO MAN MONTHS ACCUMULATING IN WASHDC SINCE APRIL75. GIVEN CURRENT AND PROSPECTIVE PATTERN OF RECRUITMENT INTO FOUR LEIO's POSITIONS AUTHORIZED OUR CALCULATIONS ARE THAT BY SEPT. MINIMUM EIGHTEEN UNUSED MAN MONTHS WILL HAVE ACCUMULATED.

3. GRATEFUL CONFIRMATION YOUR AGREEMENT TO RELEASE TWELVE UNUSED LEIO MAN MONTHS FOR PURPOSE INDICATED.

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

A.B. ROGER/am1

FAI

2-8262

SIG

A.B. ROGER

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

JUN 19 1975

From/De: ACR

Att'n: Mr. Egan

UNCLASSIFIED

June 6, 1975

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

FROM  
De Consulate General, San Francisco

REFERENCE  
Référence Yourtel 1190 May 9/75 - Washington tel

SUBJECT  
Sujet PUBLIC AFFAIRS AUDIENCES AND THEIR PRIORITIES

SECURITY  
Sécurité

DATE

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA 56-1-2-USA	
MISSION 41	7

ENCLOSURES  
Annexes

DISTRIBUTION

OTTAWA:

FAP

GWU

GWP

ALL US POSTS

Following is our list of various public affairs audiences, and how they relate to our public affairs programme.

In determining San Francisco's cultural/public affairs programme, it should be pointed out at the start that priorities cannot be assigned to any group over another. Each target group listed is a priority, and information activities within each group depend on the issue at hand, the intent and interest shown by each group and the availability of funds and manpower to accommodate activities in each group.

We are attempting to channel post resources and manpower into a specific format designed with the flexibility to initiate programmes rather than respond to sporadic inquiries. Through information efforts like the "Canadian Mosaic" series, the information section proved that it has the capacity to implement effective cultural/public activities, and, in the process, maximize public impact through local media coverage.

With this in mind, priority groups were selected according to the following principles:

- 1) What importance do these groups have in terms of political influence on municipal, state and federal governments? That is, do their associations provide them with access to the political elite? To the public at large, are these groups looked upon as being important to the community?
- 2) Most importantly, what public support can Canada expect from these groups for future Canadian policies such as energy, arctic sovereignty, foreign investment and labour relations between the two countries?

#### THE BUSINESS SECTOR

1. The cultural/public affairs programme must maintain its close association with those groups or individuals who:

DISTRIBUTION.  
"by OTTAWA"  
done in ACR

JUN 16 1975

DISTRIBUTION  
"par OTTAWA"  
effectuée par ACR

Ext. 4076/811

... 2

000993

- 2 -

- have business interests in Canada
  - have direct political and economic access to municipal, state and federal government leaders
2. The information must also broaden its objectives to incorporate business targets into a series of activities which:
- disseminate information on policy issues developing in Canada
  - alert the American business sector to Canadian commodities being introduced to the American market
3. Efforts should be made to coordinate American experts and decision-makers in their respective fields with Canadian representatives in a series of seminars and other systematic information programmes.

a) Mass Transportation

Canada is a world leader in the mass transportation field. Both Canada's subway systems and its new intra-urban air service illustrate a sophisticated technology in mass transportation. Efforts should be made to promote these systems to local, state and federal transportation representatives through systematic presentations, while at the same time incorporating public affairs to disseminate this information to the media.

b) Urban Affairs

Canada is currently experimenting with regional city government, an issue that is heating up in the Bay Area. Canadian experts in the field of urban development could be coordinated with local civic leaders, architects and city planners through workshops and presentations.

Add to this, Canada is hosting the United Nations Conference on Human Settlements in Vancouver next year. Public affairs activities would include promoting Canada's participation in Human Settlements in conjunction with local seminars on city planning and development.

c) Energy

Despite the fact that this is the most talked-about subject in our area, there are still many erroneous assumptions on Canada's energy policy being held by the public, the media, political and business leaders. Efforts should be made to illustrate contemporary Canadian policy on energy, outlining Canada's historical and regional issues concerning the use, export and implementation of Canada's remaining natural resources.

The post's information section should attempt to identify energy administrators in municipal, state and federal governments, the media, energy-related businesses and special interest groups in the public sector. Then, following through with preliminary introductions, coordinate these individuals with systematic programmes designed to give an accurate appraisal of current Canadian policy.

. . . 3

- 3 -

d) Foreign Investment

The San Francisco financial community is one of the most important groups in our territory. In the same manner as our other activities, the post should initiate substantive workshops which would describe the investment climate in Canada and outline the options available to American businessmen who have interests in Canada.

At the same time, the public affairs effort could coordinate the appropriate Canadian speakers with area financial experts to discuss the reasons behind recent policy decisions affecting business investments in Canada.

II. ACADEMIC RELATIONS

Academic affairs represents a priority group, only in so far as these groups must show a serious interest in developing Canadian courses and other activities. In order to make the most effective use of available post funds and resources, the post will participate in those activities which support post public affairs objectives as well as maximize our public affairs participation through media coverage.

We intend to work with those schools which allow maximum flexibility to illustrate contemporary policy issues in Canada through seminar projects, film festivals, cultural events and speaking engagements.

We feel that the following subject areas could be covered on campuses:

1. Human Rights Coalitions

Coalitions have been forming on campuses which propose the granting of equal rights liberties for women. Because this is also the U.N. Year of the Women, the post has been asked to participate in a number of activities with these groups.

2. International Language Departments

The post has also been invited to participate in activities sponsored by international language classes to discuss bilingualism/biculturalism in Canada.

3. Cultural Activities (Student Union Associations, Arts Committees)

The post has found this area of the university to be the most receptive toward cultural exhibits and film festivals. At the same time, the post could work through these organizations to organize seminar series and workshops.

4. International Business Departments

The post information section has already participated in a number of activities acting in an advisory capacity with international business and marketing departments. This department offers latitude in coordinating events, speakers and seminars in conjunction with their established curriculum schedule. Many of these departments are studying Canada at some time; we therefore have the opportunity to use our resources to both discuss trade relations and contemporary Canadian social issues affecting trade between the two countries.

. . . 4

### III. THE COMMUNITY AT LARGE

#### Environmental Groups

Environmental groups will play an increasingly important role in the post's public affairs programme. These groups are quite well organized and can be quickly mobilized into potent political powers at all levels of government, especially at the state level.

Primarily because the national headquarters of several environmental organizations are located in San Francisco, including the Sierra Club and Friends of the Earth; these groups have a relatively high level of priority for our information activities.

These groups also sponsor numerous activities designed for the public to enjoy nature through camping trips, fairs and exhibitions, mountain excursions and films. They also sponsor tree plantings and park development as part of their programmes. However, environmental groups devote most of their time and money organizing on the political level, and through their efforts, have succeeded in determining several state and local elections in our territory.

Colorado Senators Hart and Haskell in addition to Governor Lamm, ran for office on strong environmental platforms and were elected on the strength of forming environmental coalitions in the state. At the same time, in last November's election, California Governor Jerry Brown and Wyoming Governor Ed Herschler won by using environmental issues as vital campaign issues.

Most importantly, most environmental groups would support Canada's position on policy issues concerning the Arctic, beef imports with DES, and the Law of the Sea.

We feel that the information programme can maximize its objectives through these very receptive organizations and create a strong, community identity by organizing workshops and seminars with environmental groups. We intend to request speakers from Environment Canada to participate in our activities as well as supplement our libraries with information on Canada's environment.

#### 2. Labour Community

Labour groups command powerful positions in municipal, state and federal governments and are also strong social forces throughout the territory. Labour is a much sought after ally for human rights coalitions, political parties and special interest lobbies.

In the same manner as with other target groups, the post intends to sponsor a series of activities designed to explain Canadian labour policies with respect to contemporary Canadian social issues.

The Consulate General would also be in a position to serve as an advisor to labour councils in the area, organizing seminars and workshops.



- 5 -

### 3. Bilingualism/Biculturalism (Francophone Programmes)

The post has already sparked the interest of several state political leaders who want the post to assist them in the appraisal of current bilingual programmes in California and Colorado. In addition, several universities, troubled over the issue of bilingual programmes, have expressed serious interest in coordinating workshops for school administrators and educators on the subject of bilingualism.

The post will also hope to serve as a depository for information on French programmes in Canada through film, record discs, books, pamphlets, etc. Numerous French teachers in our territory were unaware that French Canada had the capacity to distribute such materials, so it is necessary to plan programmes which will introduce French teachers and administrators to our programmes. The bilingual programme through the "Canadian Mosaic" seminar series was quite effective in outlining Canada's bilingual issues.

### 4. Cultural Affairs

In a recent study by the California Arts Commission, it was discovered that California has the second largest cultural community in the United States, behind New York. It was also found that culture is the fastest growing industry in the state and shows no sign of slowing down.

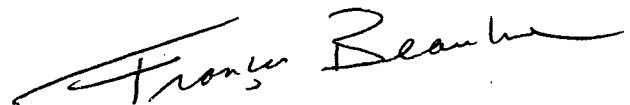
As an industry, culture shares the same advantages of other major industries in the state, such as political influence at all levels of government. Culture also attracts influential individuals and corporations as a popular investment opportunity. It should be pointed out that over the past several years, major corporations are spending larger and larger amounts of their public affairs money toward film, television specials and fine arts presentations.

In each of its forms (dance, theatre, film and music), the cultural industry offers an infinite number of opportunities for the post to participate in sponsored programmes.

Cultural affairs groups are also potential audiences in which to initiate programmes where the post can explain the contemporary status of art in Canada and the growth of a Canadian cultural identity.

An exhibit, a major touring group or film in our territory, would allow the post to become recognized as a participant in the growing and prestigious art community in California.

We hope that this brief description of target audiences in our consular territory contributes to mapping out an overall strategy for our information and cultural programmes in the United States.



Consulate General



CANADA



WITH THE COMPLIMENTS  
OF THE  
CANADIAN CONSULATE  
GENERAL

AVEC LES HOMMAGES  
DU  
CONSULAT GÉNÉRAL  
DU  
CANADA

~~FAB~~  
Have we in  
all in  
them now? d.

June 4, 1975

Under Secretary of State for External Affairs  
OTT. ONT.

Please circulate the attached.

Information Office  
Canadian Consulate General  
1801 Avenue of the Americas  
New York, N.Y. 10024

000998

To/A FAP  
From/De: ACRA

JUN 17 1975

Att'n:

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

TO  
A The Canadian Embassy,  
Washington, D.C.

FROM  
De Canadian Consulate General, New York

REFERENCE  
Référence Yourtel 1190 of May 9, 1975

SUBJECT  
Sujet Public Affairs Audiences

SECURITY  
Sécurité UNCLASSIFIED

DATE June 3, 1975

NUMBER  
Numéro 26

FILE	DOSSIER
OTTAWA	
56-1-2-USA	
MISSION	
20	31

ENCLOSURES  
Annexes

DISTRIBUTION

BY OTTAWA

~~FAP~~  
FAI  
FAR  
FAC  
GWP  
GWU

It is very difficult, in a metropolis like New York City, to establish a general list of public affairs audiences according to their relative priority or to the importance we give to them in our current public affairs programme.

2. First, incorporated associations number in the thousands, in Manhattan alone. They include the International Association of Pipe Smokers Clubs and the American Federation of Retail Kosher Butchers; both, incidentally, claim several thousand members.

3. Secondly, one needs to differentiate between national or international associations headquartered in New York and associations which have a local chapter in this city.

4. Thirdly, it is necessary to take into account the very wide variety of possible activities posts could get involved in with these audiences. For instance, the New York Times editorial board is a public affairs audience of the first importance for us; but it is difficult to compare it with say, the Economic Club of New York, where our message, its style, and the format of the very presentation would be extremely different.

5. Because of the early deadline for the completion of the survey of these audiences in each of our U.S.A. posts, we have compiled the following preliminary list as an interim reply to your telegram of May. We are preparing a more detailed list giving information about membership, names of the executives, frequency of meetings, etc., for a much larger number of the associations and clubs.

