

The Policy Paper referred to the possibilities for "dramatically expanding" the Canadian capacity for reciprocal information exchanges with Pacific countries. Certainly, agencies such as Information Canada, the Canadian Broadcasting Corporation and the National Film Board should be encouraged to play an expanding role in such exchanges (as outlined on page 22 of the Policy Paper) but major initiatives must also come from the private media.

25. The volume and quality of Canadian media coverage has perceptibly improved in the past two years, partially as a result of visits by Canadian leaders, the exchange of diplomatic relations with the People's Republic of China, and the opening up of that country to Western journalists and travellers. It will be important to sustain this interest beyond the initial excitement of "discovery" and steadily deepen the public awareness and understanding of Pacific affairs. While there are short-term limits on the capacity of Canadian media organizations to maintain their own coverage, the Committee is convinced of the need for a growing Canadian perspective in in-depth news from the Pacific. The Special Senate Committee on the Mass Media discussed in its report the general problem of "Canadian content" in foreign news coverage (see especially Vol. 1, pages 232-235). The Committee would like to see the Canadian media give special priority to reducing their reliance on foreign news services in their Pacific coverage.

Sports and Cultural Exchanges

26. The Policy Paper (on page 23) mentions a number of plans for stepping-up exchanges of these kinds. One that is not mentioned, however, is reciprocal visits by sporting teams. Such visits have been shown, by recent experience, (including the Olympic games in Japan), to involve large numbers in friendly people-to-people contact, in spite of linguistic, cultural or political barriers. Support of sports exchanges with Pacific countries by the Canadian Government could be a highly effective means of increasing public interest and awareness.

27. Canadian participation, (with Japan, the U.S., Australia, and New Zealand), in the Pacific Games provides for regional competition in track and field events. Since Canada is to be the host country for these Games in 1973, they can be expected to have a particular impact. The Commonwealth Games, of course, also involve competition with a number of Pacific countries. Bilateral sports exchanges with Pacific countries have been growing steadily, sometimes at a provincial or club level. Some of the most prominent sports include swimming, rugby, soccer, field hockey, basketball, and volleyball. Table tennis has, of course, opened up the possibility of broadening athletic contacts with China, tours by badminton teams have followed and water sports may be the next area of competition with that country. The countries most involved in these bilateral sports exchanges in the past have been Australia, New Zealand, and Japan. It must be recognized that Canada's main sports are not widely shared by Pacific countries and that this fact places a definite limit on the exchanges which may develop. It is noteworthy, however, that hockey is of increasing interest in Japan and possibly also in China. With close co-ordination between the Departments of External Affairs and National Health and Welfare and private Canadian sports