

particularly with stringers is very great. The Times makes a strong effort to appraise the work of its stringers with an eye to dropping them, using them more, or considering them for staff positions. Unlike direct-hire correspondents, the stringers are easily contacted and pleased by the attention. Quite frequently, a stringer in a more parochial region will welcome the opportunity to work on a story with possibilities of national distribution.

As a veteran Canadian hand in American press relations said, "the intensity of our relationships in every aspect of human endeavor, and at every level of political, economic and social activity is surely quite unique among the nations of the world." This fact offers the Canadian official unusual opportunity to stimulate coverage of modern Canada in the national press. Both major and minor activities in Canada may have a counterpart in the United States and be "fit to print". An example that comes to mind is the experience of Canada in dealing with adjustment assistance for footwear workers unemployed because of imports. Such a story could arise from an American correspondent in Canada but it could also be stimulated by the Canadian in Boston where the plight of the American footwear industry is a matter of high concern.

Other examples of analagous issues in the United States and Canada include medical care, conservation, labor relations, immigration, ethnic enclaves. Discussions with correspondents of national media in areas where any of these issues arise could have a parley effect in producing positive stories that would help improve American perception of Canada as a unique nation, one in conscious transition whose culture and policies are deserving of more informed and thoughtful consideration.