

highlighting the results of the 1985 Québec City Summit. Market Opinion Research, again under separate contracts, did a further analysis of the American business leaders poll (US \$10,000) and undertook a national opinion poll and analysis on American attitudes towards Canada (for US \$45,000). Gray and Company, under separate contracts, produced and disseminated four radio commentaries in the USA on Canada-U.S. issues (at US \$1,000 each); produced and distributed television coverage in the USA of the Prime Minister's visit (for US \$6,850); and provided public relations advice on the issue of the fur seal hunt in Canada (for US \$1,100).

In the last fiscal year, 1985/1986, the firm of Michael K. Deaver and Associates was retained for US \$100,000 (plus up to US \$5,000) for a period of one year to provide public affairs advice. More specifically, his firm was engaged to provide guidance on the way in which existing Canadian public affairs activities were carried out in the United States, how these might be improved upon, and how we could best handle specific issues in the USA from a public relations point of view.

A key part of his work was to provide advice on the development of a long term and comprehensive public affairs campaign in the United States which, over the course of some years, would heighten American knowledge about Canada and Canadian interests in the United States. His work in this regard related not only to the design of such an effort but as well to the themes and issues to be incorporated in such a campaign. In addition, he provided advice and guidance on individual American firms in this field which would be best suited to the implementation and development of specific aspects of such a campaign.

The consultants engaged by the Embassy on the acid rain issue were: Wellford, Wegman, Krulwich and Hoff, which had a contract for U.S. \$80,000 in FY 83/84, U.S. \$90,000 in FY 84/85 and U.S. \$100,000 in FY 85/86. The firm also provided advice on hydroelectricity.