

8. Bishop, Lieberman, Cook, Purrell and Reynolds: this Washington law firm was hired to do further work on the amicus curiae brief to the Supreme Court on the Alcan Aluminum unitary tax case. The firm's principals include both Democrats and Republicans.

The other major category of expenditure in the Embassy's contractual arrangements has been in the area of public affairs. Again, such contracts have varied in nature. Some have been for the provision of expert advice on the handling of specific issues such as, for example, the Canadian fur seal hunt. Others have been concluded for the production of radio, television or print materials for dissemination in the United States. In early 1984, for example, production and distribution in the USA of television coverage of the Canada-European Ministerial Conference in Ottawa was facilitated through such a contract. Other technical services in this area arranged through contracts have provided for the production and analysis of specific more general public opinion polls in the USA. Finally, several of the Embassy public affairs contracts have been arranged for the provision of advice and expertise on our overall public affairs strategy in the United States in support of developing a higher profile for Canada in that country.

In fiscal year 1983/1984, Gray and Company, one of Washington's largest public relations firms, was engaged on a monthly retainer of US \$10,500 for the last four months of the fiscal year to provide general public relations advice. In the same fiscal year, the firm produced and had broadcast in the USA television coverage on the Canada-European Ministerial Conference on Acid Rain.

That same fiscal year the polling firm, Market Opinion Research, was hired for \$25,000 to produce and analyse a poll on U.S. business leader attitudes towards Canada. As well, the firm of Matt Reese Associates was engaged for US \$41,000 to undertake a complete survey and analysis of all existing polling data in the USA regarding Canadian and American attitudes towards Canada.

In the next fiscal year (1984/1985) all three firms were again engaged. Matt Reese Associates, under separate contracts, carried out a comprehensive evaluation of Canadian Government public affairs program delivery in the USA (US \$85,000), prepared an American opinion leaders mailing list (US \$8,500), and handled the public distribution of material