



**TRENDS IN THE
PUBLIC ENVIRONMENT**

**TENDANCES DE
L'ENVIRONNEMENT PUBLIC**

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PCO's Communications and Consultation Secretariat is pleased to present the latest edition of *Trends in the Public Environment*.

We are grateful to Communication Canada for providing valuable support and content to this analysis.

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Le secrétariat des Communications et consultation du BCP vous présente la plus récente édition de *Tendances de l'environnement public*.

Nous désirons souligner la contribution importante de Communication Canada à la réalisation de ce document.

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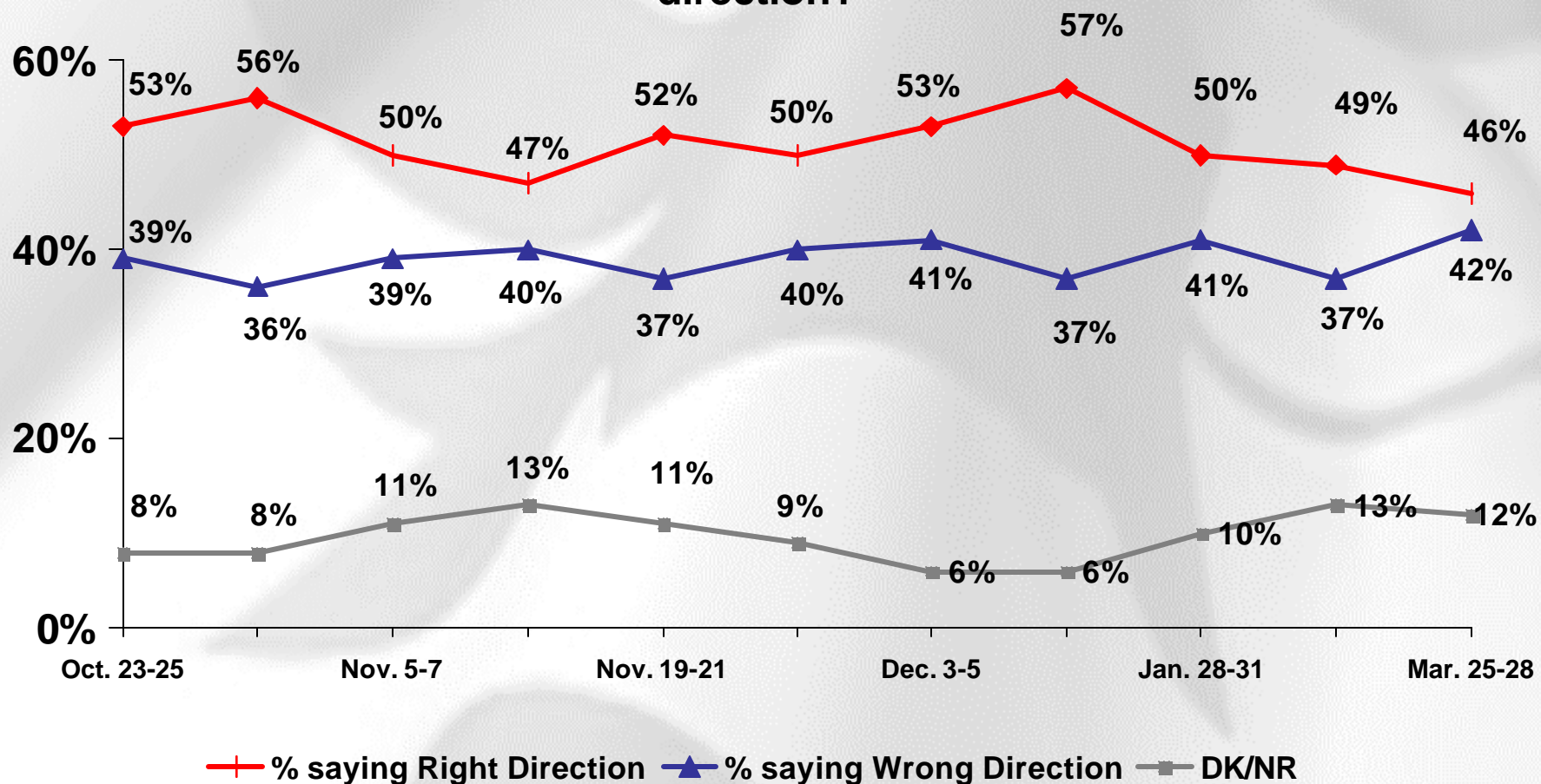


PUBLIC OPINION

OPINION PUBLIQUE

Satisfaction with Government

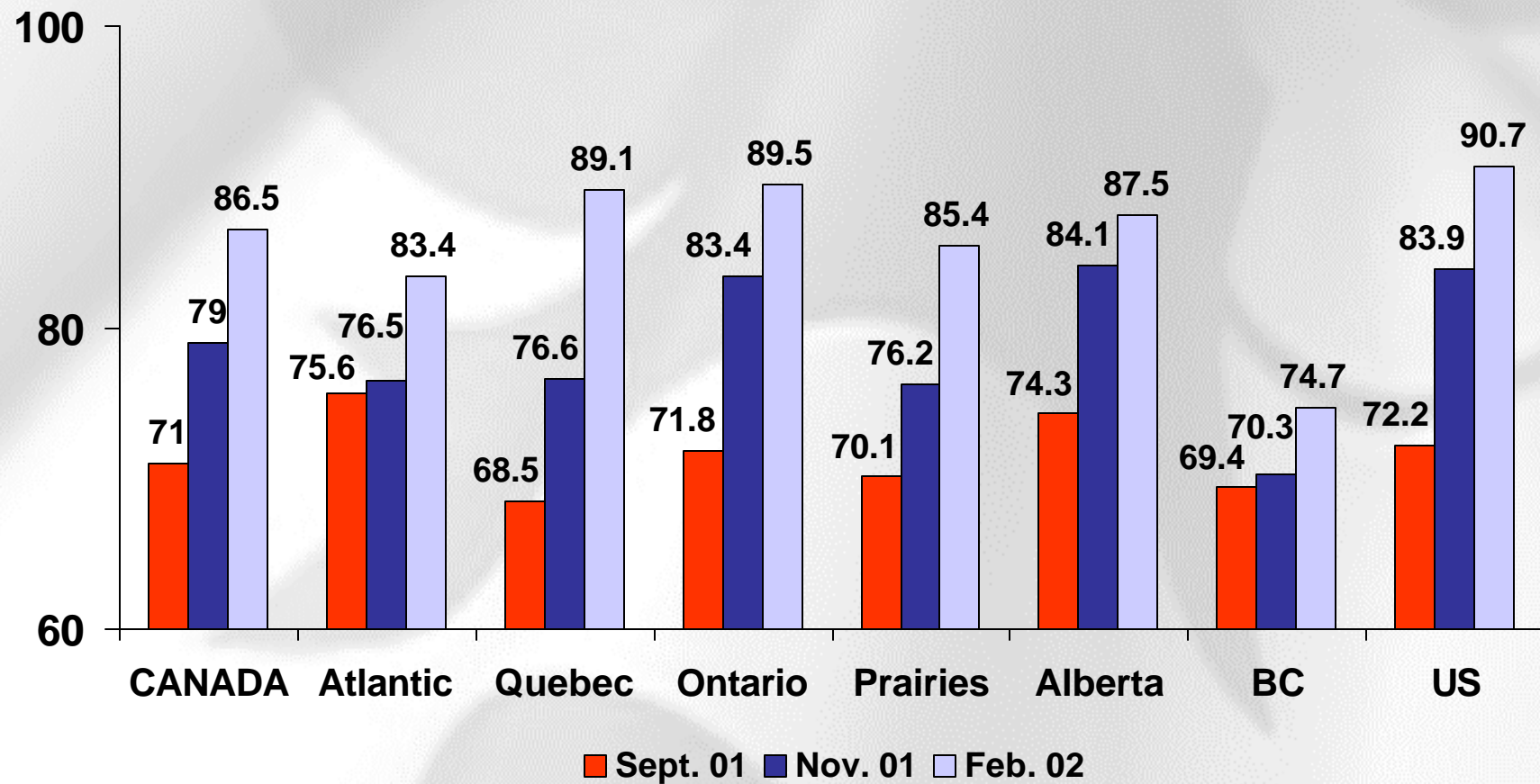
"All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?"



Source: Ekos (2001-02)

The Economy

Index of Canadian Consumer Confidence

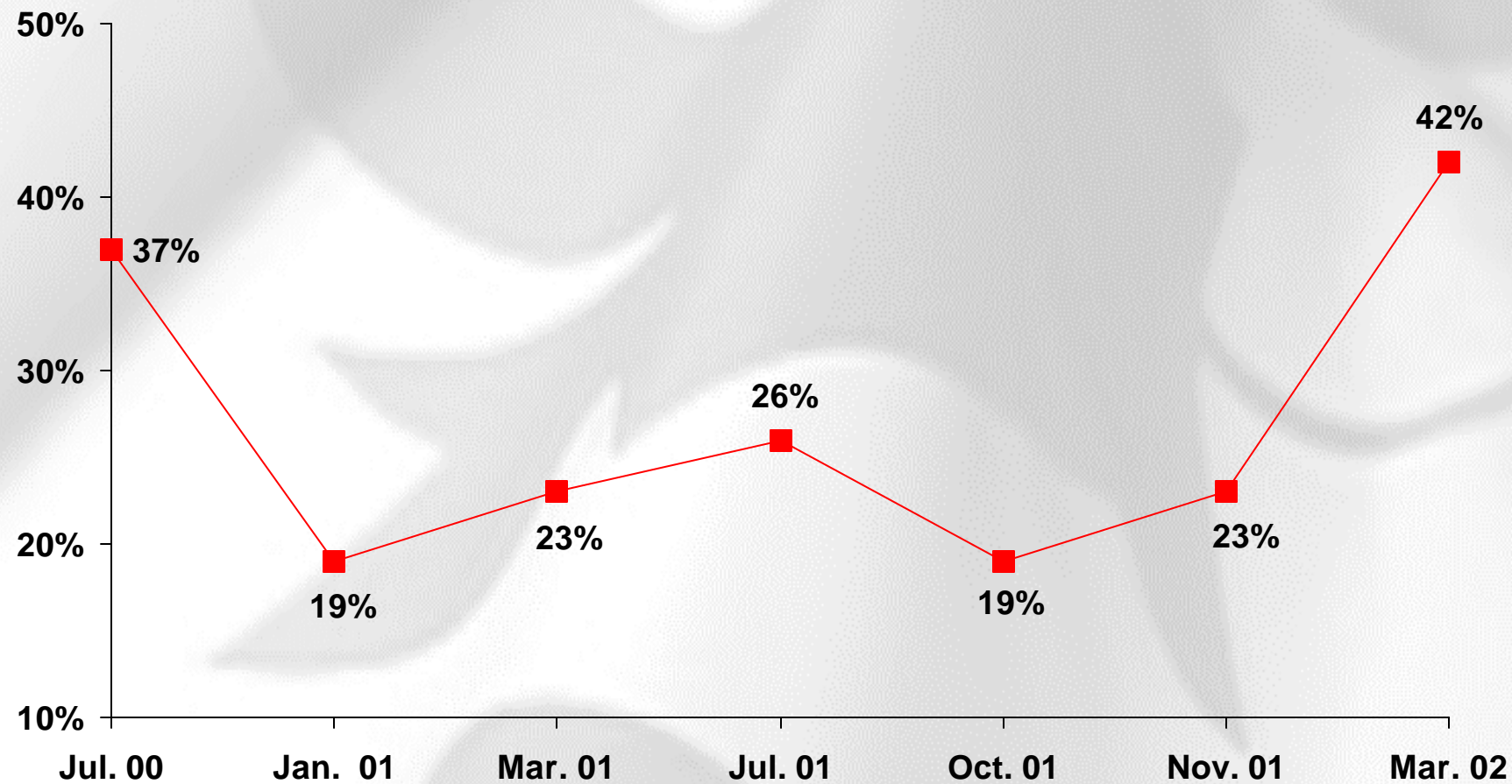


Source: Decima Research / Investors Group (Feb. 16-24, 2002)

