

The press conferences could be considered a success since even the most cynical of reporters attending regularly have said that the Canadian press relations operation was the best in the conference. The big turnout of advisers and the frankness of the delegates taking part won the respect of the Canadian press and could be detected in comments passed along during social contacts with various reporters. Apparently other delegations were stuck with inadequate facilities and short notice of meetings at various times because of the constraints of the accommodation during the conference. Often a single spokesman delivered a statement and was unable to field questions on other topics of interest to the press. The Canadian meetings were never forced into such a situation.

After Stockholm

A need was identified during the public consultation tour to report back to the people and this pledge was made publicly many times by officials of the Department of the Environment. This will require an evaluation of the conference by Canada to be reported as soon as it is available. This should take the form of a press conference in Ottawa hosted by Mr. Davis and supported by other delegates if possible, particularly representatives of the External Affairs Department.

In addition to a general report on Stockholm, particular advantage should be taken to exploit publicity opportunities leading to Law of the Sea and IMCO conferences. It was evident that the one element of Stockholm that required meticulous explanation was the importance of international law in the maritime field. The same confusion could attend these subsequent conferences and I would recommend a careful study of a public relations program starting immediately and running to the conference dates to mould opinion to Canada's advantage.

Recommendations

1. That in any similar conference preparations, certain press representatives be taken into confidence in order to squelch wild speculation and minimize the tendency to sensation hunting on the part of the general public as regards the broad aspects of the issue.
2. That press officers assigned to such conferences devote full time, rather than be loaned on a catch-as-catch-can basis in