.../2

000999

- 2 -

A. Clubs and associations with a specific interest in Canada

1. The Canadian Society of New York
2. The Canadian Club of New York
3. The Canadian Institute of International Affairs

B. Clubs and associations interested in international relations

1. The Council on Foreign Relations
2. The Mid-Atlantic Club of New York
3. The Academy of Political Science
4. The Editorial Board of the New York Times
5. The Editorial Board of the Wall Street Journal
6. The Center for Inter-American Relations
7. Yale University
8. Columbia University
9. The State University of New York (Potsdam, Plattsburgh, Brockport, Oswego, Binghamton)
10. The University of Rochester
11. St. Lawrence University
12. The City University of New York
13. The New York University
14. The Overseas Press Club of America
15. The United Nations Correspondents Association

.../3

- 3 -

C. Clubs and associations interested in international economics and trade

1. The Economic Club of New York
2. The National Foreign Trade Council
3. The U.S. Council of the International Chamber of Commerce
4. The Bullock Forum
5. The U.S. Chamber of Commerce
6. The New York Board of Trade
7. The National Alliance of Businessmen
8. The Conference Board
9. The Association of Investment Brokers
10. The New York State Bankers Association
11. The American Importers Association

D. Clubs and associations interested in cultural affairs

1. The American Association of Teachers of French
2. The American Booksellers Association
3. The New York Cultural Center
4. The American Librarians Association

6. Some of the above, while prestigious and useful to us, are nevertheless "strictly off-the-record" - e.g. Council on Foreign Relations, The Bullock Forum, etc.

.../4

- 4 -

7. As we wrote earlier, we are preparing a more comprehensive list of clubs and associations in our territory, with more details than are presently available. This should be forwarded to you in the next two to three weeks.

*André Gagné*  
Consulate General

ACTC FILE DIARY CIRC CHRON

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.		56-1-2-052	
OTT	EXT AFF	FAI-1897	JUNE 3		UNCLASS
					PRECEDENCE
TO/A WASHINGTON					
INFO					
DISTR. FAI(MR. WALKER, DONE IN DIV.)					

REF

FAP TEL 050 OF MAY 30

SUB/SUJ

O'HAGAN PARTICIPATION - NY Public Affairs Mtg

CODE O'HAGAN TRAVEL EXPENDITURES WSH-NY-WSH FOR

PARTICIPATION JUNE 5 MTG AS FOLLOWS: 291-144-015-2-POST CODE -

000-29101 y Advice ~~cost~~ amount expended x

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG

H. BERRIN/mb

FAI

2-4068

SIG

A.B. ROGER

File  
HSH

EXTERNAL AFFAIRS - AFFAIRES EXTÉRIEURES

TRANSMITTAL SLIP - NOTE D'ENVOI

TO/À CONGENNY (Massé)

FROM/DE FAI

SUBJECT/SUJET

Minutes Washington Meeting  
of April 21 and 22/75

SECURITY SÉCURITÉ	CONFIDENTIAL
FILE DOSSIER	56-1-2-USA
DATE	June 3, 1975

RECORD OF CONSULTATION - RAPPORT DE CONSULTATION

COPIES SENT TO: (DIV. SYMBOLS) EXEMPLAIRES ADRESSÉS À: (SYMBLES DE DIR.)	PREPARED IN CONSULTATION WITH (NAMES OF INDIVIDUALS AND DIVISIONAL SYMBOLS) ÉTABLI EN CONSULTATION AVEC (NOMS DES INDIVIDUS ET SYMBLES DE DIRECTION)
--	---

Ref: FAP telegram 50 of May 30,  
1975.

TO BE RETAINED WITH FILE COPY - A CONSERVER AVEC L'EXEMPLAIRE DESTINE AU DOSSIER 001004



# ACTION

*New York Congen*

UNCLASSIFIED

FM/CNGNY 0140 JUN3/75

TO EXTOTT FAP/FAI FAR FAC GWP GWU WSHDC/OHAGAN

—PUBLIC AFFAIRS MTG-NY

90-1-2-USA	
<i>[initials]</i>	<i>[initials]</i>

PRIVATE DINING ROOM(HUDSON SUITE),64TH FLOOR OF ROCKEFELLER  
CENTER LUNCHEON CLUB(IMMEDLY ACROSS THE STREET FROM CONGEN)  
RESERVED FOR WORKING LUNCH 1230 JUN5.THOSE ATTENDING SHOULD  
BRING WITH THEM ANY DOCUMENTATION APPROPRIATE TO AGENDA

RANKIN

END/777 032025Z 00050

*File HSB*

FILE ACTC DIARY CIRC CHRON

MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
LIEU	MINISTÈRE	N° D'ORIG.			SÉCURITÉ
FM/DE	OTTAWA	EXT AFF	FAP <sup>50</sup> <del>1262</del>	MAY 30/75	56-1-2-USA cc. 56-2-NY 20
					UNCLASS
					PRECEDENCE
TO/A NEW YORK					
INFO WASHINGTON					
DISTR. GWU FAC FAR FAI GWP					

REF FAP TEL 41 OF MAY 13/75  
SUB/SUJ PUBLIC AFFAIRS MEETING - NEW YORK

FAP AND PARTY - ROGER (FAI), GRAHAM (FAR), PLOURDE (FAC), EZRIN (FAI)  
ARR NY VIA ACT 742 AT 1040 HRS THURSDAY JUN 5.

2. FOLLOWING IS TENTATIVE AGENDA WE PROPOSE TO FOLLOW SUBJECT TO ANY  
MODIFICATIONS OR ADDITIONS YOU MAY WISH TO MAKE. (i) REVIEW OF CURRENT  
PUBLIC AFFAIRS PROGRAMMES (ii) DISCUSSIONS OF FUTURE POST PROGRAMMES  
ENVISAGED AS OUTLINED IN PART IN NY LETTERS 134 OF MAR 27 AND 132 OF MAR  
25/75. (iii) COORDINATION OF PUBLIC AFFAIRS ACTIVITIES IN USA AND INTER-  
RELATIONSHIP BETWEEN OTTAWA AND POSTS IN USA (iv) REPORT ON FAP/EMBASSY  
MTG HELD APR 21/22, FORWARDING MINUTES BY FACSIMILE TO YOU (v) USA  
BICENTENNIAL PARTICIPATION (vi) CANADIAN CLUBS (vii) REVIEW OF POSSIBLE  
SUBJECT AREAS TO BE RAISED DURING HOP MTG PROPOSED FOR FALL.

3. BECAUSE OF NATURE OF TOPICS, HAVE REQUESTED MR. O'HAGAN TO ATTEND  
DISCUSSIONS AS WELL.

4. HQ PARTY DEPARTS FOR OTTAWA JUN 5 AT 2025 HRS ON AC 755.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SG..... H. EZRIN	FAI	2-4068	SIG..... PATRICK REID

FILE ACTC DIARY CIRC CHRON

# MESSAGE

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
LIEU	MINISTÈRE	N° D'ORIG.			
OTTAWA	EXT AFF	FAP-50 FAT-1862	MAY 30/75	56-1-2-USA cc. 56-2-NY 20	UNCLASS
					PRECEDENCE
TO/A	NEW YORK				
INFO	WASHINGTON				

DISTR. GWU FAC FAR FAI GWP

REF FAP TEL 41 OF MAY 13/75  
SUB/SUJ PUBLIC AFFAIRS MEETING - NEW YORK

FAP AND PARTY - ROGER (FAI), GRAHAM (FAR), PLOURDE (FAC), EZRIN (FAI)  
ARR NY VIA ACT 742 AT 1040 HRS THURSDAY JUN 5.

2. FOLLOWING IS TENTATIVE AGENDA WE PROPOSE TO FOLLOW SUBJECT TO ANY  
MODIFICATIONS OR ADDITIONS YOU MAY WISH TO MAKE. (i) REVIEW OF CURRENT  
PUBLIC AFFAIRS PROGRAMMES (ii) DISCUSSIONS OF FUTURE POST PROGRAMMES  
ENVISAGED AS OUTLINED IN PART IN NY LETTERS 134 OF MAR 27 AND 132 OF MAR  
25/75. (iii) COORDINATION OF PUBLIC AFFAIRS ACTIVITIES IN USA AND INTER-  
RELATIONSHIP BETWEEN OTTAWA AND POSTS IN USA (iv) REPORT ON FAP/EMBASSY  
MTG HELD APR 21/22X FORWARDING MINUTES BY FACSIMILE TO YOU (v) USA  
BICENTENNIAL PARTICIPATION (vi) CANADIAN CLUBS (vii) REVIEW OF POSSIBLE  
SUBJECT AREAS TO BE RAISED DURING HOP MTG PROPOSED FOR FALL.

3. BECAUSE OF NATURE OF TOPICS, HAVE REQUESTED MR. O'HAGAN TO ATTEND  
DISCUSSIONS AS WELL.

4. HQ PARTY DEPARTS FOR OTTAWA JUN 5 AT 2025 HRS ON AC 755.

DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ
SIG.....H. EZRIN/nw.....	FAI	2-4068	SIG..... PATRICK REID

The attached copy letter was  
omitted from the attachments  
sent to Mr. Roger under cover  
of a c.c. copy of a letter to  
Mr. Cadieux.

001008

with the compliments  
of

**The Parliamentary Centre  
for Foreign Affairs and  
Foreign Trade**

p.t.o. 001009

CARL D. PERKINS, KY., CHAIRMAN  
FRANK THOMPSON, JR., N.J.  
JOHN H. DENT, PA.  
DOMINICK V. J. N.J.  
JOHN BRADY, IND.  
JAMES G. O'CONNOR, MICH.  
AUGUSTUS F. FLORIO, CALIF.  
WILLIAM D. FORTNEY, MICH.  
PATSY T. MINK, HAWAII (ON LEAVE)  
LLOYD MEEDS, WASH.  
PHILLIP BURTON, CALIF.  
JOSEPH M. GAYDOS, PA.  
WILLIAM (BILL) CLAY, MO.  
SHIRLEY CHISHOLM, N.Y.  
MARIO BIAGGI, N.Y.  
IKE ANDREWS, N.C.  
WILLIAM LEHMAN, FLA.  
JAIME BENITEZ, P.R.  
MICHAEL BLOUIN, IOWA  
ROBERT CORNELL, WIS.  
TED RISENHOOVER, OKLA.  
PAUL SIMON, ILL.  
EDWARD BEARD, R.I.  
LEO ZEFERETTI, N.Y.  
GEORGE MILLER, CALIF.  
RONALD MOTT, OHIO  
TIM HALL, ILL.

# CONGRESS OF THE UNITED STATES

## HOUSE OF REPRESENTATIVES

### COMMITTEE ON EDUCATION AND LABOR

2181 RAYBURN HOUSE OFFICE BUILDING

WASHINGTON, D.C. 20515

May 29, 1975

From / De:	ATTN: <i>Mr. Egan</i>
Date:	JUL 15 1975
TELEPHONES: MAJORITY - 225-4527 MINORITY - 225-3725	

50-1-2-USA	
41	

Mr. Peter Dobell  
Director  
Parliamentary Centre  
60 Queen Street - 6th Floor  
Ottawa, Canada K1P 5Y7

Dear Peter:

It's simply impossible to thank you adequately for providing us with the opportunity to meet with the people of the Canadian Job Creation Branch. They are everything you said they were and more.

It's deeply satisfying to see such attractive and intelligent people managing government programs, and a great tribute to your government that it gives such important responsibilities to such young people.

Everyone in our group commented to me that this was easily one of the, if not the, most useful field trips he could remember having made. I hope when you are in Washington we can get together and discuss more fully our impressions of what we saw. Suffice it to say that we all felt we had learned a great deal, that our discoveries came in areas which we had not always expected, and that we felt that we had perhaps made a small contribution to the understanding of our hosts. I know that I intend to maintain an ongoing relationship with some of the people we met and I know, too, that others are hopeful of doing this.

I don't need to tell you what a wonderful colleague you have in Helen Small. She has an extremely keen mind and, equally, a gracious manner.

