

one of its interests would be to promote Canada's impressive history in the field of communication technology. It could do that in a number of ways, but I will concentrate on two.

First, it could go the Internet route along the lines of its existing Web sites such as Industry Canada and the Department of Foreign Affairs and International Trade model at <http://www.dfait-maeci.gc.ca> (not, by the way, a user-friendly name that just, naturally, comes to mind!). This would be a straightforward dissemination of pertinent information about Canadian companies that, hopefully, some of the APEC members would be interested in obtaining. We could add to the site's potential by translating such material into a number of appropriate languages thereby positioning us as separate from the rest of the pack of thousands. In addition, Canada's multilingual, multicultural profile would be reinforced through practice rather than simply assertion. Good, but not great.

A different approach would be to demonstrate our expertise through the co-ordinated efforts of a number of government departments in partnership with private industry. This would be a value-added type of project that would involve a double-use of the technology itself. First, the technology would be used to contribute something that a given APEC member-state would need. It could be some kind of school-to-school link, or hospital-enhancement (along the lines of what's being done at the Ottawa Heart Institute, for example).

With the technology for high-speed communication in place, Canada could then use that same pipeline to put any one of a number of other programs in place. For example, it could link up with Canada for a two-way video-conference; it could air some program with a potential for feedback from the host country; it could link into a sophisticated database with digitally animated examples of Canada's technology; or it could link up with a neighbouring country that may wish to set up some kind of industrial development.

Meanwhile, Canada could also initiate a month of Canadian news on a satellite channel where we might actually buy the time. Presumably, we would use CBC material, but more on that later. We could supplement that news with documentary-style reports about the technology-twinning mentioned above, or about some Canadian aid project that is taking place in the local area. Finally, RCI could, perhaps, insert additional programming into its schedule that would tie in and capitalize on the targeted area either by language or relevant content.<sup>6</sup>

The point is to build a number of different *layers* of communication with a geographical focus, and hopefully, pick a time when Canada might be involved with the country in some way so that its presence would be relevant rather than arbitrary. The reasoning behind such an approach is fairly basic. It's the same principle of choosing a time to report, for example, on India's objections to a test ban treaty. India has been fairly consistent in its positions over a number of years, but the time to talk about them is when India's vote is key for the adoption of such a treaty. Then people care. They have a context. They understand a relevance that they may not if we air such a report at some other time.

6. As must be evident, I feel there is a very relevant and important role that RCI could play in any new strategy. It has a built-in audience that such a strategy could expand upon, and it still covers areas that are not "plugged in" to the new platforms.