Canada

The Economy

% who say economy will improve

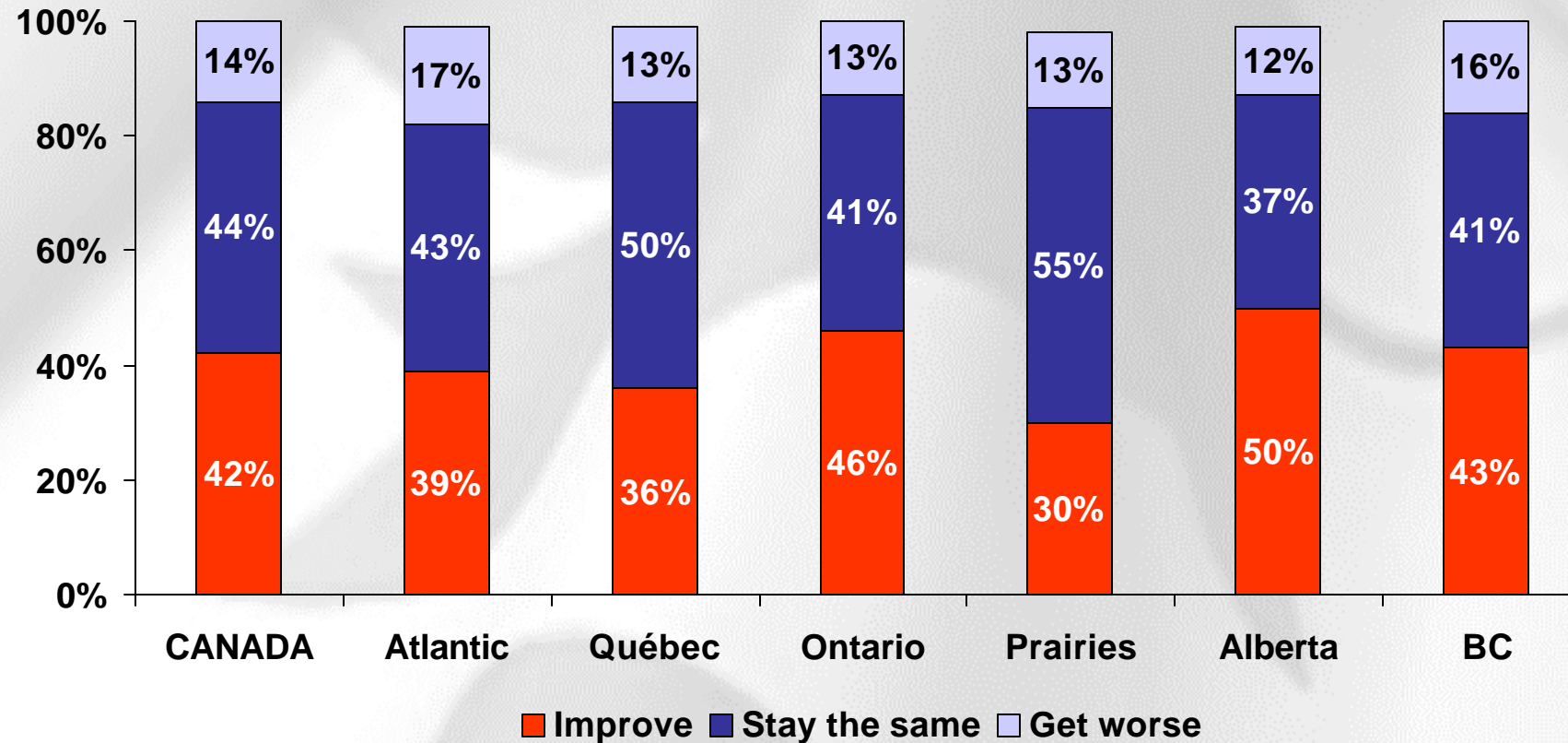


Source: Ipsos-Reid/CTV/Globe and Mail (March 12-14, 2002)

Canada

The Economy

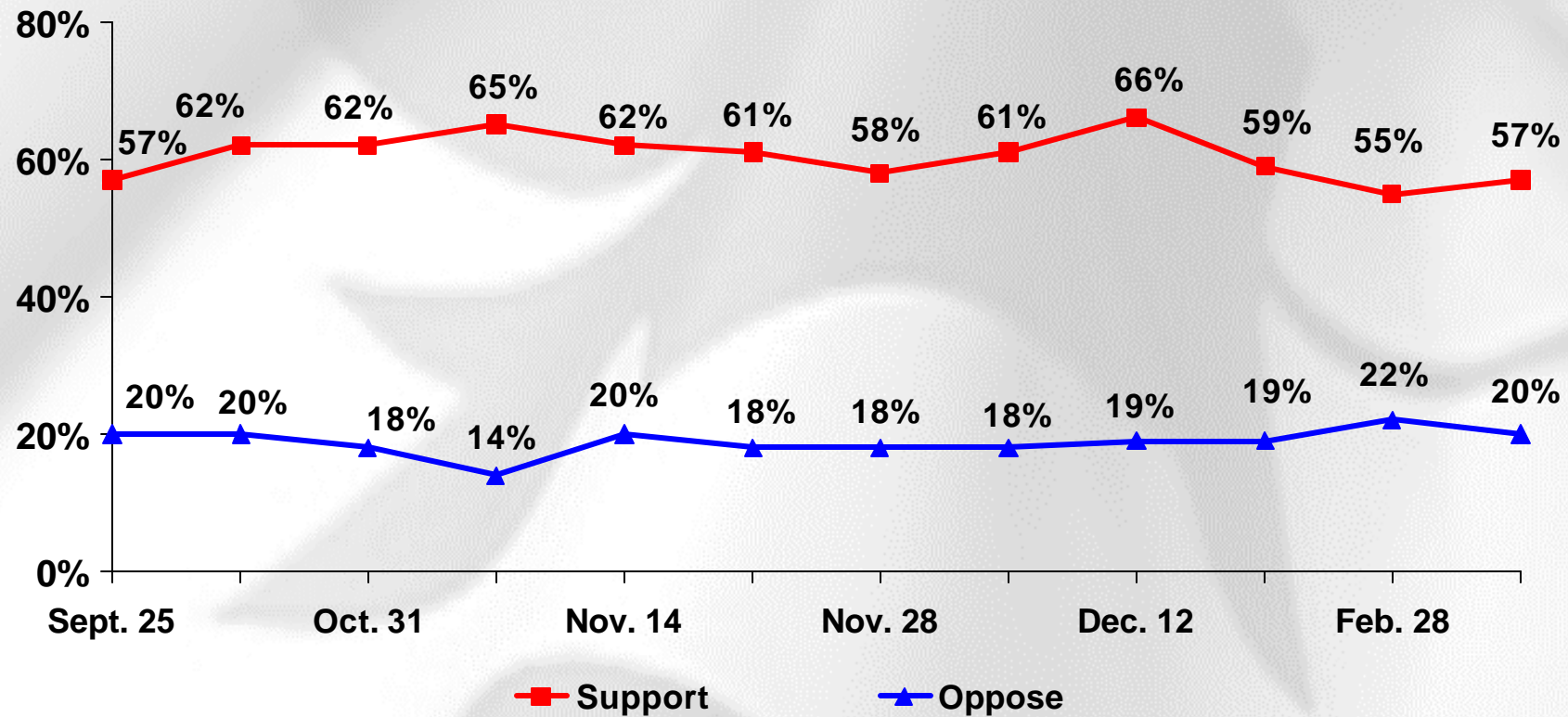
"Thinking about the next year or so, do you, yourself, generally feel that the Canadian economy will improve, stay about the same, or get worse?"



Source: Léger Marketing / Presse canadienne (5-10 mars 2002)

Campaign against Terrorism

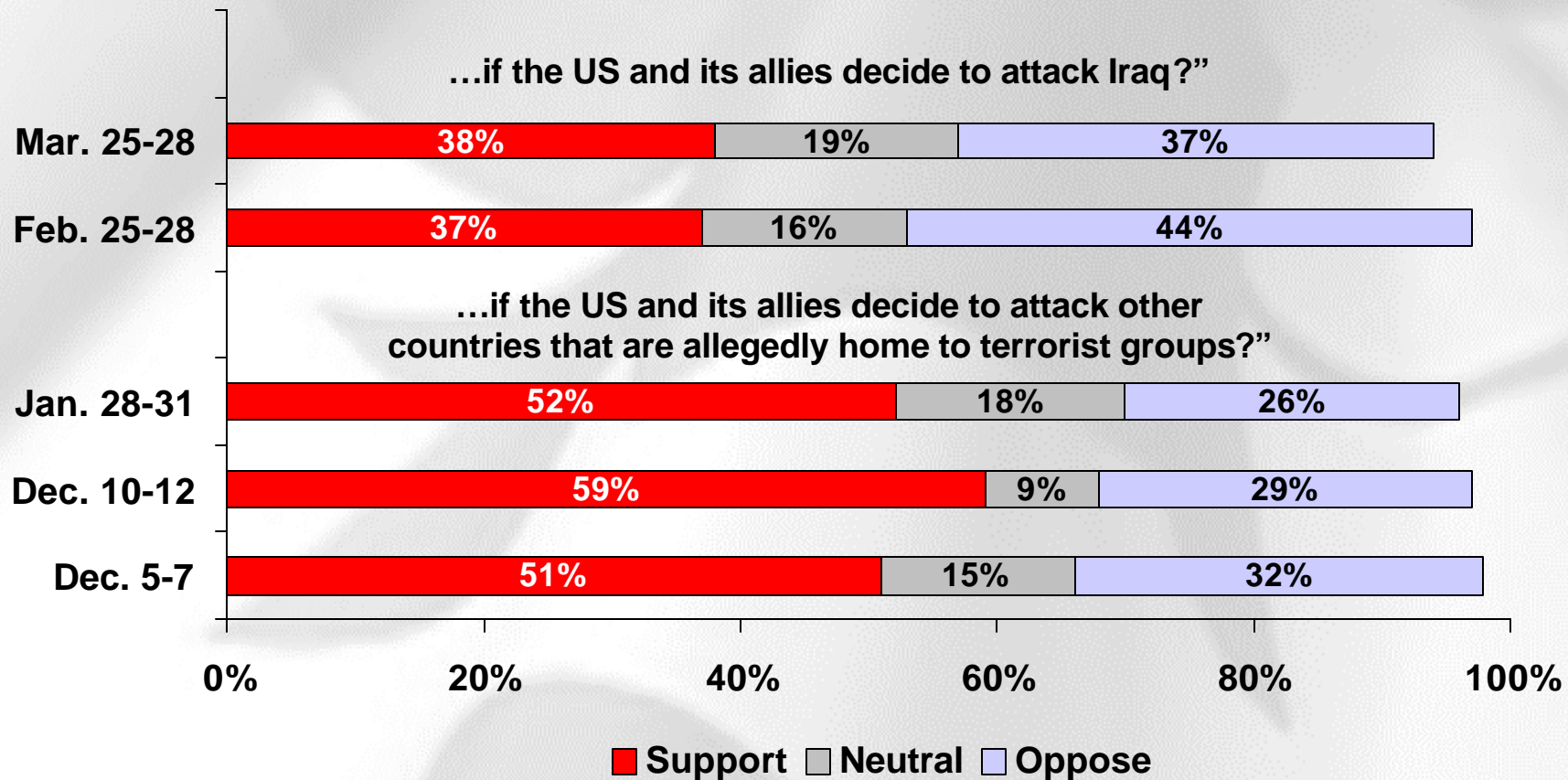
"Do you support or oppose Canadian military participation in Afghanistan?"