Mr. Peter Dobell

May 29, 1975

Page Two

In short, she was terrific and we all feel very fortunate, indeed, that she was assigned to look after us.

Thank you again for all your many courtesies.

With best wishes,

Sincerely,



Austin P. Sullivan, Jr.  
Legislative Director

APS:k

ACTION

56-1-2-USA	
20	27

File  
56-1-2-USA  
102

RESTRICTED

RESTRICTED

FM TOKYO 1753

*Tokyo*

TO EXTOTT FAP

INFO TT WSHDC DE OTT

DISTR GPP GPO FAI FAC FAP PDQ

REF OURTEL 1627 MAY28

*May I please get  
copy of refed*

---JPNSE PUBLIC AFFAIRS BUDGETS FOR USA

YOU WILL PROBABLY HAVE NOTED THAT IN(II)OF PARA2 REFTTEL DLRS  
48,500,000 DOES NOT/NOT CORRESPOND TO YEN AMOUNT WHICH SHOULD  
HAVE READ YEN 14,024,000,000.

END/016 060316Z 00040

*aa b*



ACTION

FAI

File  
56-1-2-USA  
H

R E S T R I C T E D

FM TOKYO <sup>Tokyo</sup> 1627 MAY 28/75 (1)

TO EXTOTT ~~EXP~~

INFO TT WSHDC DE OTT

DISTR GPP GPO FAI FAC FAP PDQ

RESTRICTED

56-1-2-USA	
20	27

---JPNSE PUBLIC AFFAIRS BUDGETS FOR USA

IN RESPONSE TO APPROACHES TO MFA AND MIN OF EDUC IT WAS EXPLAINED TO US THAT JPNSE MINISTRIES DO NOT/NOT PLAN OR BUDGET INFO OR CULTURAL ACTIVITIES ON REGIONAL OR COUNTRY BASIS AND WERE THEREFORE UNABLE TO PROVIDE FIGURES REQUESTED. (JPN FOUNDATION WAS EXCEPTION, SEE V BELOW). FOR SAME REASONS IT WAS ALSO NOT/NOT POSSIBLE TO OBTAIN ORDER OF MAGNITUDE FIGURES ALTHOUGH IT IS CLEAR THAT JPNSE SPEND RELATIVELY HIGH PROPORTION OF THEIR RESOURCES ON USA AND THAT IN ADDITION TO OFFICIAL FUNDS AND PERS RESOURCES, THERE ARE ALSO INNUMERABLE SEMI-OFFICIAL OR PRIVATE CHANNELS WHICH IN BROADEST SENSE SERVE INFO/CULTURAL PURPOSE TO GREATER OR LESSER EXTENT.

2. FOLLOWING FIGURES WILL GIVE SOME IDEA OF OVERALL SIZE OF JPNS OFFICIAL INFO/CULTURAL PROGRAMS. (NUMBERS CORRESPOND TO THOSE IN REFTTEL: I: MFA FY75 INFO/CULTURAL BUDGET IS YEN1,878,600,000 OR APROX DLRS6,500,000; II: MIN OF EDUC FY75 BUDGET FOR CULTURAL AND ACADEMIC EXCHANGES IS YEN14,024,000 OR APROX DOLLARS48,500,000; III: FY74 JPN SOCIETY FOR PROMOTION OF SCIENCE INVITED 167 SCHOLARS TO JPN FOR STAYS OF BETWEEN 1 AND 4 MONTHS (71 OF THIS GROUP

...2

PAGE TWO 1627 RESTR

WERE AMERICANS)AND 38 SCHOLARS FOR 6-12 MONTHS(8 OF WHOM WERE AMERICANS).FOR FY75 THE CORRESPONDING FIGURES WERE 172(63 AMERICANS)AND48(11 AMERICANS).TOTAL FY75 BUDGET WAS YEN410,000,000 OR APROX DLRS1,400,000.THROUGH FULBRIGHT COMMISSION SOME 30-35 AMERICAN SCHOLARS ARE BROUGHT TO JPN EACH YEAR AND SLIGHTLY LARGER NUMBER OF JPNSE SCHOLARS GO TO USA.DURING TANAKAS TERMS AS PM 10 AMERICAN UNIVERSITIES EACH RECEIVED DLRS ONE MILLION FOR PROMOTION OF JPNSE STUDIES.ALSO MIN OF EDUC PROVIDED 166 SCHOLARSHIPS IN FY74 TO JPNSE STUDENTS FOR STUDY ABROAD OF WHOM 92 WENT TO USA.CONVERSELY JPNSE GOVT PROVIDED SCHOLARSHIPS FOR 290 FOREIGNERS TO STUDY IN JPN,OF WHOM 30 CAME FROM USA.;IV:NHK SHORTWAVE PROGRAMS TOTAL 37 HRS DAILY OF WHICH ONE HOUR IS DEVOTED TO PROGRAM FOR NORTHAMERICA.;V:IN FY74 MFA BUDGET INCLUDED YEN . 1,030,907,000(APROX DLRS3,500,000)FOR JPN FOUNDATION,OF WHICH 25 PERCENT(YEN260,344,000 OR DLRS900,000)WAS TO BE USED FOR NORTHAMERICA,IE CDA AND USA.MFA STRESSED THAT THEY DO NOT/NOT QUOTE PUBLISH UNQUOTE THESE FIGURES AND ASKED US TO TREAT THEM AS QUOTE CONFID UNQUOTE.

END/049 290453Z 00430

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES JUN 9 1975

Att'n:

SECURITY  
Sécurité

UNCLASSIFIED

DATE

May 27, 1975

NUMBER  
Numéro

199

FILE	DOSSIER
OTTAWA	
5B-1-2-USA	
MISSION	7

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

FROM  
De Canadian Consulate General, Boston

REFERENCE  
Référence

SUBJECT  
Sujet Information LEIO overtime

ENCLOSURES  
Annexes

DISTRIBUTION

By Ottawa:

APR

By Post:

Embassy,  
Washington

We wish to bring to your attention a problem posed by Information LEIO overtime. In fulfilling this Post's information programme, our officers are very often called upon to attend important information functions during weekends and weekdays after hours. The Post budget does cover this expense in a limited way for Canadian based officers if they choose to claim it. However, no such funds exist to cover our locally engaged information officer. The practice has been to provide extra vacation for overtime hours of work. The problem nevertheless arises when extra vacation days become too numerous to permit efficient continuous work if they are to be used shortly after having been gained. On the other hand, long term accumulation is no more acceptable. Our LEIO in the short time he has been with us has already accumulated eight weeks of vacation including his annual entitlement.

2. As the LEIO tends to have more regular overtime duties than support staff, we suggest that it might be appropriate in future to include within the Post budget an item covering LEIO overtime. As for the current fiscal year, we would be grateful if you would let us know whether there is any other source to your knowledge upon which we could draw in present circumstances.

3. We would appreciate your comments on this subject which no doubt also is of interest to all U.S. posts with recently engaged Information Officer.

<p>DISTRIBUTION "by OTTAWA" done in AGR</p> <p>JUN 5 1975</p> <p>DISTRIBUTION "by OTTAWA" done in AGR</p>
---

J.-L. Delisle  
Consul General

LOBJ-50103 \$3,000  
(LES overtime)

FILE DIARY CIRC CHRON

FAI/H. EZRIN 2-4068/mb

cc: GWU

OTTAWA KLA OG2

Washington

May 20, 1975

56-1-2-052	
R	20

Dear Keith,

I raised the points discussed in your letter of 6 May 1975 with Dick O'Hagan and Alan Roger last week. They both agreed that it would not be worthwhile to raise this issue with other departments and agencies until you can provide a clearer definition of what the proposed Canadian clubs might do and what the study was intended to cover. To discuss the issue with EOC or IT&C without a more specific proposal would, in our opinion, be premature. You can be assured that once your proposal is in hand, we shall conduct a very thorough discussion with all organizations with a potential interest in it that either we or you can identify.

Yours sincerely,

*E. J. Maden*

H.E. Ezrin,  
Project and Programme Control,  
Information Division.

Mr. Keith de Bellefeuille Percy,  
First Secretary, (Information),  
Office of Information,  
The Canadian Embassy,  
1771 H St. N.W.,  
Washington D.C. 20036

May 15, 1975

OPENING REMARKS  
TO  
STANDING SENATE COMMITTEE ON FOREIGN AFFAIRS  
ON

File	
56-1-2-USA	
42	JSS

THE PUBLIC AFFAIRS PROGRAMME OF THE DEPARTMENT  
OF EXTERNAL AFFAIRS IN THE UNITED STATES.

WITNESS: Mr. Patrick Reid  
Director General  
Bureau of Public Affairs

and

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

and

Mr. R. C. Anderson  
Consul General of Canada, Seattle

Mr. Chairman and Honourable Senators, I understand that the purpose of this presentation is to provide you with an insight into the nature and extent of the information activities of the Department of External Affairs in the United States. There are, of course, other departments and agencies involved in promotional activities in that country -- the Department of Industry, Trade and Commerce in trade promotion, and the Canadian Government Office of Tourism in travel promotion are examples -- and while our cooperation is close and useful both at headquarters and at Posts in the U.S.A. the remarks to be made today are primarily from the perspective of officials of the Department of External Affairs. Nonetheless it is axiomatic that policy oriented public affairs

...2

programme thrusts in the United States grow from the ever-changing political, economic and social relationships with "the friendly giant" -- most recently defined publicly by the Secretary of State for External Affairs in his January 23 keynote speech in Winnipeg. The changed relationship with the U.S.A. forecast in that statement quite clearly increases considerably requirements for the exercise of Canadian diplomacy not only in the intergovernmental context but also in the public sector.

Ambassador Cadieux, in his appearance before you, also on January 23, dealt at some length with information and cultural affairs as an integral part of the activities of any diplomatic or consular mission, and particularly those in the United States. He mentioned that until very recent years, however, our information activities were limited and largely responsive in nature. Within the past year, however, we have been able to put in place an adequate basic structure, and a measure of the necessary resources, to engage in a progressive plan of public affairs in all our posts in the United States.

In technical terms, we describe our information work and our cultural and academic relations as "public affairs", and in the Department in Ottawa there are within the Bureau of Public Affairs divisional directors responsible, on a world-wide basis, for Information, for Cultural Affairs, for Academic Relations. This responsibility includes the overall planning and financing of initiatives in these fields which

...3

will support the advancement of the foreign policy objectives laid down for each Canadian post abroad. Generally speaking, proposals for public affairs activities are received from posts abroad on a yearly basis (as well as from various quarters at home) and, through a complicated process which has to take into account priorities of various kinds, finances, timings, manpower and other resources, an endeavour is made to provide each post with the means to carry out its inevitably increasing role in what is, essentially, public diplomacy. There is, in the system, a built-in flexibility and a great deal of on-going communication and adjustment - to deal both with immediate news and opportunity promotion - between Ottawa, Washington and the posts concerned.

The information programme is designed to permit posts to carry out basic responsibilities both actively and responsively for public information dissemination arising from country objectives, to attain the greatest possible understanding from priority audiences for Canadian policies and objectives and to seek the maximum public information benefit to Canada from the local efforts of all departments and agencies, provinces and private organizations, businesses and citizens. Post programmes are regularly and formally re-examined through liaison visits, regional information seminars and Heads of Posts meetings. The information programme in its new form commenced, formally, with the 1974/75 fiscal year when, for the United States, seventeen new man-years - an increase of 150% over 1973/74 - were made available for deployment at the Embassy

...4

and to certain of the fifteen consulates and approximately \$900,000 in program funds (out of a global total of \$3.5 million) was devoted to the United States. This compares with about \$500,000 the previous year. Because of current stringency in government spending it is clear that there will not be any marked increase in this particular budget for 1975/76. We hope, however, that at some time in the future we will be permitted to spend about \$2.5 million yearly (at today's prices) on information work in the United States. We believe this approximate figure would provide for an effective, dynamic, programme to cover all sixteen Canadian posts.

