

IMPLEMENTATION CONSIDERATIONS:

Consultations have taken place with a wide range of interested divisions as well as with the posts and interdepartmentally with the Department of Communications. There is informal agreement that the project should proceed as soon as possible, preferably this fiscal year. Both our Embassy in Washington and the Consulate General in New York have obtained preliminary cost estimates and local building and other clearances. Funding of the capital acquisition cost remains the primary difficulty. As a contingency both posts have been instructed to include the cost in their proposed 1984/85 capital acquisition budgets should alternative sources of funding not be identified this fiscal year. Further delay on the implementation of this project will result in continued expenditure at both posts for the rental of such equipment to cover specific major public information events (approximately \$4,500 on each occasion) and in general will impair the potential for improved effectiveness in the projection of Canadian public diplomacy in the USA.

MAJOR STEPS AND TIMING:

Phase I of this project would consist of the pilot project in Washington and New York. Consultation with local authorities in the U.S.A. and inter/intra-departmental consultations are underway. The primary obstacle to launching the project is the identification of a source of capital funding. The acquisition and installation of the satellites could be completed before the end of this fiscal year.

Phase II would initially consist of an assessment of the pilot project satellite receiving dishes, their use and effectiveness in improving the delivery of the information program, following which, if judged successful, the application of such satellite receiving antennae would be extended to other U.S. posts (and possibly to posts in other geographic regions).

Phase I

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| 1. Obtain cost estimates for two dishes, including installation | January 1984 |
| 2. Identify any applicable local municipal approvals required for installation | January 1984 |
| 3. Seek project approval in principle | February 1984 |
| 4. Identify source of funding for Phase I pilot | February 1984 |
| 5. Complete intra/inter-departmental consultations | February 1984 |
| 6. Complete installation and run field trial | March 1984 |

Phase II

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| 1. Assess field trial experience | September 1984 |
| 2. Depending on assessment, proceed with procurement and installation of additional dishes at other posts in U.S.A. | October-December 1984 |
| 3. Examine feasibility of installing dishes in other geographic regions | January 1985 |