

Although the Summit dominated the media aspect of the tour, other issues were important as well. Many references were made to the Defence White Paper, and the Ambassador was frequently asked how he could be speaking about disarmament while the Government decides on the purchasing of nuclear-powered submarines. Also, there appears to be insufficient knowledge among the media about the Government's policies on arms control and disarmament and the work of the Ambassador for Disarmament. Overall, such issues were subservient in the media aspects of the tour, though paramount in the public fora.

The success of the media aspect of the tour also depended heavily on the Ambassador. As he has now done two such concentrated tours in his present capacity, plus dealt with the media on numerous other occasions, his personal credibility and rapport with people in the media appear to be very high. Throughout the tour, frank answers were given, using simple language free of acronyms or jargon.

The tour thus aided the dissemination of useful information on arms control and disarmament issues and on Canadian foreign policy in this area. This is an essential public service provided by the Government.