The cultural affairs programme is also in a state of transition, on a world-wide basis, especially as the result of a 1974 Cabinet decision that the Department of External Affairs should embark on an expanded five-year programme abroad which would reach its plateau in 1979-80. The impetus for the expanded programme is two-fold. There is the need to meet growing requirements and extend geographically the scope of our existing cultural programme in support of foreign policy objectives; to the United States specifically, among other key countries. On the other hand there has occurred in Canada a cultural "explosion", a remarkable expansion of creative and intellectual capacity and activity, which creates legitimate demands from cultural and academic communities for increased opportunity for international exposure and experience. Allied to this, of course, is the opportunity presented in such a programme to highlight the bilingual and multi-cultural nature of our country.

...5



That this can be effected in the United States is demonstrated by a project which the Cultural Affairs Division of External Affairs initiated some time ago in anticipation of the U.S. Bicentennial and which will involve, for two weeks at the Kennedy Centre in Washington this October, a festival of Canadian performing arts that will be unique. In association with the Touring Office of the Canada Council the plans for this opening Canadian salute to the Bicentennial will include Monique Leyrac, Oscar Peterson, Maureen Forrester, the Mendelssohn Choir with the Festival Singers and Canadian Brass, the National Arts Centre Orchestra, the Royal Winnipeg Ballet, La Belle Helene, Louis Riel, the Shaw Festival's Devil's Disciple, the Halifax Neptune Theatre's Billy the Kid, the Anna Wyman Dancers, Le Groupe de la Place Royale, and a rock concert. Some of these performances will move on to Philadelphia and, to round out the project regionally, there will be tours of Le Théâtre de Nouveau Monde on the East Coast and the Vancouver Players on the West Coast.

The cultural programme to be designed for the United States in the coming years will include not only the performing arts but visual and literary arts, as well as various types of academic and artistic exchanges.

In the field of academic relations I should underline the importance being given to the development of Canadian studies programmes at universities in the United States. Our objectives include the establishment of an expanding nucleus of influential persons, informed about and favourably disposed toward Canada, and the development of an awareness of the distinctiveness and quality of Canadian scholarship.

Ambassador Cadieux brought the realm of our public diplomacy in the United States into perspective when he said that ultimate benefits accrue when we acquaint our American neighbours with the essential nature of our culture and the reasons behind our policies. As the Canadian Government continues to respond to national requirements, which very often are different from or even run counter to American policies or priorities, there is an evident need to make the Canadian position known to those who influence American policy and public opinion.

In essence, there are two major goals in Canada's public affairs programming in the United States. The first is to provide key audiences of opinion-formers with information about Canada today. The second is to build a basis for better understanding in the future. Obviously there are many occasions when these goals are attainable in a single programme or project, such as "Canada - Not For Sale", which was broadcast on 243 television stations of the Public Broadcasting System in January. Nonetheless, there are fairly well defined patterns, in terms of technique, between the long-term and short-term goals.

In order to get Canadian views to posts as quickly as possible the Canadian Press wire service was extended to six U.S. posts in addition to Washington and New York in 1974, and a trained news editor is currently being recruited to provide improved summary bulletins and edited policy statements

to posts by departmental telex. As Mr. O'Hagan will explain, the Embassy in Washington publishes a variety of timely information pieces for distribution throughout the United States and, as Mr. Anderson will amplify, the Consulates augment this enterprise to their own special publics. It is the responsibility of individual posts, principally through their information officers (who in most cases have just been recruited) to get the well-told truth to the media and to other opinion-formers. I use the word "principally" advisedly, because it is a maxim of considerable and increasing importance that all Canadian officials serving abroad consider themselves to be in the public relations business for Canada and work at public diplomacy to the best of their individual capabilities. Reaching out to opinion-formers is hard work, but it can pay off. A recent syndicated column in the Washington Star News, entitled "Special Tie with Canada has Ended", was a well-balanced, thoughtful and understanding commentary our evolving relationship with the United States. The writer quoted both Mr. MacEachen and Mr. Cadieux extensively. This knowledge was not acquired by accident.

One of the most important means of improving knowledge and understanding of Canada is a Visitors and Speakers Programme. During 1974, one hundred and seventeen key members of the U.S. media, including the Stanford Fellows and the Niemen Fellows, visited Canada and followed programmes that exposed them to key politicians and officials

...8

and to every important facet of the current times in this country. In addition, seventeen large teacher and student groups were given similar tours. Indeed our capability in this sort of activity in the future is constrained more by the Canadian side's capacity to receive more visits of this kind than by any lack of quality clientele.

In a similar pattern, but in the reverse direction and with a longer-term goal, is the Canadian studies programme I have already mentioned, which seeks to interest an increasing number of the one thousand five hundred universities and colleges of the United States to teach courses on Canada. Thanks to private funding (principally from the Donner Foundation) and independent academic initiatives, some of the foundation stones for Canadian studies are already in place. Programmes have been established at such universities as: Yale, Duke, Columbia, Stanford, the School of Advanced International Studies of Johns Hopkins, Western Washington State, Michigan State, Harvard, Maine, St. Lawrence, Lafayette and Rochester. For the Centre of Canadian Studies at Johns Hopkins it is our intention, if funds can be made available, to provide a modest grant as part of Canada's participation in the U.S. Bicentennial.

One means of establishing Canadian studies programmes within the American academic community would be the endowment of a series of Chairs. However, because the endowment of a chair is prohibitively expensive (about \$1 million each), and the long-term value of this method is being undermined by

...9

inflation, we are developing a wide range of other programmes to achieve our objectives. These will include visiting professors, eminent speakers, seminars on Canadian themes, faculty retraining, and library support. A senior officer at the Embassy in Washington devotes almost all of his time to stimulating the development of Canadian studies. He travels widely and effectively and is supported by the cultural and information officers at the Consulates.

The results of the relatively new impetus that has been given to Canadian studies by academics working in co-operation with our officers, are already visible. In 1971, a small group based largely at Johns Hopkins and with the support of the Embassy, launched the Association for Canadian Studies in the United States. This Association has flourished and now has 353 members in the U.S. The eastern seaboard has been particularly a fertile area for Canadian studies. In New York State alone, there are 34 universities and colleges which now have some significant Canadian studies course content. The ACSUS receives a modest contribution yearly from the Canadian Government.

However, the matured results of this approach are likely to become evident only over a longer term. It is a process which, once well established, should be enduring. Indeed it should be a reproductive process for, as Canadian studies establish permanent roots, there is some prospect that the programmes should begin to seed their own development in other universities. In this way, we hope that a growing number of Americans who move into the senior ranks of

government, business and cultural organizations will have a balanced awareness of Canada.

We are also endeavouring to improve the awareness of Canada at the High School level. In cooperation with the Canadian Studies Centre at Duke University we are currently supporting a curriculum preparation workshop for North Carolina teachers. If this experiment is successful the programme will produce modules of instruction about Canada which will be available for use throughout the U.S. schools systems.

High schools also receive, at the rate of two hundred schools a year, presentations of Canadian books which provide a basis for enriching existing curricula about Canada in U.S. secondary schools. As with many other general purpose programmes in the public affairs field, this project is currently under audit by a team of consultants.

Each post has a library of books, periodicals and films. The first are primarily for reference purposes and answering enquiries; the last are primarily for loan. It is intended that all posts will have about 600 titles in their film libraries, both National Film Board and others, in French and in English. Heretofore French-language films have been concentrated primarily in Boston and New Orleans, but this procedure has been altered in order that all posts, wherever they are in the United States, will have an equivalent relative capability to provide information in both official languages. Showings of films range from the United States

...11

- 11 -

premiere of "Kamouraska" at the Kennedy Centre in mid-April to the loan of "Who Owns the Sea?" to a high school in Detroit for an environmental seminar. Publications have, of course, been uniformly available in English and French everywhere in the U.S.A. While statistics are question-prone, it is a remarkable fact that, on the basis of nine posts surveyed in depth in the fiscal year 1973-74, loans of films were made to a total audience of 2,097,676. Publications provided by the Department to posts in the U.S.A. for general distribution in the same fiscal year exceeded 1,300,000. This is in addition to publications produced by the Embassy. Eight exhibits are currently on tour in colleges, libraries, high schools, public buildings and even in shopping centres.

The list of techniques goes on and on, but perhaps a good way of tying it all together is to consider our methods of building up the presentation of Canada's position on the Law of the Sea Conference. Relevant aspects of this position have been included in television and radio programmes, in exhibits and in films. Two publications, all aimed at various audiences in the United States (and elsewhere) have been produced. Media reporters, unionists and business people have been sought out and spoken to. There has been, of course, a great deal of direct consultation in Washington. A cartoon film on the subject and destined for the Canadian Pavilion at EXPO '75, Okinawa, will have a second life not only in film libraries in the U.S. but also on television.

...12

In another instance, in the realm of general public relations, we were able - in cooperation with the Provinces of Alberta and British Columbia - to turn the Canadian participation at a 1974 exhibition in Spokane, Washington, into a memorable tradition by having an island in Spokane River renamed "Canada Island"; by creating a permanent park on the island of such quality that it has won three of the most important environmental awards in the United States; and by an agreement which provides that the flags of Canada and the United States will fly there, side by side, in perpetuity.

In other words there is no limit to the inventiveness that can be applied, and is being applied, in the creation of specific programmes. The limitation is one of resources. The criterion is that we have something compelling to say or explain. The essence is that we know precisely the audience to whom the message is to be delivered and that we have the stamina to persevere in the most sophisticated and self-concerned market in the world.

Two people who are doing so are Mr. O'Hagan, the Minister-Counsellor (Information) in Washington, and Mr. Anderson, our Consul General in Seattle.



FAI - Mr. Graham to see  
relates to FAR - Mr. Ford for lead

CANADIAN EMBASSY



AMBASSADE DU CANADA

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

Distribution in FARs

- ✓ 1. \_\_\_\_\_
2. \_\_\_\_\_
- ✓ 3. *my* \_\_\_\_\_
4. \_\_\_\_\_

Dear John,

May 13, 1975

56-1-2-USA	
20	28

Enclosed is the "revised outline of suggested duties for locally-engaged information officers hired under the direction of the head of post (or Canada-based officer designated by the head of post) to conduct an information programme in support of post objectives," which was left with Keith Percy at the time of the April 21/22 meetings. I have re-written the academic relations part. I would expect that my revisions together with others which the other officers might propose will eventually find their way back to FAI.

I have the impression that the whole document was drafted with the idea that it would apply to LEIOs anywhere in the world. It makes some of it awkward. However, in the academic relations part this meant, in my view, that the text was largely inaccurate as far as the program has and is likely to operate in the USA; hence, the reason why I have re-written it.

Yours sincerely,

Richard G. Seaborn,  
Counsellor

Mr. John Graham,  
Director, Academic Relations Division,  
Department of External Affairs,  
Ottawa, Ont.

UNCLASSIFIED

FM CNGEN BSN MAY 13/75 NO 78

TO EXT OTT FAI

SUBJ EMPLOYEES OVERTIME FOR MASS FOREIGN LANGUAGE CONFERENCE

56-1.2-USA  
52

WE WLD APPRECIATE RECEIVING CODING FOR OVERTIME OF 2 CONSULATE  
EMPLOYEES WHO SET UP AND MANNED THE CDN BOOTH AT THE MASS FOREIGN  
LANGUAGE ASSOC MEETING IN LEXINGTON ON MAY 3RD.

2. WE REGRET NOT TO HAVE REQUESTED THESE FUNDS IN ADVANCE BUT WE  
HAVE JUST BEEN ADVISED THAT OVERTIME FUNDS HAD BEEN DELETED FM  
OUR POST BUDGET, CONTRARY TO OUR BELIEF.

3. TOTAL FOR OVERTIME IS \$155.00.

Final Tel

TO: BOSTON

FM: FAI

Ref: Boston tel 78 of May 13/75

Date: GWH/APRL

Subj: OVERTIME - LANG CONFERENCE

Overtime authorized, Code  
291 - 144 - 015-2 - Prod Code - 000 - 29103

Unclas

56-1.2-USA  
BOSTON

MESSAGE

ACTC/FILE/DIARY/CIRC/CHRON

50-1-2-USA

PLACE	DEPARTMENT	ORIG. NO.	DATE	FILE/DOSSIER	SECURITY
LIEU	MINISTÈRE	N <sup>O</sup> D'ORIG.			SÉCURITÉ
FM/DE	OTTAWA	EXT AFF	FAI-1570 MAY 12, 75		UNCLAS.

