



## ISSUES FOR DISCUSSION

*Defining the right Canadian capability in an International Information Strategy involves both "hardware" and "software" dimensions - the medium and the message.*

- 1. On the "hardware" side, should increased attention (and resources) be placed in new technologies such as the Internet and satellite TV and correspondingly less in more traditional media such as radio. If the answer is yes, how should the question of future government funding for such enterprises as Radio Canada International (RCI) be dealt with (federal funding currently comprises practically 100% of RCI's budget - about \$16 million annually).*
- 2. What is the right balance between a government and a private sector role in the application of the right technology, given factors such as the private sector's lead in developing new technologies and the government's regulatory responsibilities in broadcasting.*
- 3. On the "software side", consideration needs to be given to what messages the government should promote internationally, beyond news and information about Canada. The promotion of Canadian culture, of human rights, democratic institution-building, the rule of law etc. are obvious choices, but how specifically should they be promoted.*
- 4. What are the Canadian "niches" or areas where we have particular expertise and where value-added contributions can be made. For example, should a special emphasis be placed on developing Spanish-language programming directed at Latin America. Perhaps Canadians should utilize information technologies to focus on distance education, especially in Africa (both French and English).*
- 5. Should special attention be placed on training a free media in newly democratic and post-conflict nations where the importance of an independent press is critical to the sustainability of democracy.*
- 6. How can information technologies be utilized to combat the negative message (such as hate propaganda) these very technologies are being exploited to promote.*
- 7. Again, what is the proper balance between roles for government, the private sector and civil society in defining and "marketing" these various software tools.*