

Public Affairs Programs

It is essential to all bilateral agreements between Canada and the United States that Canada maintain a high profile with decision makers in the United States. This is achieved through a comprehensive public affairs initiative. Programs are aimed at key influential audiences to reinforce the image of Canada as a fair trading partner, an active monitor of environmental issues, and a responsible partner in defence and security.

Canadian government representatives in the United States are in active contact with members of both federal and state congresses. Among other results, this contact has helped in preventing protectionist trade practices

and in generating increased appreciation of and interest in Canadian affairs.

A consistent public affairs effort across the United States reminded U.S. legislators and the American public of Canada's acid rain concerns, and laid the groundwork for the successful passage of the Clean Air Act through the U.S. Senate.

The public affairs program has also promoted an understanding of the advantages of the Free Trade Agreement to create new business opportunities in bilateral trade. One promotion was the initiation of a weekly morning TV news item about Canadian business, targeted to the U.S. business community and reaching approximately 975,000 viewers.

B. LATIN AMERICA AND THE CARIBBEAN

Latin America Strategy

To strengthen ties with Latin America, a Latin American Strategy was developed and approved by Cabinet in October 1989. It was implemented and well advanced in the year under review. Canada joined the Organization of American States (OAS), developed closer relations with key countries such as Mexico and Brazil, launched the Canada-Latin

America Forum, and hosted the annual meeting of the Inter-American Development Bank. Canada also joined OAS-affiliated organizations such as the Inter-American Drug Abuse Control Commission and the Inter-American Women's Commission. Consular offices have been opened in the Dominican Republic and Ecuador. Ministerial participation in events concerning Latin America has increased.