Source: Ekos (2001-2002)

Campaign against Terrorism

"Do you support or oppose continued Canadian participation...

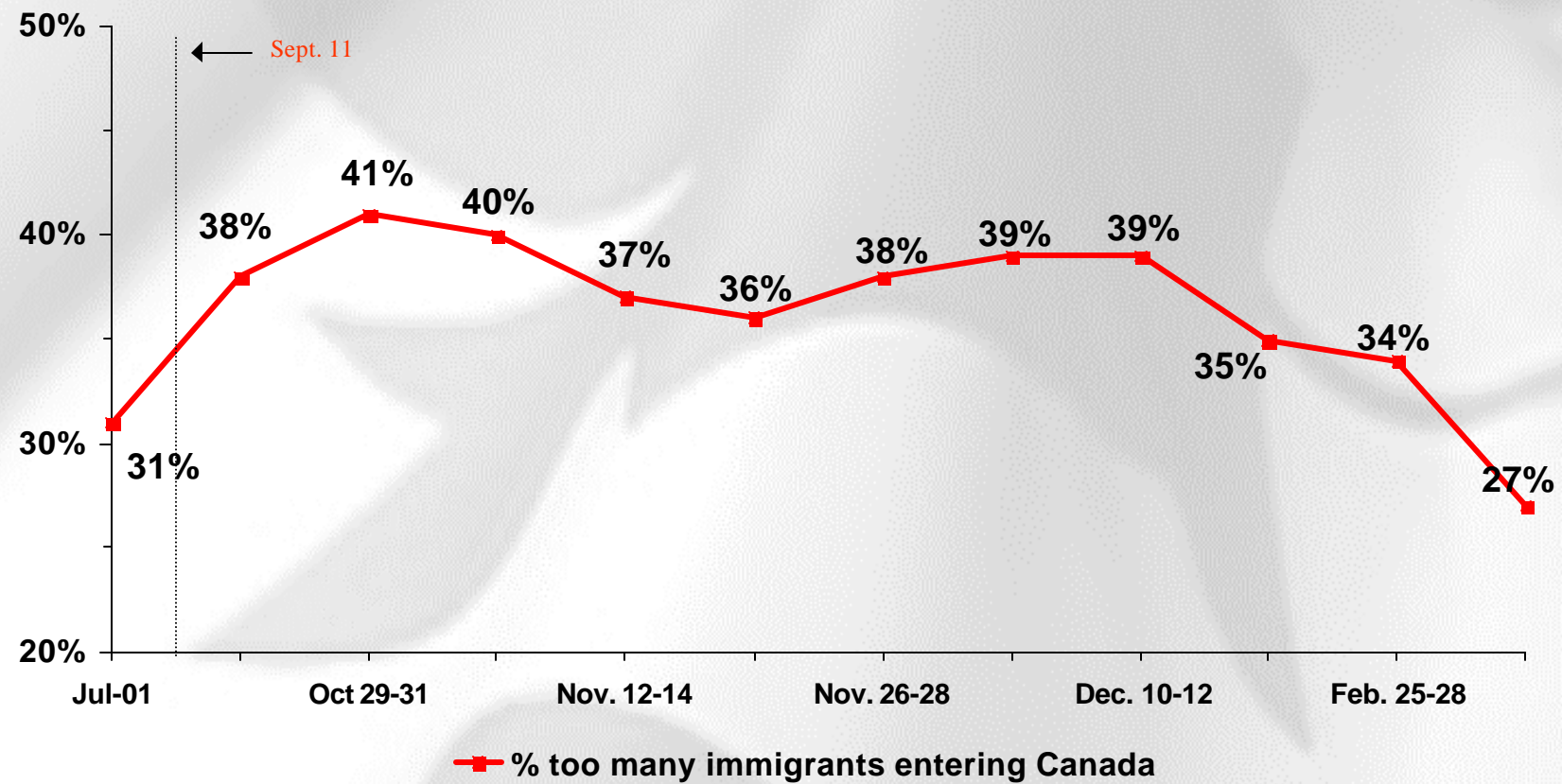


Source: Ekos (2001-2002)

Canada

Immigration

"In your opinion, do you feel that there are too many, too few or about the right number of immigrants coming to Canada?"

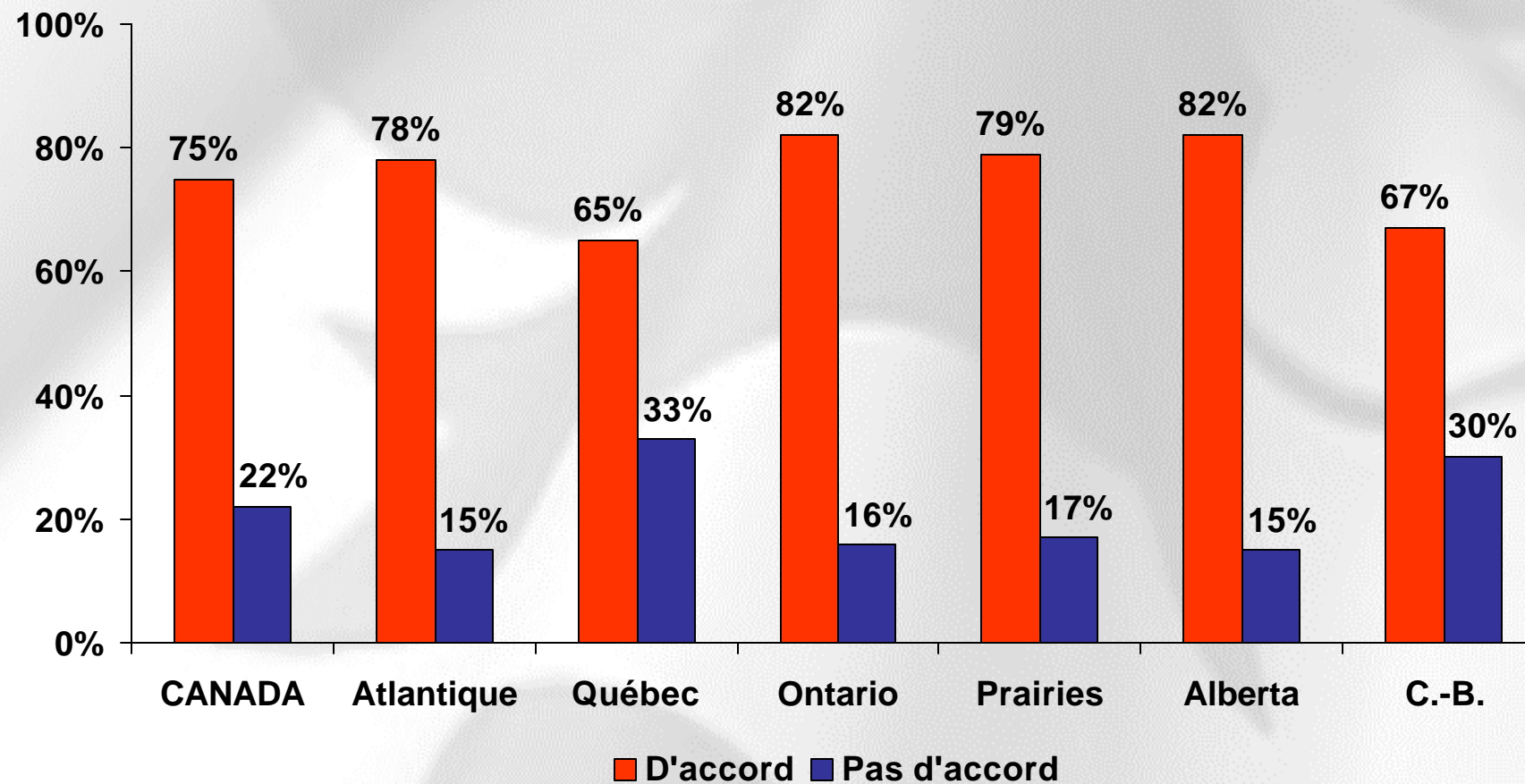


Source: Ekos (2001-02)

Canada

Les Canadiens et le Canada

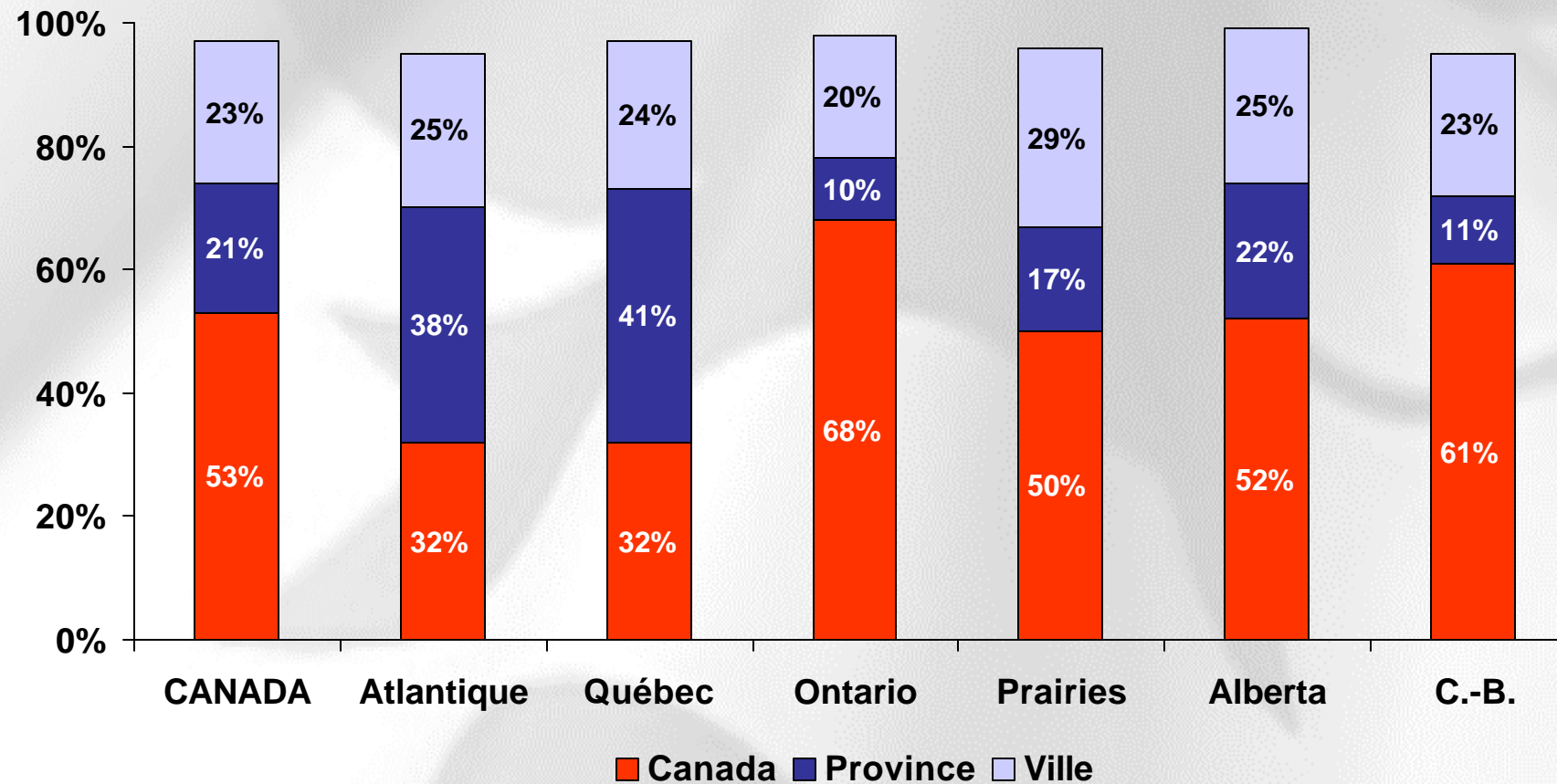
« Êtes-vous d'accord ou non avec l'affirmation voulant que le Canada soit le pays qui offre le meilleur niveau de vie au monde? »



