

EFFORTS TO PURSUE OR DEFEND NATIONAL INTERESTS, GOVERN-  
MENTS MUST BE VERY CLEARLY SEEN BY THE PUBLIC TO BE  
ENGAGED IN BILATERAL DISCUSSION AND NEGOTIATION.

SIMULTANEOUSLY, THE CANADIAN SIDE HAS ALSO  
RECOGNIZED THE VERY REAL NEED TO ADDRESS THE STATE OF  
PUBLIC OPINION IN THE UNITED STATES VIS-A-VIS  
DEVELOPMENTS IN CANADA AND SOME OF THE CONFLICT AREAS.  
ON THE ONE HAND, THERE IS NOT MUCH UNDERSTANDING HERE  
OF CANADIAN MOTIVATIONS. ON THE OTHER, SOME CANADIAN  
INTERESTS, SUCH AS ON ACID RAIN AND THE ENVIRONMENT,  
ARE ALREADY THE SUBJECT OF PUBLIC DEBATE IN THIS COUNTRY.

THERE IS JOINT APPRECIATION THAT THE TWO  
GOVERNMENTS SHOULD AVOID ESCALATING DISPUTES BY TAKING  
CONTROVERSY TO THE PRESS. BUT WE MUST AND DO ADDRESS THESE BROAD  
ISSUES OF PUBLIC INFORMATION MORE ACTIVELY. WE HAVE,  
FOR EXAMPLE, JUST MADE ALL OUR CONSULATES IN THIS  
COUNTRY CONSULATES-GENERAL, TO GIVE THEM ALL A HIGHER  
PUBLIC STATUS AND ACCESS. DIPLOMACY IS NOW VERY PUBLIC--  
THIS SPEECH IS POSSIBLY AN EXAMPLE.

Rule 6: NO CENTRAL GOVERNMENTAL CONTROL OVER THE  
RELATIONSHIP. ALSO CHANGED, THOUGH PROBABLY DIFFERENTLY  
ON EACH SIDE. THE DEVELOPMENTS IN BOTH COUNTRIES HAVE