

- o The need for a national communications program with three distinctive regional themes is confirmed by the second wave of this study. The themes are defined in terms of perceived importance of trade and net benefits from any free trade agreement with the United States for:
 - . British Columbia and Alberta;
 - . Ontario, Manitoba, and Saskatchewan; and
 - . Quebec and Atlantic Canada.
- o Allaying fear that free trade talks might jeopardize federal provincial relations or accord among groups in Canada remains key to any communications strategy.
- o National themes should continue to focus on the initiative's fundamental role in planning for Canada's future success in world markets. The priority should be on reinforcing Canadian confidence in future economic prospects.
- o In each province, every effort should be made to demonstrate the potential for the leading industries to reap benefits from a Canada-United States trade agreement.