Source: Léger Marketing / Presse canadienne (5-10 mars 2002, n = 1514, me = +/- 2,6%)

Les Canadiens et le Canada

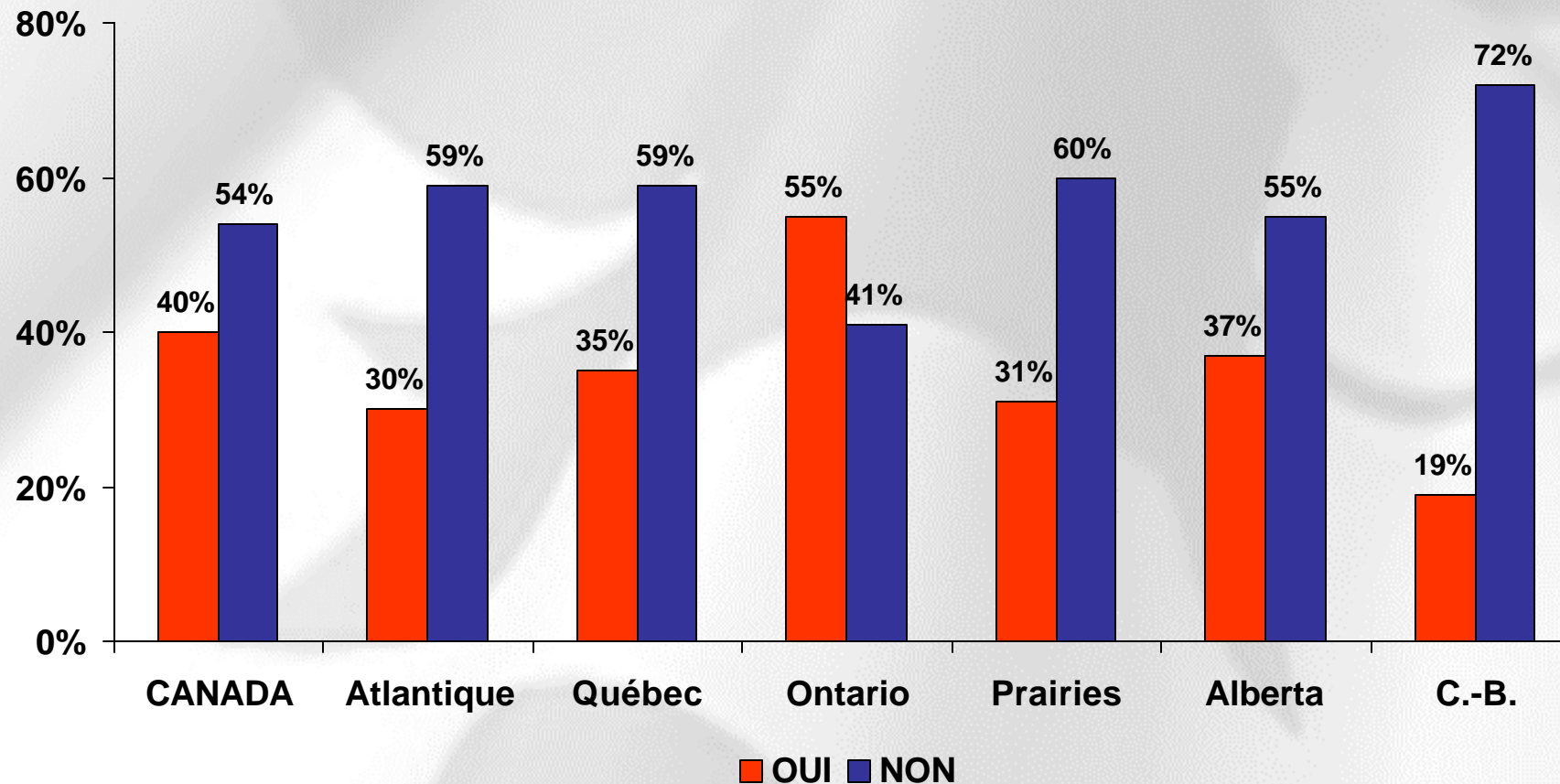
« Personnellement, vous identifiez-vous d'abord à votre ville, à votre province ou au Canada? »



Source: Léger Marketing / Presse canadienne (5-10 mars 2002, n = 1514, me = +/- 2,6%)

Les Canadiens et le Canada

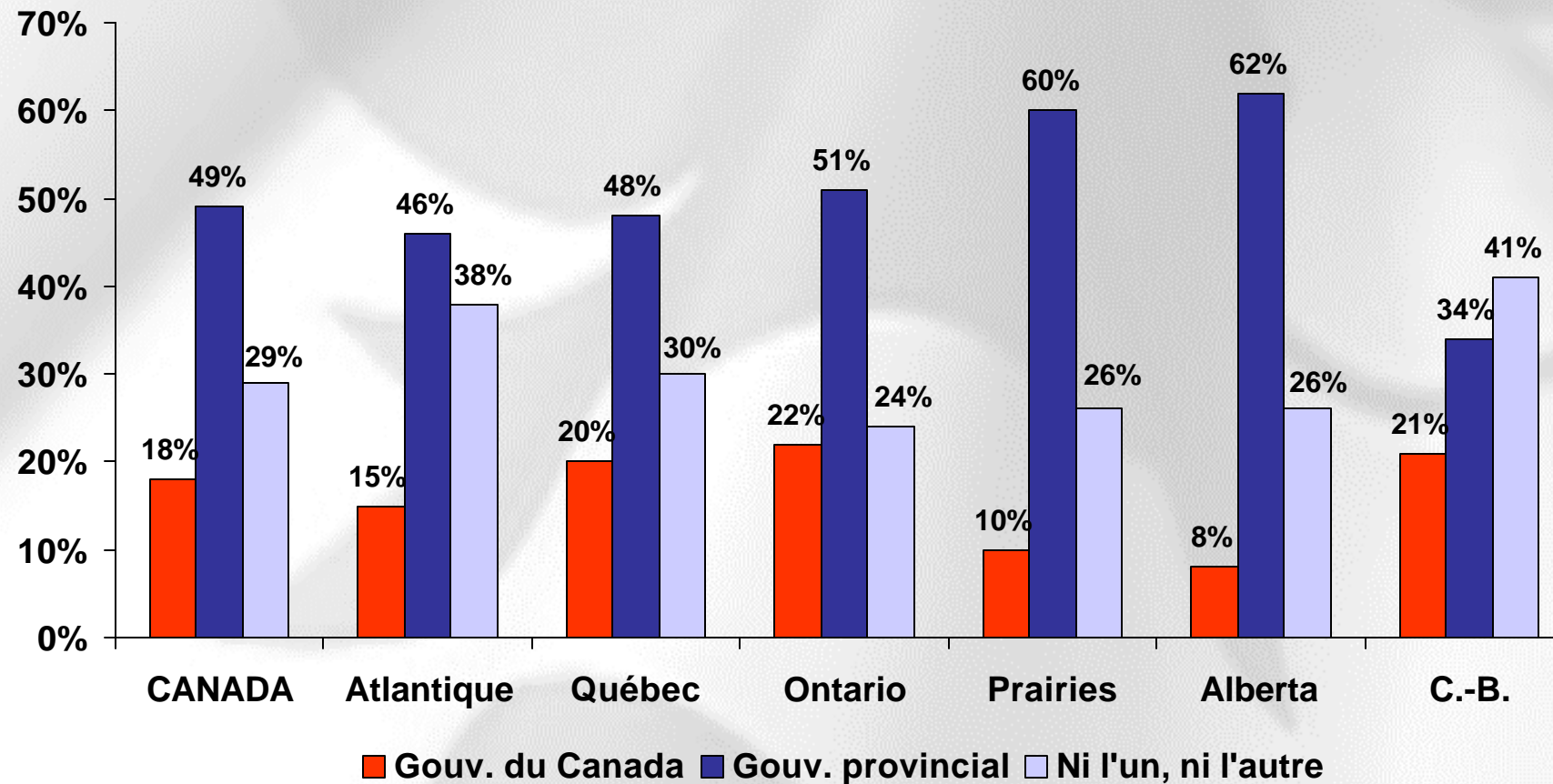
« À votre avis, le gouvernement fédéral s'occupe-t-il suffisamment des intérêts des régions? »



Source: Léger Marketing / Presse canadienne (5-10 mars 2002, n = 1514, me = +/- 2,6%)

