

RESOURCE SUMMARY: (\$000)

Dollars include salary, operating and capital.

	83/84*		84/85**		85/86***		TO COMPLETE	TOTAL PROJECT	Future	
	PY	\$	PY	\$	PY	\$	PY	\$	PY	\$
Existing	.2	10.5	.2	10.5	.2	10.5		.6	31.5	
New	.2	40.0	.3	90.0	.3	90.0		.8	220.0	
Total Direct Costs	.4	50.5	.5	100.5	.5	100.5		1.4	251.5	
Indirect Costs	.1		.2		.2			0.5		

* Fiscal year 83/84 costs limited to pilot project at the Embassy in Washington and the Consulate General in New York (\$2,500 for surveys and \$40,000 for purchase/installation)

** Fiscal year 84/85 costs are for extension of similar equipment to an additional six posts

*** Fiscal 85/86 costs for complete extension of equipment to all U.S. posts with the exception of Seattle given that post's present capability to receive Canadian television cable service.

BENEFITS:

Direct access by the Embassy, Washington and the Consulate General, New York to Canadian television coverage within two months. As a result, significantly enhanced capability by these two posts in keeping key U.S. media and other opinion-formers abreast of current public policy developments in Canada; direct support for the marketing of Canadian television programming and communication technology; and as a by-product, additional exposure in the U.S. for Canadian products via Canadian television programming.

As a direct consequence, at present, there will be immediate cost savings to the department in no longer requiring (a) continued rental of such equipment in Washington and New York (estimated at \$20,000 this fiscal year); (b) the provision by Headquarters of videotapes of Canadian news and other television programming to these two posts (estimated at \$5,000); (c) the provision by Headquarters of written transcriptions of television broadcasts of House of Commons proceedings, news or documentary programming, etc. (estimated at \$2,500); and (d) ancillary person-year requirements (estimated at .5 py).

D. K. [Signature]

Project Officers

[Signature]

Project Manager

12 Jan 83

Date

12 Dec 83

Date