

-- to conduct an extensive series of media interviews and editorial board meetings in order to enhance understanding of Canada's contribution to the broad agenda for peace -- including arms control and disarmament, economic and social development, and human rights.

The editorial board sessions were usually attended by the editor-in-chief and senior editors and/or editorial page writers who received an in-depth, off-the-record briefing from Ambassador Roche for about an hour. The editors were very responsive and attentive and asked a variety of questions on peace and disarmament issues, on the United Nations and on Canadian foreign policy.

The on-the-record interviews were usually conducted by reporters with Ambassador Roche at newspapers/studios. Although some reporters wrote inaccurate accounts in the print media, overall the quality of questioning appeared to be satisfactory with a few reporters obviously having studied the background material sent in advance. Most of the questions centred around the issues under International Year of Peace, although some reporters narrowed the focus to the U.S. action on Libya or the Chernobyl nuclear accident which were topical at the beginning and end of the tour respectively.

Overall, the media assisted in the aspect of the tour designed to inform the Canadian public about the International Year of Peace and Canadian foreign policy objectives in peace and disarmament issues.

Ambassador Roche also spoke to seven Rotary and Kiwanis Clubs across the country. These addresses were scheduled to reach particularly into the main business community of the country, a sector of the public usually unreached in discussions about peace and disarmament issues. Overall, the businessmen were extremely receptive and interested.

The format usually comprised of a brief twenty-minute speech followed by a short question-and-answer period. Ambassador Roche emphasized Canadian initiatives and policies in his statements, while also paying tribute to the role of service clubs in promoting peace through such activities as the Rotary Youth Exchange Programme.

The United Nations Association in Canada deserves commendation for the very professional manner in which its officers arranged an exacting schedule.