Les Canadiens et le Canada

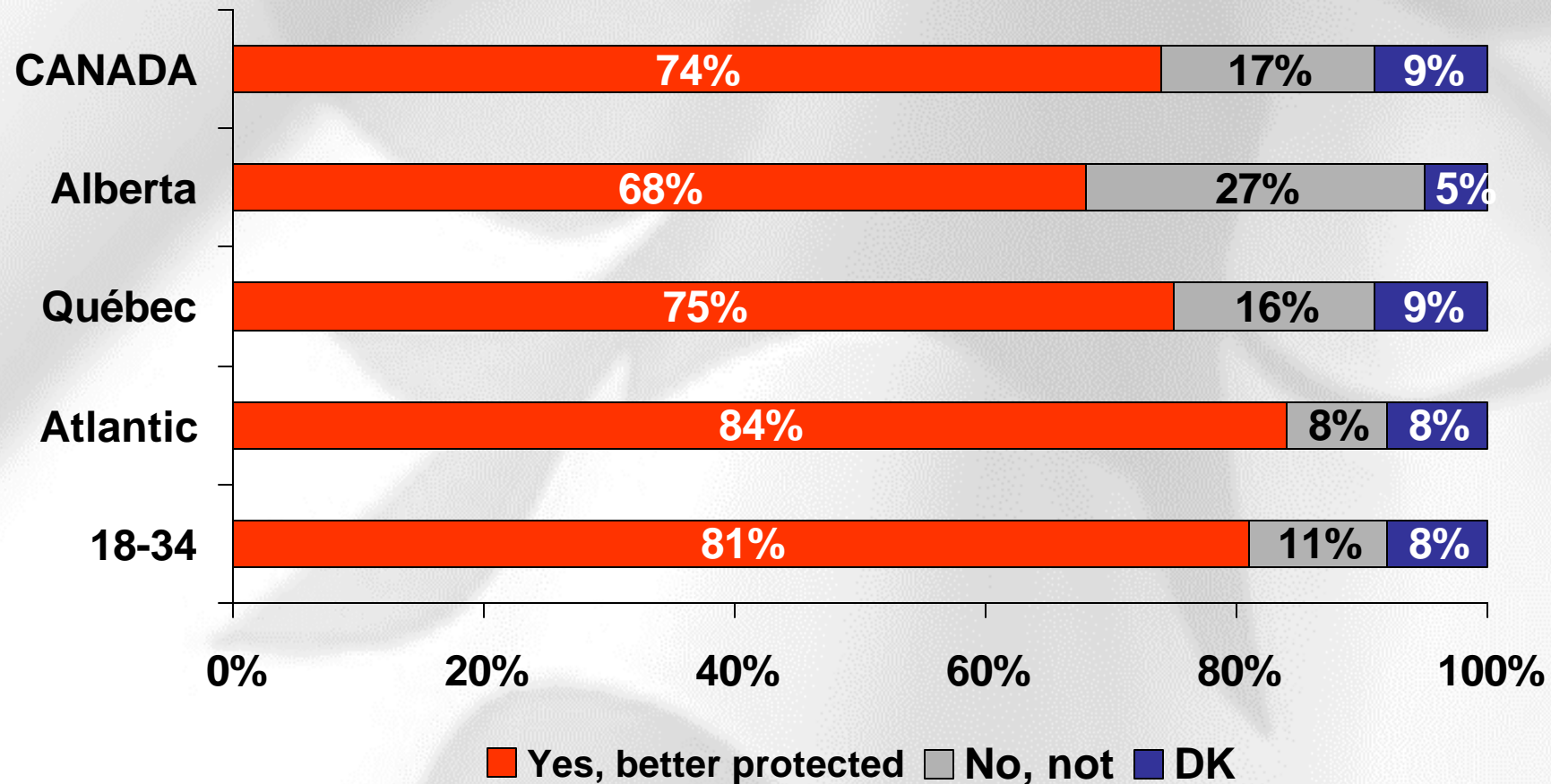
« Pour régler vos problèmes quotidiens, faites-vous plus confiance au gouvernement du Canada ou à votre gouvernement provincial? »



Source: Léger Marketing / Presse canadienne (5-10 mars 2002, n = 1514, me = +/- 2,6%)

The Charter after 20 years

"Do you feel that your rights and freedoms are better protected because the Charter of Rights and Freedoms became law in 1982?"

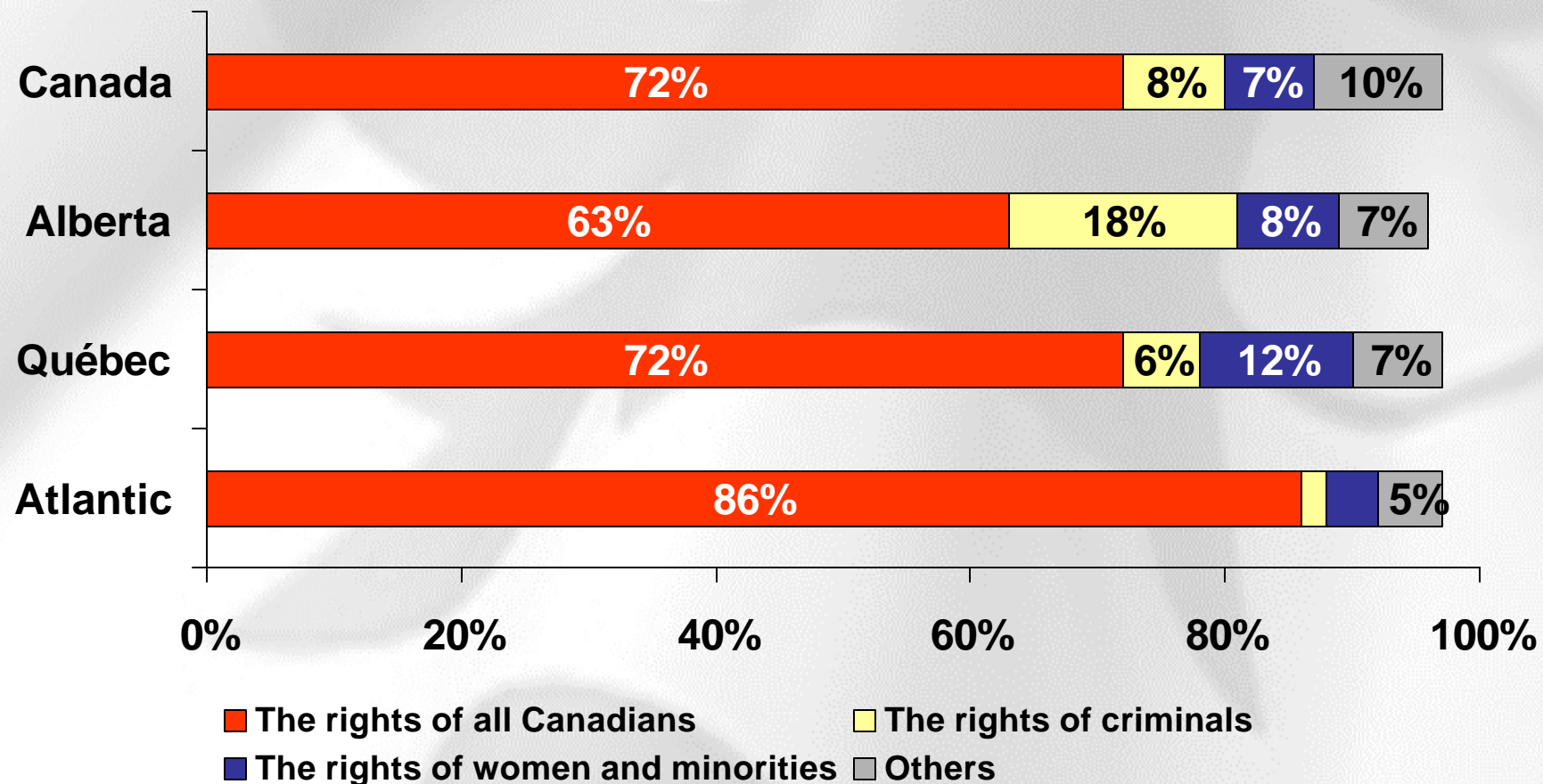


Source: Ipsos-Reid/CTV/Globe and Mail (March 5-7, 2002)

Canada

The Charter after 20 years

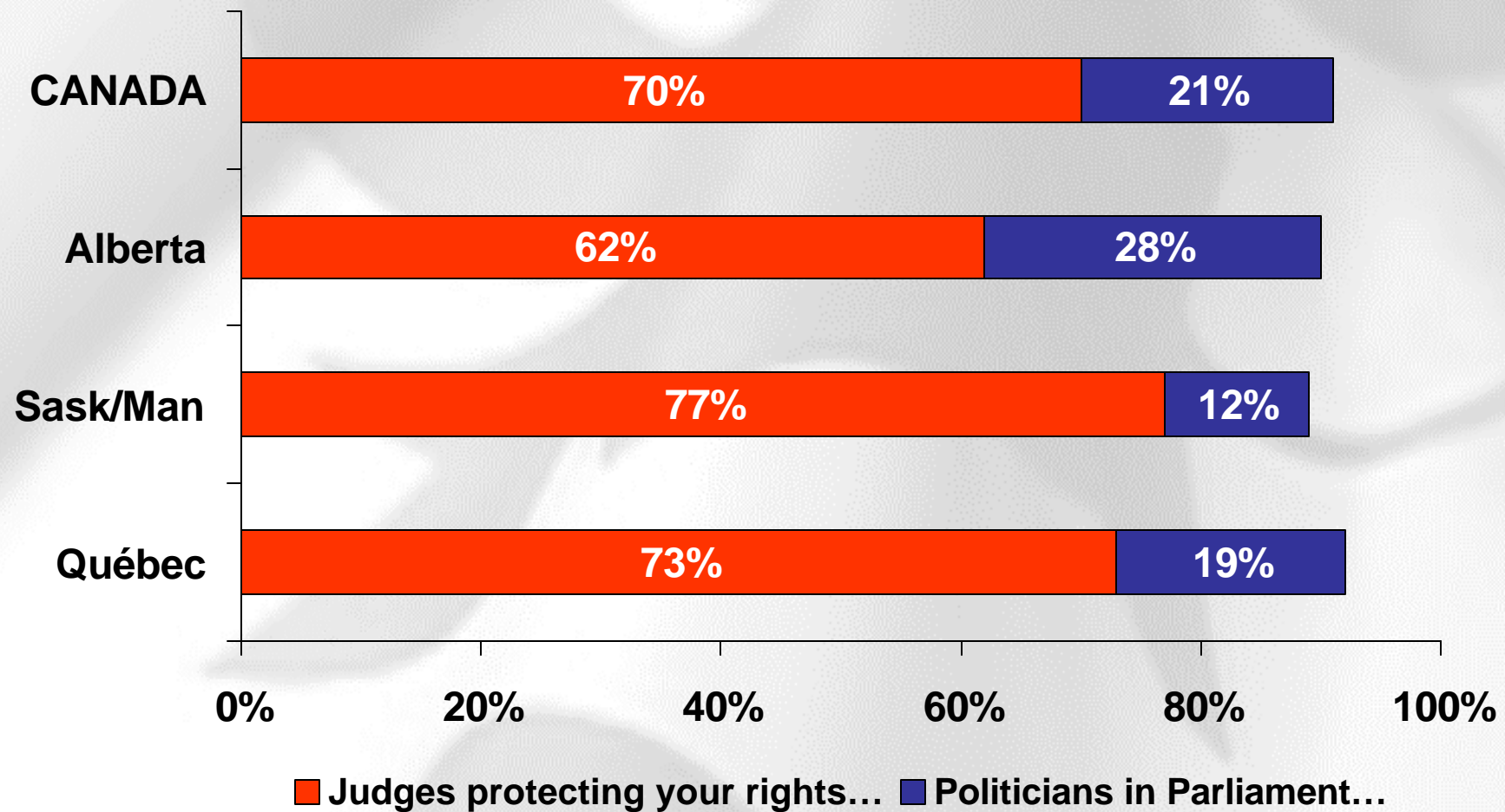
"When you think of the Charter of Rights and Freedoms, do you associate it MOST with protecting:..."



Source: Ipsos-Reid/CTV/Globe and Mail (March 5-7, 2002)

The Charter after 20 years

"Do you feel more comfortable with:..."