PRECEDENCE

TO/A SFRAN

INFO

DISTR. GWU, APRL, FAI/WALKER

REF

SFRAN 543 OF MAY 1/75

SUB/SUJ

OVERTIME - DE ANZA EXHIBITS

EXPENDITURE OF \$105 AUTHORIZED. CODE 291-144-015-2-POSTCODE-00-29103. IN FUTURE GRATEFUL YOU REQUEST AUTHORIZATION FOR GET IN ADVANCE.

MAY 17 10 13 AM  
EXTRACURRICULAR AFFAIRS

OVERTIME

DRAFTER/RÉDACTEUR

DIVISION/DIRECTION

TELEPHONE

APPROVED/APPROUVÉ

SIG..... H. EZRA/1

FAI

2-4068

SIG..... A.B. ROGER

FAI/H. EZRIN/2-4088/KM

file diary circ chron

56-7-4
R

PERSONAL AND CONFIDENTIAL

cc 56-1-2-USC

OTTAWA, KIA OG2  
May 12, 1975

Dear Dick,

During your visit on April 30, 1975, you asked about our progress in obtaining security clearances for LEIOs, as you wished to have this issue cleared up before you moved into the interview and hiring stage for these positions.

On April 30, I met with PSS. The decision of that meeting was summarized in their memorandum of May 2, 1975. Although we have asked PSS to pass this information to the post on an urgent basis, I am taking the liberty of passing our exchange of correspondence to you in advance.

Yours sincerely,

ORIGINAL SIGNED  
A. B. ROGER

A.B. Roger  
Director  
Information Division

Mr. R. O'Hagan,  
Minister-Counsellor,  
Canadian Embassy,  
Washington, D.C.

MEMORANDUM

PSS

CONFIDENTIAL

FAI

May 12, 1975

PSS-2613 of May 2, 1975

Access for LEIO's at Embassy, Washington, to  
Classified Information

56-1-2-USA

41

As the Canadian Embassy in Washington, and more particularly the Office of Information, has primary responsibility for massaging policy direction from Ottawa into digestible media formats, for use in the USA it is essential that the programme officers must have access to pertinent policy guidance and background material.

GWJ

WASHINGTON

2. You will be aware from our discussion of April 30, 1975, that we viewed the proposal outlined in paragraph 4 of your memorandum under reference which would permit LEIO's access to classified information under the conditions set down as a workable solution to the problems described in Mr. O'Hagan's memorandum. Accordingly, we would recommend that it be adopted with the qualification of course that we should review the system to ensure that it is working effectively.

3. We wish, however, to draw to your attention several pertinent facts about locally-engaged officers of which you may not be aware. Locally-engaged information officers have been installed not only in Washington but also in several of the consular posts in the U.S.A. Where possible, we have engaged Canadian citizens or former Canadian citizens (e.g. Detroit, Chicago). Indeed, continuing efforts have been made to recruit LEIO's of Canadian citizenship. However, you will appreciate that one of the most important criteria in selecting an LEIO apart from an assessment of professional public affairs ability and experience, is the ability of the individual concerned to perceive the information "marketing" conditions obtaining in a particular region of the U.S.A., and to recommend the types of approach and materials required to convey effectively a Canadian message. Our own experience has been that U.S. citizens have the "gut feeling" needed to be successful in this task. <sup>with</sup>

4. Locally-Engaged Information Officers at other consular posts in the U.S.A. will require the same sort of access as is being given to their Washington counterparts, if they are to manage their assignments effectively. It is equally true however, that they will have a correspondingly lesser need for, and because of the current set-up, no secure

.../2

- 2 -

CONFIDENTIAL

communications, no lock-up facilities,] considerably reduced availability of confidential materials.

5. Consequently, we would strongly recommend that a Canada-based officer at one of the consular posts be permitted to show classified documents to a LEIO, if it is deemed essential to the conduct of his work.

6. As Washington is now in the process of recruiting and interviewing candidates for its LEIO position, we should be grateful if you would advise the post by telex of your decision.

ORIGINAL SIGNED  
A. B. ROGER

Information Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

MEMORANDUM

TO  
A GWU FAPD FAC FAR

SECURITY UNCLASSIFIED  
Sécurité

FROM  
De FAP

DATE May 9, 1975

REFERENCE  
Référence

NUMBER  
Numéro

SUBJECT  
Sujet Preparation for Senate Committee Appearance

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

ENCLOSURES  
Annexes

DISTRIBUTION

You are invited to participate in a meeting which will be held on Wednesday, May 14 at 0930 hrs. in the 5th Floor Conference Room, Tower C, in order to prepare for the appearance of FAP, Mr. O'Hagan and Mr. Anderson before the Senate Committee. I should be grateful if you would prepare a list anticipating the type of questions pertaining to departmental public affairs programming in the United States which might be posed by the Committee members.

MAY 12 1975

U.S.A. DIV.	
11	
EW	PC
2	2
3	3
4	4
5	5

Bureau of Public Affairs



**MEMORANDUM**

GMU FAPD PAC FAR

**UNCLASSIFIED**

May 9, 1975

FAP

Preparation for Senate Committee Appearance

56-1-2-USA

4/1

You are invited to participate in a meeting which will be held on Wednesday, May 14, at 0930 hrs. in the 5th Floor Conference Room, Tower C, in order to prepare for the appearance of FAP, Mr. O'Hagan and Mr. Anderson before the Senate Committee. I should be grateful if you would prepare a list anticipating the type of questions pertaining to departmental public affairs programming in the United States which might be posed by the Committee members.

PATRICK REID

Bureau of Public Affairs



FILE DIARY CIRC CHRON

FAI/H. EZRIN 2-4068/mb

FAP

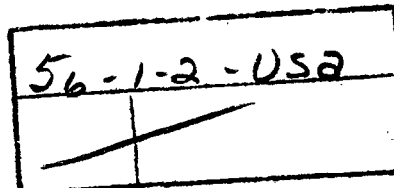
UNCLASSIFIED

FAI

May 9, 1975

FAP memo of May 2/75

Briefing for Ambassador to Washington



We expect that you may wish to review with Mr. Warren a number of the issues that were discussed during the meetings held in Washington April 21 - 22, 1975. Some of these matters such as jurisdictional responsibilities and the role and duties of locally-engaged public affairs officers have bureau wide implications, although we would wish to participate in any discussion of these issues.

2. Insofar as specific divisional issues are concerned, we should like to take up the following issues with Mr. Warren.

- (a) U.S. Bicentennial activities
- (b) The Olympics
- (c) HQ's Special Opportunities Budget
- (d) Special Presents Items

ORIGINAL SIGNED  
A. B. ROGER  
Information Division.

*File  
& (FAP)*

**ACTION**

005

DOMCAN SEA

UNCLASSIFIED

FM SEATL 323 MAY8/75

TO EXTOTT (PATRICK REID-FAP)

DISTR GWU

RE APPEARANCE BEFORE SENATE COMMITTEE - MAY15.

56-1-2-USA  
[Handwritten signature/initials over stamp]

WORKING DRAFT INTRODUCTORY PIECE OF FIVE TO SEVEN MINS.  
FOR SENATE APPEARANCE PRESENTATION INCLUDES THE ROLE OF  
THIS CONSULATE GENERAL IN PUBLIC AFFAIRS AREA INCLUDING MY  
RESPONSIBILITIES AND ACTIVITIES AND THEN THE FOUR MAJOR  
PROGRAMME AREAS IN WHICH WE ARE INVOLVED. I WILL COVER  
PUBLIC AFFAIRS ASPECTS OF THE ITC PROGRAMME AT THIS POST  
AND OUR ACTIVITIES BOTH HERE IN THE PNW AS WELL AS ALASKA.  
INCLUDED ARE OUR INVOLVEMENTS WITH PROVINCIAL GOVTS IN  
MOUNTING TRADE MISSIONS AND BRIEF COVERAGE OF THE ACTIVITIES  
OVER THE LAST SIX MOS. IN PROMOTING CDN AS SUPPLIER TO THIS  
AREA. THE DEPT. OF EXTAFF PROGRAMME WILL FOCUS ON OUR CONSULAR  
ACTIVITIES WITH CDN NATIVE PEOPLES AND THE LARGE RESIDENT CDN  
POPULATION IN OUR TERRITORY. I WILL BE EMPHASIZING THE NEW  
INFO/CULT ROLE WHICH WE PLAY AND IN PARTICULAR MEDIA RELATIONS  
AND OUR ACTIVITIES IN ESTABLISHING CDN STUDIES PROGRAMMES AT  
UNIVERSITIES IN OUR TERRITORY AS WELL AS THE SUCCESSFUL HIGH  
SCHOOL BOOK PRESENTATION PROGRAMME. I SHALL ALSO MAKE REFERENCE  
TO THE PUBLIC AFFAIRS ACTIVITIES OF THE MANDI PROGRAMME. I  
AM INCLUDING A BRIEF MENTION OF THE CDN GOVT OFFICE OF TOURISM  
PROGRAMME WHICH IS ACTIVE IN PUBLIC RELATIONS AND THEIR VARIOUS  
ACTIVITIES.

I WILL ALSO BE OUTLINING THE MORE GENERAL ACTIVITIES THAT HAVE  
A PUBLIC AFFAIRS CONNOTATION WHICH WE HAVE UNDERTAKEN OVER  
THE PAST SIX MOS. AS WELL AS ACTIVITIES THAT WE WILL BE  
INVOLVED IN OVER THE NEXT SIX MOS, AND IF YOU AGREE I SHOULD  
LIKE TO OUTLINE SPECIFICALLY PUBLIC AFFAIRS ACTIVITIES IN WHICH  
WE HAVE BEEN INVOLVED DURING THE LAST TEN DAY PERIOD, INCL.  
;VISITS FROM A B.C. CABINET MINISTER, FROM A B.C.  
DEPUTY MINISTER OF INDUSTRY & TRADE, ARRANGEMENTS FOR A TRADE  
MISSION FROM THE PROV. OF ONTARIO AND FINALIZATION OF THEIR  
TRADE MISSION TO ALASKA, A CDN SEMINAR FOR THE GRADUATE SCHOOL  
OF BUS ADMINISTRATION AT THE UNIV OF WASHINGTON AND THE RECEPTION  
LAST NIGHT FOR NINETEEN ALTA, B.C. AND N.W.T. TOURIST OPERATORS  
WHO MET WITH SEATTLE TRAVEL CONSULTANTS AND OLYMPIC COIN  
PRESENTATION BEFORE FOURTEEN THOUSAND AUDIENCE, RADIO AND  
NEWSPAPER. ATTENDANCE AT PACIFIC NORTHWEST CONFERENCE ON HIGHER  
EDUCATION, MISSOULA, AND CONF OF NATIONAL ENDOWMENT FOR ARTS.  
I.E., IF THIS SEEMS APPROPRIATE I SHOULD LIKE TO OFFER CONCRETE  
EXAMPLES WHICH WOULD COVER ONLY A TEN DAY PERIOD OF OUR INVOLVE-  
MENT IN THE VARIOUS PROGRAMME AREAS THAT HAVE A VERY IMPORTANT  
IMPACT FOR CDA IN THIS AREA.  
I LOOK FORWARD TO MEETING WITH YOU ON TUES. MAY13 AND WED. MAY14  
TO FINALIZE DRAFT.

Canadian Embassy



Ambassade du Canada

36-1-2-USA	
41	28

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

6 May 1975.

Dear Hershell,

As you may know, I am trying to give some attention to the rather serious question of Canadian clubs/Canada-U.S. councils. We would like, some time in the not too distant future, to come to you with a substantive basis for a feasibility study. Meanwhile, I wondered if it would be useful if the Ambassador's letter might be shared with ECT and/or IT&C. The latter for example might have some very good input on the question of trade councils which could have some bearing on whether or not a feasibility study would be a "goer". ~~or not~~ (see memo!)

