

Film profiles the **tragic** fate of a brilliant Canadian diplomat

On April 4, 1957, Herbert Norman, Canada's Ambassador to Egypt, leapt to his death from a Cairo rooftop. What led him to such a tragic end?

Norman was born in Japan in 1909, the son of Canadian missionaries. After growing up there, he studied at the University of Toronto and at Harvard. His doctoral dissertation, entitled *Japan's Emergence as a Modern State*, was such a penetrating analysis of Japanese society that it became required reading, and had a profound influence on the shaping of the postwar Occupation Government and on the new generation of Japanese leaders.

In 1939, Norman joined External Affairs and was sent to Tokyo. Repatriated in 1942, he headed the Department's intelligence unit responsible for analysing intercepted Japanese messages. In 1946, he served on the intelligence staff of U.S. General Douglas MacArthur in occupied Japan. In the 1950s he served in Washington and New Zealand before going to Cairo in 1956.

Despite his successes, there was something haunting Herbert Norman: the accusation that he was a Soviet spy. Canadian authorities cleared him in 1950, but in the United States the FBI pursued its investigation. Although never proven, in 1957 the accusation resurfaced at a hearing of a U.S. Senate subcommittee. Psychologically shattered, Norman took his life.

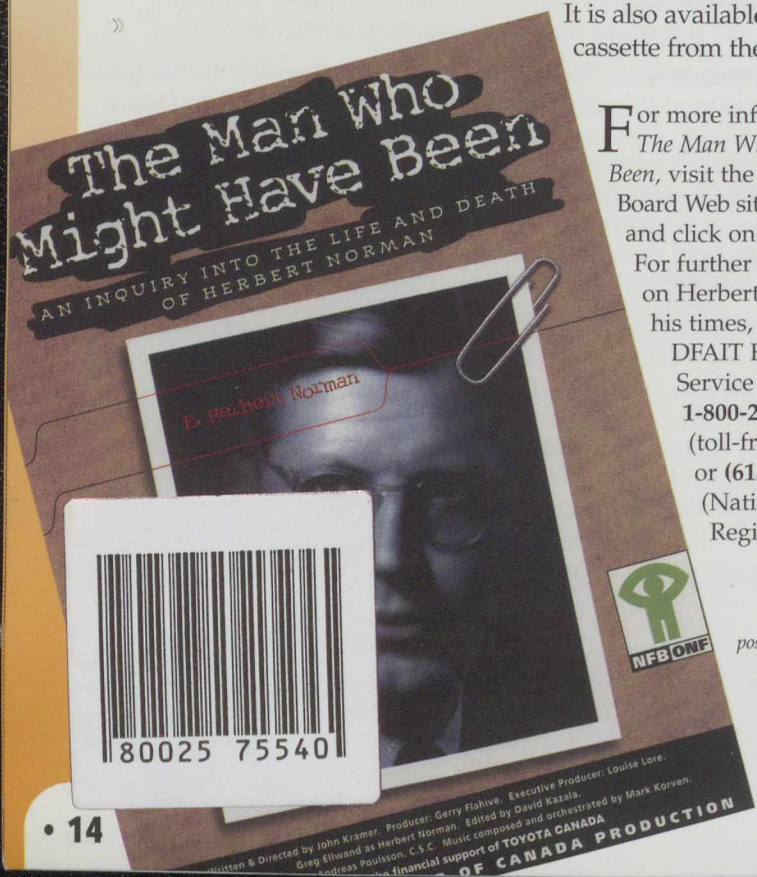
Decades later, Norman's tragic fate awakened the interest of film director John Kramer. The result is his chilling and revealing documentary, *The Man Who Might Have Been*. Produced by the National Film Board of Canada (NFB), the film premiered last fall and will be shown on CBC television in October (check local listings).

It is also available on video cassette from the NFB. ●

For more information on *The Man Who Might Have Been*, visit the National Film Board Web site (www.nfb.ca) and click on "Titles."

For further information on Herbert Norman and his times, contact the DFAIT Enquiries Service at 1-800-267-8376 (toll-free in Canada) or (613) 944-4000 (National Capital Region).

poster: NFB



The Upper North Side:

The Red Maple Leaf waves proudly in the BIG APPLE

What's the Upper North Side? A New York neighbourhood somewhere north of the Bronx? No! It's the packaging label of a highly successful cultural program that the Canadian Consulate General in New York conducts to keep Canada visible in the big city.

New York City's status as a world hub of finance, business and media makes it a place where Canada wants to be noticed. As Public Affairs Consul Kevin O'Shea explains, "Getting visibility is a major competitive challenge. Companies spend millions to get their brand across here. We decided to make use of the vitality of Canada's culture."

This year's program featured many highlights:

- Canadian pop groups performed in a series of concerts staged in collaboration with the famed Bottom Line music club in Greenwich Village.
- Rockefeller Center was the site of a Hockey Hall of Fame exhibit co-sponsored with the NHL.
- The best Canadian chefs in New York cooked up a storm at an event organized in collaboration with James Beard House, a centre of the American culinary arts. In addition, the celebrated 57/57 restaurant in the Four Seasons Hotel presented two weeks of Canadian dishes on the menu.
- Canadian films were screened on two weekends at the Cantor Film Center.

A package of direct-mail and other promotional tools was developed, including an Upper North Side Web site (www.uppernorthside.org), and a 24-page brochure was mailed to 70 000 addresses.

This July, Canadians were in the spotlight at Central Park Summerstage, a series of outdoor

performances in the heart of Manhattan. On the schedule were a tribute to Joni Mitchell plus appearances by La Bottine Souriante (a Quebec country-jazz band), Nova Scotia singer Laura Macdonald and the Toronto rock group Estero. ●