Source: Ipsos-Reid/CTV/Globe and Mail (March 5-7, 2002)

Canada

Media Analysis / Analyse médiatique

March / mars 2002

OVERVIEW OF ENGLISH-LANGUAGE MEDIA

The escalating violence in the Middle East was the top news story. The international agenda, specifically the Zimbabwe election and the Commonwealth's handling of sanctions against the Mugabe government figured prominently in the national media. In early March, American casualties in Operation Anaconda, the sixth-month anniversary of September 11, and Canadian Forces' actions in Afghanistan renewed focus on the war against terrorism.

Media coverage of the Government's agenda focussed almost exclusively on foreign policy. Prime Minister Chrétien's role in brokering a compromise to postpone sanctions against Zimbabwe at the Commonwealth meeting in Australia generated significant play and was characterized as an attempt to bridge the gap between African Commonwealth nations and Britain. Prime Minister Chrétien's meeting with President Bush in Washington on the softwood lumber issue (March 14), his participation in the UN International Conference on the Financing for Development in Monterrey, Mexico (March 20-21), and his 10-day trip to visit African leaders in preparation for the G8 received significant attention.

Coverage of provincial and municipal politics focussed on the Ontario Conservative leadership convention, the tabling of provincial budgets and the BC government's plan to proceed with a province-wide referendum on Aboriginal land claims. The release of the 2001 Census data attracted extensive coverage which focused on population shift to urban centres, immigration, and the implications for representation in Parliament. Other top issues included: Stephen Harper's victory in the Canadian Alliance leadership race, the release of stem cell research guidelines by the CIHR, security at Canadian ports, the air travel security fee, Public Works contracts with Groupaction, and the Sharpe child pornography ruling.

Security & Campaign against Terrorism

On March 1, a report from the Senate committee on national security and defence which recommended a \$4-billion a year increase in funding for the Canadian Forces and tighter security at Canadian ports drew significant attention. Deputy Prime Minister Manley's meeting with U.S. Homeland Security Director Tom Ridge in Washington generated modest coverage between March 8-9. Reports noted that Canada and the U.S. had agreed to deploy joint customs teams at five major ports and made progress on talks to complete the 30 point Smart Border Action Plan.

Prime Minister Chrétien's wide-ranging *CBC TV* interview with news anchor Peter Mansbridge on March 18 put the spotlight on Canada's role in Afghanistan. Media reports highlighted Prime Minister Chrétien's "praise" of Canadian troops performance and his "rejection" of calls for massive increases in military funding. Reports cast the Prime Minister as refusing to commit Canadian troops to new war zones and quoted him as saying "if there is a need...we'll look at the situation at that time. ...At this moment, there is no proposition, no plans to move involving Canadians." In contrast, *Canadian Press* reports in regional dailies ran headlines such as "Chrétien leaves door open for Iraq attack." Stories highlighted the Prime Minister's insistence of evidence of a link between al-Qaeda terrorists and Iraq before "the situation would change."

The April 1 start of the \$24 air travellers security charge featured prominently in the national and regional media. Coverage focussed on Airline and tourism industry complaints that the new "tax" would be a "nightmare" to administer and undermine the tourism sector. Minister Collenette's messages that it was only fair for passengers to pay for a sense of security and his assurances that the new fee would not be a revenue-generating device for the government drew mixed reactions. Commentators overwhelmingly cast the new fee as a "tax grab." *The Toronto Star* (March 18) labelled the \$24 air fee "excessive" and called on "federal policy makers to come up with a fairer tax." *The Calgary Herald* (March 29) called on Ottawa to "provide taxpayers with a full and ongoing accounting of the projected \$2.2 to \$3 billion raised ... And second, it must review the tax in five years."

Mid-East

The visit of Israeli President Moshe Katsav generated significant coverage. On March 6, reports highlighted Ottawa's two-track message on the Mid-East conflict with Foreign Minister Graham's criticism of Israeli tactics and Prime Minister Chrétien's speech in support of Israel. Minister Graham came under harsh criticism -- from media critics as well as from Jewish Canadian leaders -- for delivering a "one-sided speech". In contrast, Prime Minister Chrétien's telephone call with Palestinian leader Arafat on March 9 drew scant attention.

Africa / Foreign Aid

Prime Minister Chrétien's efforts to link African aid to democracy in preparation for the G-8 summit in Kananaskis was reflected in news reports throughout March. Media reports focussed on the foreign aid theme in his meetings with African leaders at the Commonwealth summit in Australia, in his bilateral meetings with President Bush, his message linking aid for African countries to "good governance, and stability" during a

CBC TV interview (March 18), and his commitment to increase Canadian foreign aid at the UN development summit in Mexico.

At the end of March, coverage of Prime Minister Chrétien's 10-day trip to Africa labelled the G-8 plan as the "New Partnership for Africa's Development." Reaction to the Government's handling of foreign policy with respect to Africa was mixed. *The Toronto Star* (March 26) stated that "only by taking the lead can we encourage the G-8 to follow suit. ...Prime Minister Chrétien can strike the right note by boosting aid and debt relief, while lowering trade barriers. Then he can urge others to act." *The National Post* (March 27) called on the Prime Minister to link new foreign aid money "to political and economic reforms that promote long-term growth and reduce corruption."

Economy / Innovation / Softwood Lumber

The Canada-U.S. softwood lumber negotiations attracted extensive coverage throughout the month, especially in British Columbia. Coverage focussed almost exclusively on the March 21 deadline for the U.S. Commerce Department's decision on tariffs and last-minute efforts to reach an agreement. Prime Minister Chrétien's "interventions" with President Bush to spur negotiations, and the collapse of negotiations on the eve of the Commerce Department's ruling received significant play. Coverage applauded Minister Pettigrew's decision to "walk away" from talks on the eve of the U.S. ruling -- rather than sign a bad deal -- as "the right move." Commentators unanimously reflected Minister Pettigrew's message that the American demands were "unreasonable."

On March 22, the U.S. decision to impose punitive duties of 29 per cent on Canadian softwood lumber imports, received blanket coverage. Media reports highlighted Minister Pettigrew's characterization of the tariffs as "obscene," and B.C. Forest Minister Mike de Jong's call for retaliation. The government's request for a NAFTA panel to challenge the U.S. move and Minister Pettigrew's vow to press the case at the WTO and win the softwood lumber issue on its merits attracted significant play. Electronic and regional coverage focussed on the impact of the decision on the forest industry in BC and growing pressure on Ottawa to announce supportive measures for the industry. The fact that the new tariffs would not come into effect until May received little attention.

The Government's announcement of a tomato tariff against the U.S. on March 25 generated limited attention. Minister Dhaliwal's comments on the same day -- that Ottawa should reconsider cooperation with the U.S. in key areas such as energy and provide assistance to Canadian lumber companies -- attracted a much higher profile.

Coverage contrasted the different messages from Ministers Pettigrew and Dhaliwal and acknowledged that Dhaliwal's "hard line" stand was tailored for the BC audience.

Commenting on Prime Minister Chrétien and Minister Dhaliwal's musings about linking the softwood lumber issue with energy exports, *The Calgary Herald* (March 28) stated that "they are right that the U.S. action is arbitrary and unfair. They are quite wrong however, to look for solutions by restricting energy exports."

Commentators overwhelmingly cautioned against retaliatory action with the US. Minister Pettigrew and Minister Manley's comments that "it would not be in Canada's interest to escalate the issue" drew widespread support. *The Vancouver Sun* (March 28) acknowledged Mr. de Jong and Minister Dhaliwal's tough talk but stated "let's be realistic. More than 80 per cent of Canadian exports go to the US, and Ottawa is not going to ignite a trade war with the Americans no matter how irked British Columbians might feel."

The overall media consensus was that "American politics" had driven the U.S. administration's protectionist tariffs, regardless of Canadian efforts to secure an agreement. *The Toronto Star* (March 23) argued that the Americans "left Minister Pettigrew with little choice but to walk away from the phoney talks." The paper called on "Prime Minister Chrétien and Minister Pettigrew to press Canada's case with the American people with a persistent lobbying campaign." Similarly, *The Globe and Mail* (March 23) argued that "painful as the outcome will be for Canada's lumber industry, we were right to walk." However, the paper urged Ottawa to use the WTO appeal period to "reform forest-management practices...to reflect reality."

Deputy Prime Minister Manley's remarks that "too many Canadian companies are profiting mightily from a 62 cent dollar and would be hard pressed to compete at a 80 cent dollar" -- via a *Bloomberg News* interview on Canada-US border issues -- received widespread play. On February 14, *The National Post* headlined: "Low dollar a crutch for business, Manley says" and attributed the half-cent drop in the currency to the Minister's comments.

Minister Manley's comments were cast as a "rebuke" of corporate Canada, and at odds with government policy. Media reports highlighted Finance Minister Martin and the Bank of Canada's statements supporting Canadian firms' ability to compete and rising productivity. Minister Manley's subsequent remarks that Canadian businesses were making efforts to become more competitive was portrayed as "backpedalling."

Commentators generally viewed Minister Manley's musings about the dollar and competitiveness as "unhelpful." *The Toronto Star* (March 15) stated that "Minister Manley fired a slap shot at his own goal." In contrast, *The Globe and Mail* (March 16)

noted “the underlying issue Minister Manley points to is an important one, and a half-cent, one day blip on the dollar’s value, even if it was connected to Minister Manley’s comments, should not stop us from talking about a chronic malaise. Canada has a productivity problem.” *The National Post’s* Andrew Coyne opined: “the Minister’s warning was pointless – unless he has some plan to raise the dollar he has not yet told us about.”

Health care

Coverage of the Romanow hearings on health renewal diminished to local regional play. The launch of public hearings by the Commission on the Future of Health Care generated significant attention between March 5-7 but coverage dropped off quickly. Media reports highlighted the wide range of views expressed by different presenters in Winnipeg and Regina from Saskatchewan Premier Calvert to individual Canadians. Coverage compared the hearings to the Spicer Commission, and cast Commissioner Romanow as leading a cross-country “therapy session”.

On March 26, Canadian Alliance leader Stephen Harper’s comments on the Romanow Commission generated notable play. Mr. Harper was quoted in the media as saying: “I don’t view the Romanow commission as a particularly promising vehicle of reform.”

Minister McLellan’s comments on March 4, welcoming the new guidelines on stem cell research, and her pledge to have legislation passed by Parliament before the summer recess attracted front-page headlines. Critics quickly cast Minister McLellan’s time frame as overly “optimistic” and unworkable.

Kyoto

Coverage of the anti-Kyoto Accord campaign diminished sharply in March. The Canadian Chamber of Commerce and The Canadian Association of Petroleum Producers’ press conference on March 4 marked the last major offensive by critics on the costs of compliance. Coverage quoted CCC President Nancy Hughes Anthony as saying that ratifying the Kyoto treaty on climate change is “foolish” and would cost the economy \$30-billion a year.

Minister Anderson’s response -- “that the studies lack credibility” -- attracted significant attention and more positive commentary. News reports reflected a sense of a more proactive message by Minister Anderson in support of ratification. Coverage highlighted Minister Anderson’s talks in Washington on a proposed greenhouse gas emissions trading system (March 6-7) and two leaked federal studies: the economic

benefits of Kyoto; and the “Costs of Kyoto - What We Know”. Minister Anderson’s *CBC TV* interview on March 12, and his speech to the Globe 2002 Conference drew harsh criticism in *The National Post*. In an editorial entitled “Kyoto fear monger,” the paper accused Minister Anderson of “unleashing his own flood of ... misinformation, fear-mongering, distortion and exaggeration.”

