

-27-

Canada might place greater emphasis upon interest groups and upon targeted communication to normally protectionist audiences to build upon their constituency of support.

The differences in attitude and orientation between traditional friends and supporters of free trade and those who favor Canada over other U.S. trading partners underlines the potential value of a targeted communications strategy. There will be times when Canada's alliances with the traditional supporters of free trade will be most important to achieving economic objectives. In such cases, the issue of making the positive reasons for support of Canada more clearly understood will have to be addressed. Alternatively, this report also highlights the potential advantages to Canadian trade and investment objectives of building bridges of communication to groups within the U.S. who are not generally supportive of free trade, but who are specifically pro-Canadian in their orientation. In either case, a carefully designed communications program is important to accomplishing Canada's objectives.