Yours sincerely,

*Keith*

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

Mr. H. Ezrin,  
Project and Programme Control,  
Information Division,  
Dept. of External Affairs (FAI),  
Ottawa.

FAI/H. EZRIN/2-4068/bm

FILE DIARY CIRC CHRON

MEMORANDUM

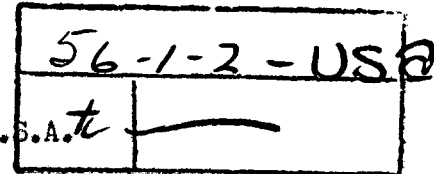
Mr. A. B. Roger

UNCLASSIFIED

H. Ezrin

May 6, 1975.

Duties of Public Affairs Officers (Canada-Based  
and Locally-Engaged) at Consular Posts in the U.S.A.



Ms Hodge has prepared a revised job description (attached - January 17, 1975 document) for locally-engaged and Canada-based officers in the United States. It reflects for the most part FAI's job description prepared in early 1974 to assist posts in the hiring and tasking of LEIO's. Since Ms Hodge's description was released, a key job description of an I.O. has been prepared by APRL. This latter job description is the basis upon which LEIO salary scales have been raised to the GS 12 level (maximum).

FAP  
(Ms Hodge)

2. I think that Ms Hodge's approach to outline the job description of the I.O. may be a very effective means to point consular posts in the right direction in their deployment of I.O. resources. Nevertheless, I believe that certain dimensions must be added to the January 17, 1975 job description if public affairs initiatives are to be conducted effectively and to ensure that the revised job description will be acceptable to APRL as a basis for up to GS 12 pay scales for holders of these positions.

GENERAL CONCERNS:

In general there must be clarification of how a national public affairs programme utilizing all, resources can be most effectively orchestrated.

A. The job description as written does not clearly show all the elements of the tasking process of IO's and how the I.O. is "plugged into" the post and national decision-making and objectives selection apparatus. Instead an image of the I.O. attached by dotted line to his HOP in the post organization chart persists.

Recommendations:

The introduction to the revised job description should include the following references:

- (i) The I.O. is an officer, who is a full participant in the committee of Post management, except when it is dealing with "Canadian eyes only" issues.
  - (ii) The I.O. consults regularly about programme development with the two officers in Washington with national programme responsibilities - Academic Relations/Cultural and Liaison as well as appropriate programme control officer in Ottawa.
- B. The job description as written should more clearly underscore that information programs are supportive of all mission objectives.

Recommendations:

This could be incorporated into A (i) above, as it is only through regular interaction with all program managers at the post that the I.O. will be fully aware of the dimensions of Canadian concerns and interests.

- C. The goal (Outline I) seems to be too general. The unique and complex inter-relationship between our two societies and economies as a consequence of geography/history must be underscored as well as the Canadian desire to live in a distinct but harmonious relationship. While it is true that this is the overriding theme of all our relations with the U.S.A., nonetheless, it is primarily in the public affairs sector that the message can be effectively delivered.
- D. The I.O.'s role as a programme and personnel manager should be strengthened if the salary levels established are to be justified. Currently, there is only one brief reference (Outline I, para 9) to these functions.

Recommendation:

- (i) The following general description might be used under                      direction. "The I.O. plans, organizes, and implements an information program in support of post objectives; develops and manages the support services of the public affairs program including the reference and film libraries, the information distribution and clipping services of the post; supervises and co-ordinates the work of a small clerical staff."
- E. Reference is made in specific areas throughout the revised job description to the professional guidance that I.O.'s are expected to provide. However, the general public relations experience that I.O.'s can be expected to provide in support of diverse mission activities is not reflected.

Recommendation:

- (i) The I.O. advises FSO's on publicity procedures and techniques, media requirements, and the information needs of general and special publics.

Any revised description of I.O.'s should be released in conjunction with a paper outlining the various responsibilities of consular posts, the Embassy and headquarters. This would appear to be the most appropriate manner to deal with the question of transmission of policy guidance to individual posts, as well as the definition and reference of target audiences. When that responsibilities paper is completed, it may be possible to amend some of the specific wording in the job description to include "in consultation with the Embassy."

SPECIFIC COMMENTS:

- A. In Outline I, reference should be made to exhibits (under objective; also item 7).
  - B. The development of Canada Weeks, happenings, etc. should not be limited to Academic Relations (see Outline III, item 3); it should also be mentioned in Outline I, as should the topical disc programme.
  - C. The effective exploitation of Embassy produced materials (prints, tapes, etc.) require further elaboration beyond the references made in Outline I, item 3, and item 6. I am concerned that item I in Outline I (production of local material) will only lead in most cases to unnecessary duplication.
  - D. While Outline I, item 4 discusses the need for monitoring of public affairs programmes by the I.O., the question of follow-up is not handled adequately. Moreover, there must be much more intimate liaison between the consular posts and the Embassy in order to ensure an integrated programme of follow-up, e.g. Congressional leaders with whom both the Embassy and the Consular Posts should be working.
  - E. The film promotion and development tasks outlined in IV, item 4 should also be included in Outline I, item 5.
3. While some of the I.O.'s concerns regarding their inclusion in the consular posts decision-making process are taken care of by these proposed amendments, a fundamental problem remains to be resolved. In my discussions with I.O.'s, each one has expressed concern that they might at some point be compromising their principles as U.S. citizens in attempting to pursue certain policy thrusts of the Canadian Government. Heads of Post and other Canadian-based officers will have to be sensitive to this concern.
  4. I have circulated copies of Outlines III (Cultural) and IV (Academic Relations) to FAC and FAR respectively for their comments.

HERSHELL E. EZRIN

H. Ezrin,

001043

file diary circ chron

cc. GWU MIN

Ottawa, K1A 0G2

May 5, 1975

56-1-2-USA	
4	27

Dear Mrs. Ratcliffe,

P.S.

The Secretary of State for External Affairs has asked me to reply to your letter of April 12, in which you urge that something be done to create a greater awareness of Canada in the United States.

It would be very difficult, costly, and not very effective to aim to engender a particular knowledge and appreciation of Canada in each and every American. While such an awareness would be helpful, and certainly refreshing to Canadian visitors to the United States, the priority of the Canadian government is to explain its policies, foreign and domestic, abroad. To do this, it has been found much more effective to direct our information to specific audiences rather than to try to reach a wider audience. Hence, concentrated policy information is directed to decision-makers in order that those people whose day to day activities affect Canada are aware of our interests, goals and policies.

The wider dissemination of information about Canada is not, however, neglected. Each of the several hundred Canadians serving at our fifteen posts in the United States is after all, an information officer, explaining Canada to all persons with whom they come in contact. More formally, the Canadian Embassy in Washington has an Office of Public Affairs whose responsibility is the coordination of our information programmes in the U.S.A. The Department of External Affairs is currently expanding both the size of this Office and the scope of its information programmes. We expect that, in time, the identity of Canada will become more evident in the United States.

.../2

Mrs. P.S. Ratcliffe,  
Box 1094,  
Squamish, British Columbia.



- 2 -

... The Office of Public Affairs is responsible for maintaining active contact with the U.S. press corps, television, radio and magazine publishers. The role includes issuing press releases, and assisting and arranging for interviews, press conferences and general media projects featuring Canada or Canadians. It also includes the production of several publications, including Canadian Press comment, Canada Today/d'aujourd'hui (circulation 50,000) and Canada Report, which are all sent to key U.S. opinion-formers. I attach a recent copy of Canada Today/d'aujourd'hui for your information.

Our posts in the United States arrange visits of Canadians to the U.S. and Americans to Canada, administer programmes of speakers, distribute films on Canada and by Canadians, and provide supplies of exhibit material for use in the U.S. They also coordinate Canadian participation in larger exhibitions and events in the United States.

As part of our efforts to bring Canada to the attention of U.S. citizens, the Embassy in Washington is also carrying on a programme of support for academic activities related to Canada, such as Canadian Studies programmes at U.S. universities and at the secondary school level. The Embassy's Office of Public Affairs also supports Canadian cultural activities in the U.S.

As you know, 1976 is the U.S. Bicentennial, and Canada hopes to participate in several projects as a contribution to the celebration and in order to draw increased attention to Canada. While special occasions like the Bicentennial lend themselves to that sort of end, the continuing emphasis of our information programme in the United States will be on informing decision-makers of our goals and policies.

Yours sincerely,

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

FICHE DE SERVICE  
ACTION REQUEST

CABINET DU SEAE - OFFICE OF THE SSEA

To: ~~ES~~ GWU  
De: MIN / UYEYAMA BH.  
From:   
Lettre en date du: 12/4/75 de MRS. P.S. Ratcliffe  
Letter dated:   
Sujet: Stronger CANADIAN IDENTITY IN U.S.  
Subject:   
APR 21 1975

Action requise: - Action required:

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

\_\_\_\_ Pour avis et retourner  
For advice and return

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

\_\_\_\_ Noter et retourner  
Note and return

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

\_\_\_\_ Traduction  
For translation

\_\_\_\_ Réponse pour la signature de  
Reply for signature of:

\_\_\_\_ Réponse provisoire immédiate pour  
la signature de \_\_\_\_\_

\_\_\_\_ For immediate interim reply for  
signature of \_\_\_\_\_

Commentaires:  
Comments:

Reply by Div.

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

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

Ref 2848

INSTRUCTIONS

- (a) Si une réponse substantielle ne peut être soumise dans les 10 jours qui suivent la réception de la fiche de service, on doit rédiger une réponse provisoire.
- (b) S'il est nécessaire ou préférable de déléguer la correspondance à une autre direction pour suite ou renseignements à donner, prière d'en aviser le Service des dossiers de MIN, au numéro de téléphone 6-8885, poste 304.
- (c) Pour obtenir des renseignements concernant les lettres et les notes expédiées par les directions au MIN et exigeant la signature du P.M. ou du Ministre, prière de communiquer avec le secrétaire de cabinet de MIN, numéro de téléphone 6-8885, poste 314.
- (d) Pour obtenir des renseignements concernant la formulation et le style de l'appel, prière de communiquer avec le secrétaire de cabinet de MIN, numéro de téléphone 6-8885, poste 314.
- (a) If a substantive reply cannot be provided within 10 days of receipt of the action slip, an interim reply should be prepared.
- (b) If it is necessary or more appropriate to refer this correspondence to another division for action/information, please notify MIN Registry, telephone 6-8885, Ext. 304.
- (c) For information concerning letters and memoranda sent from divisions to MIN requiring the P.M.'s/Minister's signature, please contact the D.S. in MIN, telephone 6-8885, Ext. 314.
- (d) For queries concerning procedure and style of address, please consult D.S. in MIN, telephone 6-8885, Ext. 314.

Box 1094

SQUAMISH

BRITISH COLUMBIA

April 12<sup>th</sup> 1975

The Hon: Allan Rockechar  
Minister of External Affairs  
The House of Commons  
Ottawa

Dear Sir. May I plead your indulgence.

I emigrated from Great Britain to Canada in 1970. to be in the Country of my family's choice and have recently returned from my first visit to U.S.A. - as far as California.

I am still feeling bitterly insulted, as never once while in the States did I hear on Television, Radio or read in the newspapers one mention of Canada. and was quite relieved to find it was still here on crossing the Border on my return!

Can anything be done to see that Canada has the recognition and respect she justly deserves from her supposed good friends and neighbours? -

I may add on tendering a \$20 Canadian Bill in a Restaurant. the Cashier asked me what it was! which I feel is pure ignorance.

I suppose I feel this more having lived so long in U.K. where in spite of its small size and Economic Problems, is not ignored by any Country -

Thank you for your patience - Yours faithfully  
P.S. Ratchke (Mrs)



O/SSEA

APR 17 1975

REGISTRY

2016

PSS/B.KENNEDY, 2-5424/dr

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

*File*

*56-1-2-USA*

TO  
A FAI (A.B. Roger)

FROM  
De PSS

REFERENCE  
Référence

SUBJECT  
Sujet Locally-Engaged Information Officers,  
Washington D.C.