Minister Anderson’s speech to the Globe 2002 Conference attracted front-page play in *The Vancouver Sun* on March 14, but limited play in national dailies. Coverage contrasted the Minister’s commitment that “our aim is to ratify the protocol” with the apparently different position delivered by Minister Dhaliwal at the same conference -- that a decision on ratification would depend on Canada’s ability to meet its targets. *The Edmonton Journal* (March 17) stated that “the cautious note on the Kyoto Protocol sounded by Minister Dhaliwal is entirely understandable.” However, the paper added “Dhaliwal and his cabinet partners need to craft an achievable plan to get us to the Kyoto target.”

MÉDIAS FRANCOPHONES

L’actualité provinciale reçoit un traitement médiatique important au Québec, notamment : le rapport de la Commission sur le déséquilibre fiscal, la réforme des institutions parlementaires, l’énoncé économique de la ministre des Finances, la polémique entourant l’embauche d’un détective pour prendre le président de Loto-Québec Gaétan Frigon en filature et le procès du Hell Angels Maurice (Mom) Boucher. La mort du peintre Jean-Paul Riopelle fait aussi la une des journaux francophones. La question de la gouvernance est plus que jamais présente sur la scène provinciale suite aux révélations concernant les activités de lobbying de Bernard Landry en 1994.

Au niveau fédéral, on retient les visites du Premier Ministre Chrétien à Washington et à Monterrey, le conflit sur le bois d’oeuvre et la suspension du Zimbabwe de l’organisation du Commonwealth. Les journalistes emboîtent le pas aux questions des membres de l’Opposition au sujet du rapport préparé par Groupaction pour Communication Canada. Ils approuvent le geste du gouvernement de confier une enquête à la Vérificatrice générale du Canada sur l’octroi des deux contrats et ils saluent l’intégrité du ministre Boudria. Bernard Descôteaux présente ses solutions afin de rétablir la confiance des Canadiens : «la création d’un poste de commissaire à l’éthique qui soit indépendant du gouvernement» et «une loi sur le financement des partis politiques qui soit restrictive.» (*Le Devoir*, 25 mars)

Au plan international, l’escalade de la violence en Israël et dans les territoires occupés, le confinement du leader palestinien Yasser Arafat, la tournée de Dick Cheney au Moyen-Orient et l’opération Anaconda en Afghanistan défraient les manchettes. Les

reportages télévisés présentent des images cauchemardesques du conflit israélo-palestinien.

Québec

La diffusion du rapport de la Commission Séguin constitue assurément l'événement qui fait couler le plus d'encre au Québec en mars. Autant les médias francophones que le *Montreal Gazette*, les partis provinciaux et les syndicats sont d'accord avec les conclusions du rapport Séguin voulant qu'il existe un déséquilibre fiscal entre le gouvernement central et les provinces. Seul le Conseil du patronat émet une opinion contraire, en avançant que le déséquilibre fiscal est un mythe. Les journalistes estiment généralement que l'étude réalisée par le Conference Board du Canada, organisme qualifié de non partisan, ainsi que le sondage de la firme Léger Marketing, qui montre que 71% des Québécois et 64% des autres Canadiens pensent que le gouvernement dispose de trop de revenus par rapport à ses responsabilités, ajoutent de la crédibilité au rapport.

Les médias s'entendent généralement pour dire que «les solutions proposées par la commission sont certes discutables, mais elles ont le mérite de proposer des pistes pour un débat.» (*Journal de Montréal*, 8 mars) André Pratte souligne que les propositions de la commission «mettraient Ottawa dans le rouge de quelque 10 milliards par année.» (*La Presse*, 9 mars)

Les éditorialistes n'émettent pas d'opinions fermes au sujet du rapatriement de la TPS par les provinces ou du transfert de points d'impôt. Ils trouvent parfois l'idée intéressante mais estiment qu'il est trop tôt pour proposer des changements aux modalités actuelles.

La presse francophone affirme que le refus de Jean Charest de faire front commun avec le gouvernement québécois sur la question du déséquilibre fiscal nuit au rapport de force dont le gouvernement québécois pourrait bénéficier dans une éventuelle négociation avec Ottawa. On soutient aussi que la déclaration de Bernard Landry voulant que les recommandations de la commission Séguin constituent un instrument de premier ordre pour faire la promotion de la souveraineté donne raison à ceux qui doutent des véritables motivations du premier ministre. Michel David écrit que le PQ présente une approche contradictoire : «Prétendre réformer le fédéralisme sur la base du rapport Séguin tout en faisant la promotion de la souveraineté n'est tout simplement pas crédible. Lui-même n'y voit peut-être pas de contradiction, mais ce double message est un casse-gueule assuré dans une campagne électorale.» (*Le Devoir*, 16 mars)

Affaires internationales

Le traitement des questions internationales en mars 2002 fait une large place à la politique étrangère canadienne, notamment en ce concerne les élections au Zimbabwe et le conflit israélo-palestinien.

Dans le cas du Zimbabwe, les médias reprochent la trop grande prudence exhibée par le Premier ministre lors du Sommet du Commonwealth de Brisbane : «Pourquoi, demande-t-on, le premier ministre Jean Chrétien a-t-il tant voulu jouer les faiseurs de compromis au sein du Commonwealth plutôt que de se ranger à l'idée de sanctions immédiates contre le Zimbabwe?» (*Le Devoir*, 7 mars)

En ce qui concerne le Moyen-Orient, les reporters notent que le gouvernement aurait à sa disposition des moyens pour influencer le conflit israélo-palestinien, soit en retirant son ambassadeur à Tel-Aviv, soit en faisant la promotion du plan de paix saoudien. La réaction des médias face au discours du ministre Graham devant le Comité Canada-Israël reçoit des commentaires variés. Dans un éditorial du *Montreal Gazette* (8 mars), on lui reproche de n'avoir pas été suffisamment nuancé "in his effort to be evenhanded in his abhorrence of violence." Dans le *Journal de Montréal* (9 mars), il est salué : «il a quand même eu le courage de condamner sans équivoque la politique du gouvernement Sharon, et devant un auditoire qui n'allait pas l'apprécier...» Michel Vastel reprend les commentaires de Norman Spector notant que la nomination du ministre Graham avait été un bon choix. (*Le Soleil*, 7 mars)

La rencontre Bush-Chrétien entraîne dans son sillon des commentaires au sujet du projet de révision de la stratégie nucléaire du Pentagone. Ainsi, on espère que le Canada saura «inciter (les Américains) de façon à ce que la menace nucléaire ne devienne pas subitement plus immédiate.» (*La Presse*, 15 mars)

Bois d'oeuvre

L'imposition de droits moyens de 29% imposés par les États-Unis sur les exportations de bois canadiennes amènent des propos non rassurants et inquiets dans la presse francophone. La presse écrite et électronique note que «l'échec» des négociations avec les États-Unis pourrait avoir un impact dévastateur pour le Québec. On spéculé également qu'il pourrait s'écouler une période de temps suffisamment longue avant qu'un règlement n'intervienne entre les parties et que d'ici là, plusieurs entreprises canadiennes pourraient encourir des pertes fatales.

Les éditorialistes reprochent aux Américains leur protectionnisme tout en reconnaissant l'impuissance du Canada. J.-Jacques Samson ajoute : «La tournure du conflit aura par contre des conséquences politiques durables. Elle alimente la méfiance à l'égard du libre-échange.» (*Le Soleil*, 25 mars)

Jean-Robert Sansfaçon présente un point de vue différent et plus en faveur de la protection de l'environnement : «il n'en reste pas moins que les critiques américaines ne sont pas toutes sans fondement» (*Le Devoir*, 26 mars) Selon lui, le Canada est moins exigeant en matière de protection des forêts exploitées par des sociétés privées. Il conclut : «Mais puisque nos gouvernements sont trop lâches pour imposer des conditions d'exploitation plus sévères, on pourra tout de même se réjouir en silence de ce que le saccage en cours ralentisse un tant soit peu.» (*Le Devoir*, 26 mars)

Unité

La publication des données du recensement de 2001 confirmant le déclin démographique du Québec (24% de la population canadienne) préoccupe les médias du point de vue de la diminution du poids politique. Les journaux soulignent que le Québec ne jouit plus de l'influence qu'il avait au Canada entre 1960 et 1990. André Pratte affirme : «Le Québec aura beau s'agiter, le Canada ne regarde même plus dans sa direction.» (*La Presse*, 14 mars) Il suggère que le Québec doit reprendre l'initiative et travailler avec les provinces par le biais de dossiers tels le déséquilibre fiscal et la santé.

Le dépôt de la mise à jour des études de la Commission Bélanger-Campeau cause peu d'éclat dans la presse francophone. Les éditorialistes retiennent de ces études réactualisées que ce serait beaucoup plus compliqué d'accéder à la souveraineté aujourd'hui en raison de la loi sur la clarté référendaire, de la difficulté de modifier la Constitution, de la question de l'intégrité du territoire québécois, de la loi fédérale sur les vetos régionaux et de l'obligation de consulter les autochtones. Michel C. Auger affirme : «la mise à jour des études de Bélanger-Campeau donne une sorte de victoire à Stéphane Dion.» (*Journal de Montréal*, 30 mars)

La presse francophone exprime certains doutes face à la stratégie du gouvernement québécois visant à modifier la *Loi sur la consultation populaire* de manière à pouvoir tenir un référendum en même temps que des élections générales. Michel David note : «une double consultation de ce genre risque de créer une sérieuse confusion des enjeux.» (*Le Devoir*, 21 mars)

CANADA IN THE U.S. MEDIA

Softwood lumber

Softwood lumber was the most discussed Canada-U.S. issue in the American media this month. Many major US newspapers published editorials in support of Canada's

position. Of particular note is an editorial from the *Washington Post* which argued that President Bush was “forc[ing] Canada's government to tax American consumers” (March 21). The *Baltimore Sun* wrote under the headline “Free trader Bush shoots himself in the foot,” that the President was “wandering into the same maze of ambivalence, special interests, favor-swapping and means-to-an-end compromises” that former President Bill Clinton did (March 31). The *Boston Globe* called Mr. Bush’s decision “Crony Capitalism” (March 26) while the *San Diego Union-Tribune* labeled President Bush a “hypocrite” (March 26). The *Detroit News* and *Chicago Tribune* also piped in with negative editorials which pointed out that the U.S. home-building industry employs about 30 times more people than the domestic lumber industry.

Border Issues

Various media covered border security issues, especially the controversy surrounding the deployment of the National Guard on the Canadian border. *National Public Radio* (NPR) suggested the U.S. government was using “unprecedented efforts to secure the borders with Mexico and Canada” including giving RCMP access to FBI fingerprint database and exchanging customs inspectors at major ports. The story highlighted the military’s attempts to “avoid even the appearance of militarizing the borders.” (March 13).

The delay of Ahmed Ressay’s conviction received modest coverage. The story on *All Things Considered* (NPR) emphasized Ressay’s cooperation with U.S. government officials in providing information, saying “the government... had no idea just how important and useful Ressay would become.” There was no mention of Canada as a terrorist haven (March 27).

Drug smuggling from Canada into the US is getting more and more media coverage. An article in the *New York Times* quoted American and Canadian law enforcement officials as saying “lax regulations in Canada” have led Canada to become “the leading supply route” for the precursor drugs used to make methamphetamines (March 5).



