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Contact was made with the United Nations in New York and the list of Canadians extracted from the accreditation list. Those identified were contacted by telephone by the press officers and briefed on the conference. This was followed up by a mailing of appropriate brochures and reports where possible. Reporters were asked what they wanted in the line of press services from the Canadian delegation and were asked to make contact upon arrival in Stockholm.

Modus Operandi

Apart from personal contact and ad hoc services to individual reporters, the delegation held daily press conferences hosted by a chairman and representatives of the Subject Areas under discussion during the morning and previous afternoon.

Negotiations had begun in New York with the UN to fit a Canadian briefing into the schedule for the day and to locate a convenient room for the purpose. When it became evident that press officer for the UN could not guarantee either time or facilities, we opted for a suite in the Grand Hotel and established a 2 p.m. briefing for each day starting June 7. The series was begun the day before with a press conference in the Minister's suite, following his opening statement in the Plenary session.

Since the press conferences forced both delegates and the press to run from place to place during the lunch hour, we served sandwiches and beer. This service was very popular, particularly among freelance writers with little or no expense money.

The minister's press conference drew 50 media representatives from various parts of the world. The regular conferences drew mainly Canadians with occasional American and British reporters. The turnout was usually between 15 and 25 working press.

The conferences opened with a roundup statement and then reports from subject area representatives. Handout material was made available to all those present when statements or reports were ready for distribution.

On occasion, certain reporters were given off-the-record information for better backgrounding. This was rarely done in open press conference. Reports from journalists indicate that the Canadian delegation played a clever game than some other delegations who use the "leak" technique to advantage.