SECURITY  
Sécurité CONFIDENTIAL

DATE May 2, 1975.

NUMBER  
Numéro PSS-2613

*Mr. Enin*

*for action (I think  
it's workable)*

*ABZ*

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

ENCLOSURES  
Annexes

DISTRIBUTION

With reference to our conversation on April 30 regarding the requirement for the above-mentioned IEIOS to have access from time to time to classified information in order to perform their duties, please find attached a copy of Mr. R. O'Hagan's memorandum of April 17 to the Post Security Officer in Washington outlining the situation which appears to be developing there.

2. When the Embassy is aware in advance that incumbents of certain positions will require access to classified material, it is naturally preferable to state the desirable nationality requirement. We have the impression that in Washington there are other more important considerations in the hiring of locally-engaged Information Officers. This may very well be the case.

3. With the exception of certain Commonwealth nationals there is no provision at the present time for granting a security clearance to a foreign national. However, we can understand that the majority of candidates for the IEIO positions which the Information Section will be endeavouring to fill will, no doubt, be American citizens. We can also appreciate the fact that the Embassy will wish to hire the most meritorious. We wonder however if a determined attempt is being made to recruit qualified Canadians by advertising the positions in Canada.

4. From our conversation on April 30, and from Mr. O'Hagan's statement at the end of paragraph one of his memorandum, it is understood that there will likely be no more than four IEIOS. On that basis and in the prevailing circumstances, where the successful candidate is an American national, we would be prepared, provided of course a character clearance is possible, to inform the Embassy that we would have no objection to the IEIO being given access to whatever classified information (Restricted and Confidential) a Canada-based officer decided he (she) should see.

.../2

CONFIDENTIAL

- 2 -

If certain classified material is likely to remain "sensitive" for a period of time, a cross-reference sheet can be placed on the file if the latter is accessible to IEIOS and the material itself placed on a file which is not accessible to IEIOS.

5. Although this proposal may add to the Canada-based employees' normal burdens, we hope that they would be able to accept it in a spirit of compromise. Please let us know whether you think this is a workable proposition. If so, we shall then inform the Embassy.

6. It would, of course, have to be understood that we do not propose to extend this exceptional treatment to foreign (American) nationals in other positions.

  
Security Services Division

EXTERNAL AFFAIRS



AFFAIRES EXTÉRIEURES

TO  
A Mr. L.V. Ryan

FROM  
D. R. O'Hagan

REFERENCE  
Référence Your memorandum of March 27, 1975

SUBJECT  
Sujet Security Clearances - Office of Information

SECURITY  
Sécurité **CONFIDENTIAL**

DATE April 17, 1975

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	
MISSION	

ENCLOSURES  
Annexes

DISTRIBUTION

As you are aware the Office of Information has a high percentage of locally engaged employees and indications are that this percentage will increase as will total numbers. The implications of your memorandum under reference, namely that U.S. citizens should not have access to classified information, could have serious implications for the future program activity of this office. We now have one LEIO and in the months ahead will be recruiting four more. My understanding of the intent the Department of External Affairs through the Bureau of Public Affairs is that we recruit the best qualified of the applicants for each position be they Canadian or United States citizens. You may recall that in the case of the Librarian we had about eighty applicants and decided to interview those we thought best for the requirements of the position including the most qualified Canadian. As it turned out, the Canadian was not of a calibre to be the Embassy Librarian. It is conceivable and perhaps inevitable that the same situation will arise in recruiting one or more of the four LEIOs.

2. It is my own personal preference that a Canadian be engaged if at all possible as the Publication/Media LEIO. I myself sought out a Canadian resident in Washington I regarded as fully qualified but it now appear doubtful for a variety of reasons we will be able to come to terms. If this is the case, having already unprofitably surveyed the field for other realistically eligible Canadian prospects, we will have no choice but to turn to American Candidates and in fact are looking in that direction this very moment.

..... 2

3. In the normal course of work in this office we initiate and receive little classified material which is directly concerned with the Embassy programs which fall within our area of responsibility. Most of the classified material we receive is for the information of Canada based officers and seen only by them. However, some of the program related classified material we receive will need to be seen by LEIOs if they are to carry out their duties properly and they may, on occasion, be initiators of classified correspondence. The volume of correspondence in either instances will be a small percentage of our in-house or Ottawa correspondence. The largest part of our correspondence is with the public and, of course, all of this is unclassified.

4. I attach a sample recent exchange with Ottawa related to the Department of State's United States Advisory Commission on International Educational and Cultural Affairs. If the LEIO (Academic Relations) were in place he might well have been asked to handle the invitation and its follow-up. When sitting down to draft the initial telegram to Ottawa he would have noted the apparent divergence in views between the Commission and the Department of State's Bureau of Educational and Cultural Affairs and hopefully would have then marked the telegram "restricted". Naturally, as the outgoing telegram is "restricted" Ottawa's reply is "restricted". If the policy is that U.S. citizens should not have access to classified information and the LEIO was an American then the action officer in this case would not have access to the information needed to carry out his duties i.e. to be able to see Ottawa's reply or even to have drafted the correspondence based on his assigned duties.

5. There may be occasions where an LEIO, dealing with some of our public (in almost any area of our program activity) will reach a point when consultation within the Embassy or correspondence with Ottawa is required about what we should do next, have learned etc. and because this is essentially internal in nature this aspect might be classified as "restricted" or "confidential". When next in touch with our public, correspondence would again be unclassified and might quickly revert to that status again internally. In such instances good program and personnel management would call for the LEIO to handle the input of this office in the classified exchanges. I find it

.....



difficult to conceive of any other way of operating without subverting the very purpose for which Ottawa has decided the Public Affairs program in the United States should have a cadre of capable, qualified LEIOs to go with Canada based officers operating in the information/cultural area. It would appear that one arm of the Department (PSS) is saying this cannot be if the LEIO is a U.S. citizen and yet in some instances U.S. citizens will be the best qualified candidates for our LEIO positions.

6. I think also of our visits and exchange programs such as with senior newspaper executives or White House Fellows. There might be one or two classified pieces of correspondence among a considerable volume of correspondence related to one such visit or exchange. These are the kinds of activity LEIOs will undertake.

7. Other examples could be provided. Related to this will be needed access to program files. LEIOs will need access to files that might be 99% unclassified although the material will be held in a classified file. This small amount of classified material would not be classified above "confidential" and usually no higher than "restricted". It is difficult to see how we could operate if a LEIO who is a U.S. citizen did not have access to the files relating to his program responsibilities. It is, of course, impractical to envisage a Canada based officer looking through files, removing classified material, having the LEIO use the file and then having the classified material replaced. As LEIOs have areas of responsibility they will also be included in staff meetings. On occasions some of the matters discussed may grow out of classified correspondence. It goes without saying if any such discussion arise from an agenda item or otherwise, it will be conducted with discretion by all concerned. As chairman of these meetings, I (or my deputy) am perfectly able to control the flow of discussion and have done so in the past when for example Ms. Cornish was present, security status to the contrary notwithstanding, I can honestly say I cannot recall a single instance in this Office either at a meeting or in other circumstances when I felt a twinge for security reasons about anything that may have been said. Our system of paper control has been effective.

8. As we are now recruiting the first of the four LEIOs and will soon start the recruiting process for the others, I think it is time Ottawa was asked to reflect on their attitude toward the matter of LEIOs who are U.S. citizens having access to classified material on a need-to-know basis for programs which will be their responsibility. I emphasize that this access will be infrequent, usually to "restricted" material, rarely to "confidential" and never to anything more sensitive. This will be under proper supervision and there will be all necessary attention given to ensuring U.S. citizens see no more than is necessary for the proper discharge of their duties. I request that this whole area be taken up with PSS and that the Bureau of Public Affairs (FAP FAI FAR FAC) be brought into the picture and asked for their views. An early indication of Ottawa's thinking would be appreciated as the deadline for the applications for one LEIO position is April 25, 1975. It would be particularly helpful if we could know that if the first choice is a U.S. citizen whether security clearance could be granted provided a records check was negative.

9. I have reviewed the situation relating to Mrs. Fabian. I would not consider it accurate to say that she does not require access to classified information in the performance of her duties. The need for such access would be occasional and on a need-to-know basis but it does exist. This might take the form of correspondence related to how a certain issue should be handled vis-à-vis the general public. Access would allow the Librarian to better brief her staff as to how to handle inquiries. These inquiries cannot simply be transferred to a Canada based officer as questions on certain subjects are entirely handled by Library staff in our division of duties. The Librarian must also prepare assessments of performance of her staff and these are, of course, classified as may be other Library related personnel matters. Therefore, in light of the above, I would ask that you request PSS to reconsider its decision not to grant a security clearance to Mrs. Fabian.

R. Q. H.

RECORDS MANAGEMENT

ACTION COPY

RECEIVED A DOWNTOWN

MAR 31 8 40 AM '75

RESTREINT EMBASSY  
DE OTTAWA FAC0501 24MARS/75

A WSHDC

DISTR FAP PDF GWU FAR FAI FCF

REF VOTRE TEL 0611 14MARS VOS LETS 272 4FEV ET 227 29JAN

55-1-CDA  
9 RRS

cc RIA  
Rell  
AMB/IRMINVCT  
Office of Info

---RELATIONS CULTURELLES COMITE CONSULTATIF EDUCATION ET CULTURE

APRES CONSULTATION AVEC GWU, CROYONS QU'IL SERAIT OPPORTUN POUR  
MANIFESTER INTERET AU DEVELOPPEMENT RELATIONS CULTURELLES EU/CDA

QU'ASSISTIEZ A RENCONTRE PROPOSEE A TITRE D'OBSERVATEUR. BIEN ENTENDU  
PARTICIPATION AMBASSADE DOIT GARDER PROFIL PLUTOT BAS ET SE LIMITER  
A REPONDRE AUX QUESTIONS POSSIBLES ET OFFRIR INFO AU BESOIN. LA  
PRESENCE DOHAGAN ET/OU DE SEABORN AUX SEANCES DE LA COMMISSION  
FOURNIRA REPONSE POSITIVE A INVITATION LEONARD MARKS (NOTRE LET 227  
DU 29JAN).

2. SOMMES CONSCIENTS DE L'INTERET A DISCUTER AVEC LES AMERICAINS  
DE QUESTIONS CULTURELLES ET D'EDUCATION MAIS MALHEUREUSEMENT, NE  
SOMMES PAS/PAS EN MESURE DE LE FAIRE UTILEMENT A CE STADE.

NOTRE PLAN QUINQUENNAL ATTEND MAINTENANT APPROBATION DU CONSEIL  
DU TRESOR. SELON REACTIONS DE CELUI-CI ET SOMMES MISES A NOTRE  
DISPOSITION, VERRONS SI POUVONS METTRE EN OEUVRE TOUS LES PROGRAMMES  
ENVISAGES POUR EU ET Y CONSACRER MONTANTS TRES SUBSTANTIELS SOUHAITES.  
TANT QUE CETTE APPROBATION NE SERA PAS/PAS OBTENUE, TOUTE DISCUSSION  
SUR RELATIONS FUTURES AVEC EU SE LIMITERAIENT A DECLARATIONS  
D'INTENTION CE QUE DESIRONS COMME VOUS SANS DOUTE EVITER.

...2

SEABORN/OHAGAN

R E S T R I C T E D

FM WSHDC 0611 MAR14/75

TO EXTOTT FAC

DISTR FAP FAI GWU

REF OURLET 227 JAN29

---CULTURAL RELATIONS:USA:EDUCATION

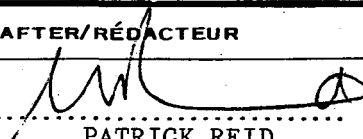
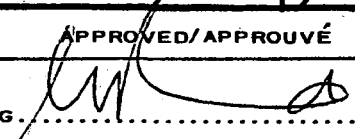
WE HAVE BEEN TOLD BY DEPT OF STATE THAT USA ADVISORY COMMISSION ON  
INNATL EDUCATION AND CULTURAL AFFAIRS HAS DECIDED NOT/NOT TO PURSUE  
THE IDEA OF MTG IN OTT.COMMISSION WILL BE MTG IN WSHDC ON APR11 TO  
HAVE A DISCUSSION AIMED AT GETTING A FEELING FOR WHAT IS HAPPENING  
IN CDN/USA CULTURAL RELATIONS IN BROADEST SENSE OF TERM.END INVITED  
TO HAVE REPS PRESENT TO TALK INFORMALLY WITH COMMISSION.AMBASSADOR  
WILL BE OUT OF TOWN BUT OHAGAN AND POSSIBLY SEABORN COULD TAKE THIS  
ON.ALSO PARTICIPATING IN COMMISSION SESSION WILL BE RUFUS SMITH  
AND PROFESSOR ENGLISH,CENTER OF CDN STUDIES,SAIS.

2.COMMISSION IS PURELY ADVISORY AND THIS WAS STRESSED TO US BY SEP-  
ARATE STATE DEPT CONTACT,STRAUS,DIRECTOR OFFICE OF WESTERN EUROPEAN  
AND CDN PROGRAMS,BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS.STRAUS  
INVITED BUT WILL NOT/NOT LIKELY BE REARRANGING TIMING OF A  
EUROPEAN TRIP TO ATTEND.

3.WE ARE PREPARED TO PARTICIPATE BUT WOULD APPRECIATE YOUR VIEWS  
IN LIGHT OF MATTERS RAISED IN REFLET.WE SHOULD NOTE THAT BY USA  
LAW COMMISSION MTGS ARE OPEN TO PUBLIC AND PRESS.

END/171 142230Z 00240

# MESSAGE

FM/DE	PLACE LIEU	DEPARTMENT MINISTÈRE	ORIG. NO. N° D'ORIG.	DATE	FILE/DOSSIER	SECURITY SÉCURITÉ
	OTTAWA	EXTERNAL	FAP-32	MAY 1/75	56-1-2-USA 21	UNCLASS
TO/A	PRECEDENCE IMMEDIATE					
	SEATTLE (FOR CONSUL GENERAL)					
INFO	MAY 1 20:41:75 EXTERNAL AFFAIRS CORRESPONDENCE					
	WASHDC					
DISTR.	GWU					
	REF	FOR CONSUL GENERAL FROM PATRICK REID				
	SUB/SUJ	SENATE COMMITTEE HEARING				
	<p>IN PREPARATION FOR SENATE APPEARANCE, GRATEFUL IF YOU WOULD PREPARE FIVE TO SEVEN MINUTE INTRODUCTORY PIECE TO BE DELIVERED BY YOU WHICH WOULD FORM PART OF OPENING PRESENTATION TO CTTEE. OUR INITIAL FEELING IS THAT YOU SHOULD ATTEMPT TO TOUCH FOLLOWING ISSUES, ALTHOUGH BECAUSE OF TIME CONSTRAINT, DETAILED EXPOSITION COULD BE BROUGHT OUT IN EXTENSIVE QUESTION AND ANSWER SESSION WHICH FOLLOWS. TOPICS ARE (A) ROLE OF CONSULATE IN PUBLIC AFFAIRS DISSEMINATION WITH SPECIFIC REFERENCE TO YOUR POST PROGRAMMES, (B) COMMENTS ABOUT PUB AFF ROLE NECESSARILY PLAYED BY ALL CONSULATE STAFF MEMBERS AND BY CONGEN, (C) IMPLICATIONS FOR YOUR ACTIVITIES OF SEATTLE'S GEOGRAPHIC POSITION, AND YOUR RELATIONSHIP WITH PROVINCES.</p> <p>2. WE WELCOME SUGGESTIONS ABOUT OTHER AREAS WITH WHICH YOU MIGHT DEAL. IN ORDER TO MELD YOUR MATERIAL WITH OTHER ELEMENTS BEING PREPARED BY O'HAGAN AND MYSELF GRATEFUL IF YOU COULD FORWARD WORKING DRAFT BY MAY 7.</p>					
DRAFTER/RÉDACTEUR	DIVISION/DIRECTION	TELEPHONE	APPROVED/APPROUVÉ			
SIG.  PATRICK REID	6-0232 FAP	6-0232	SIG. 			

EXTERNAL AFFAIRS



AFFAIRES EXTERIEURES

From/De: ACRA
MAY 15 1975
Adm:

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

FROM  
De Consulate General, San Francisco

REFERENCE  
Référence Your letter FAI-(M)-378, Jan 30/75

SUBJECT  
Sujet INFORMATION BUDGETING 1975/76

SECURITY  
Sécurité

UNCLASSIFIED

DATE

May 1, 1975

NUMBER  
Numéro

FILE	DOSSIER
OTTAWA	SB-1-2-USA
	20-9
MISSION	

ENCLOSURES  
Annexes

3

DISTRIBUTION

You will find attached our estimates for our information and cultural activities for 1975/76.

2. We understand that the suggested deadline for these submissions was March 15.

3. We apologize for not reporting to you earlier due to the relocation of the CGOT offices to our premises in March, and other activities such as book presentations to high schools and universities before the end of the academic year, and official visits to Hawaii, Colorado, Wyoming and Utah.

4. We hope our presentation is satisfactory and we are looking forward to discussing any particular items with Mr. Ezrin when he visits our post on May 20-21.

*Trans Be...*

Consulate General

- 1 -

## TRAVEL ALLOWANCES

### VICE CONSUL (Information/Cultural Affairs)

- |  |       |
|--|-------|
| 1. UTAH (3 days)   |       |
| - book presentations, seminars, speeches                                 | \$200 |
| 2. COLORADO (7 days)   |       |
| - book presentations, seminars, speeches                                 | \$700 |
| 3. HAWAII (7 days)   |       |
| - book presentations, 'Canada Week' cultural fair                        | \$700 |
| 4. WYOMING (3 days)  |       |
| - book presentations, information tour                                   | \$200 |
| 5. CALIFORNIA  |       |
| - information activities, book presentations,<br>speeches and seminars : |       |
| FRESNO (3 days)  | \$200 |
| CHICO/SACRAMENTO (7 days)  | \$400 |
| SANTA CRUZ, MONTEREY, SALINAS (4 days)                                   | \$400 |
| LOS ANGELES (3 days)   | \$200 |
| 6. NEVADA  |       |
| CARSON CITY/RENO (2 days)  | \$200 |

TOTAL: \$ 3,100

### INFORMATION OFFICER

- |   |       |
|---|-------|
| 1. COLORADO (7 days)  |       |
| - publicity campaign, press coverage, tour<br>coordinator   | \$500 |
| 2. WYOMING (2 days)   |       |
| - information tour, speeches, seminars  | \$300 |
| 3. HAWAII (7 days)  |       |
| - 'Canada Week' cultural fair, information tour   | \$500 |
| 4. CALIFORNIA   |       |
| - information activities, Canada Weeks, seminars,<br>book presentations in MONTEREY, SANTA CRUZ, FRESNO,<br>CHICO, SACRAMENTO | \$900 |

TOTAL \$ 2,200

- 2 -

A. PRESS PROGRAM (First year, second year)

Paragraph b

- |  |        |
|--|--------|
| 1. 1,000 press kit folders (9 x 12)  | \$ 250 |
| 2. 25,000 sheets press release letterhead (8 1/2 x 11) @ \$8/m                               | \$ 200 |
| 3. Preparation/developing of slides and photographs for publicity and promotional activities | \$ 300 |
| 4. Prepare supplemental pamphlets, mailers and invitations for special projects              | \$ 300 |

Paragraph c

- |  |         |
|--|---------|
| 1. Mailing costs of press releases @ 10¢ per letter x 1,000 mailings per month (composition, printing and folding) | \$1,500 |
| 2. Mailing of invitations, pamphlets and supplemental materials  | \$ 200  |

Paragraph d

- |   |         |
|---|---------|
| 1. Develop systematic mailing distribution system. One semi-automatic addressograph machine from Pitney Bowes Co. (mailing plates, storage and cabinet assembly and yearly service agreement) | \$3,000 |
|---|---------|

Paragraph e

- |  |         |
|--|---------|
| 1. One year's subscription to <u>Business Wire Service</u> of San Francisco for press release distribution to selected media | \$ 80   |
| 2. Representational budget for liaison with media  | \$1,000 |
| 3. Advertising expenditures for advertising events through paid advertising space in local media                             | \$ 300  |
| 4. Luncheon/reception for local media briefings  |         |
| San Francisco  | \$ 200  |
| Denver   | \$ 200  |
| Salt Lake City   | \$ 200  |
| 5. Purchase through ITC and CGOT for promotional aids  | \$ 300  |

PRESS PROGRAM (Third year) - can be implemented May 1975

Paragraph a

- |   |                      |         |
|---|----------------------|---------|
| 1. Publish and distribute weekly news digest of material from CP wire service to local media and selected mailing list (2,000 mailings/month) |                      |         |
|   | mailing costs        | \$2,500 |
|   | printing/composition | \$2,000 |

001060



- 3 -

B. CULTURAL ACTIVITIES (First, second year)

Paragraph e

- |  |         |
|--|---------|
| 1. Two prestige film showings (hall rental, reception)       | \$2,000 |
| 2. Two art exhibitions (hall rentals, insurance, receptions) | \$5,000 |

C. RELATIONS WITH EDUCATIONAL COMMUNITY (Canadian Studies Program)

- |   |         |
|---|---------|
| 1. Preparation and distribution of information pamphlets detailing high school book program and competition information                       | \$ 300  |
| 2. Mailing of teacher/student kits, film catalogue and supplemental promotional materials (poster, maps, etc.) in response to local inquiries | \$2,500 |
| 3. Library acquisitions - purchase of popular Canadian literature to support specific objectives  | \$2,000 |
| 4. Prepare and publish film catalogues at \$3 per copy x 1,000  | \$3,000 |
| 5. Mail and distribute films in response to local inquiries and in support of specific objectives   | \$1,500 |
| 6. Canada Week initiatives and priority projects  | \$2,000 |
| (hall rentals, <u>luncheons-receptions</u> )  |         |
| Stanford Univ. & U. Cal at Berkeley   | \$2,000 |
| San Francisco State   | \$2,000 |
| Fresno State  | \$2,000 |
| 7. Purchase of tapes to record speeches   | \$ 200  |

- |                               |           |
|-------------------------------|-----------|
| A. Totals Press Program       | \$ 12,530 |
| B. Totals Cultural Program    | \$ 7,000  |
| C. Totals Educational Program | \$ 17,500 |

GRAND TOTAL \$ 37,030

(Page 2 & 3)

# ACTION

OTI096 UNCLASSIFIED

FM SFRAN 543 MAY 1/75

TO EXTOTT (FAI)

---LIAISON TEAM VISIT FEB 26-28/75, OURTEL 6229 MAR 11/75

(FILE 20-9 & 55-11-4)

TO SET UP EXHIBITS DURING THE CANADIAN MOSAIC SERIES CO-

SPONSORED BY DE ANZA COLLEGE WE REQUESTED SERVICES OF OUR DRIVER-  
MESSENGER CLERK.

HIS OVERTIME BILL AS RESULT OF THIS AMOUNTS TO DOLLARS 105.

WOULD THIS SUM BE AVAILABLE FROM YOU?

IF SO, PLS PROVIDE CODE ASAP.

San Francisco File  
①

56-1-2-052	
to	SV

Mr Walker

As this stage of the F/Y, I'm not  
inclined to support x Do we tell post to for it  
contact from you OIT budget x  
APRL or do we say  
HSS

Final Tel Unclass

To: S Fran

Ref: S Fran 543 of May 1/75

56-2-S Fran

Distr: GWA, APRL, FAI/Walker

Subj: Overtime - De Anza Exhibits

Expenditure of \$105 authorized x

Code 241-144-015-2 - Post code - 000-24103 x

In future Grateful you request authorization in advance x