THE MEDIA ENVIRONMENT

From March 1st to 31st, 2002

L'ENVIRONNEMENT MÉDIATIQUE

Du 1er au 31 mars 2002

Methodology

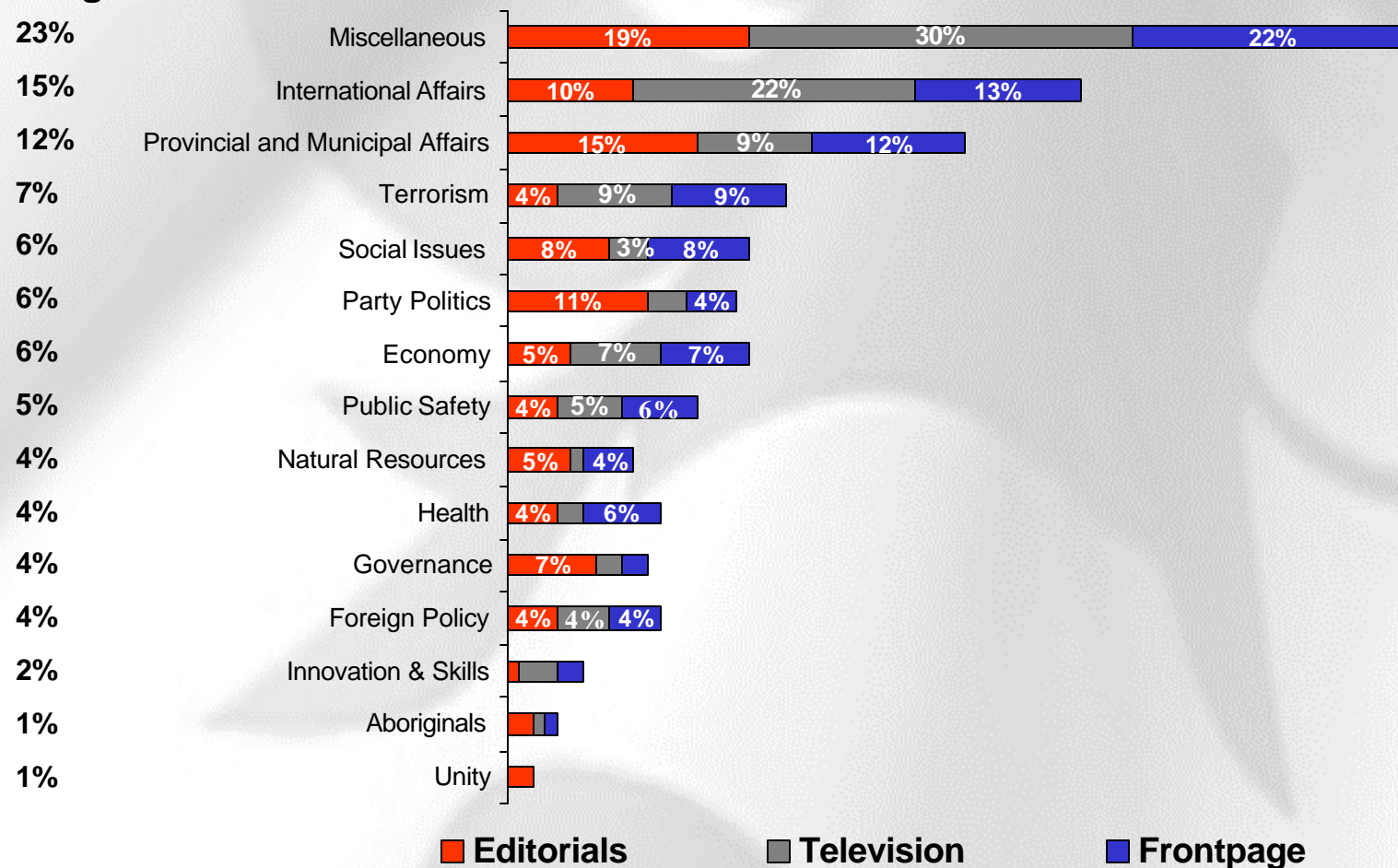
- Data from electronic media, newspaper headlines and editorials/columns were collected from March 1st to 31st, and put into pre-determined categories.
- A list of sources which make up the sample and a list of categories can be found at the end of the section.

Total Coverage

From March 1st - 31st

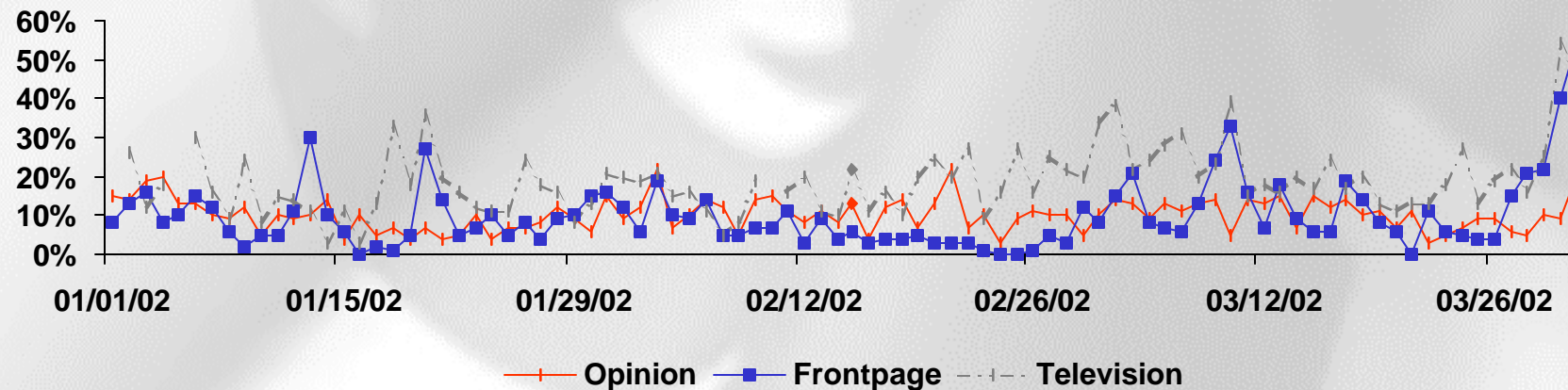
Total Opinion: 2,500 stories · Total Television: 1,596 reports · Total Headlines: 2,454 headlines

Average



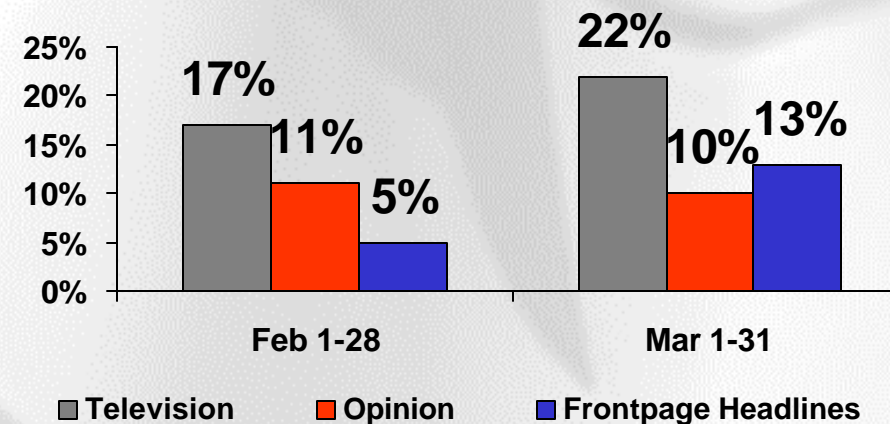
International Affairs

From January 1st to March 31st



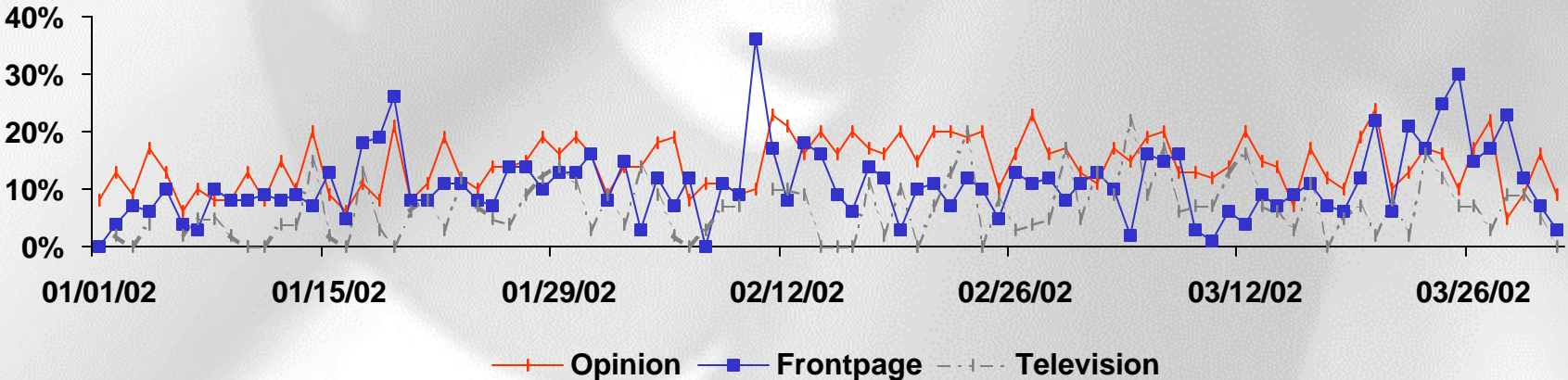
- March 8: Forty-five dead in Mid-East gun battles
- March 11: Zimbabwe election in chaos
- March 13: Nuclear option on table in war - Bush
- March 18: Mass arrests incense Palestinians / Nixon-Trudeau tapes released
- March 19: Commonwealth hits Mugabe government with sanctions
- March 26: Earthquake batters Afghanistan
- March 27: Mid-East Passover massacre
- March 28: Arafat skips Arab Peace Summit
- March 31: Queen Mother passed away

Change since last reporting period



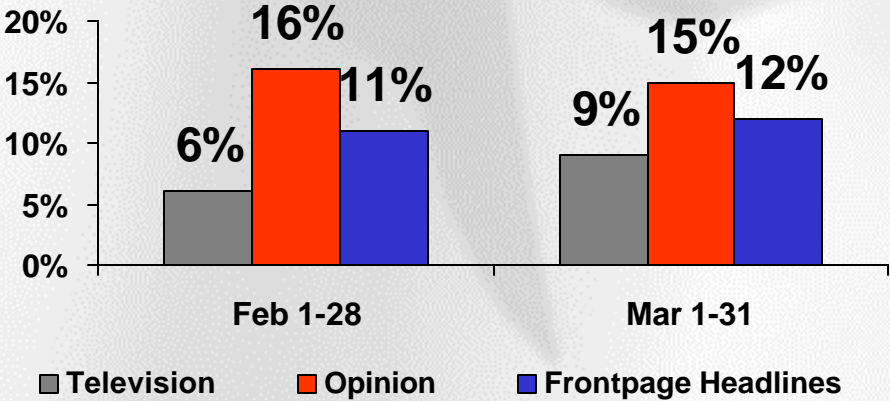
Provincial & Municipal Issues

From January 1st to March 31st



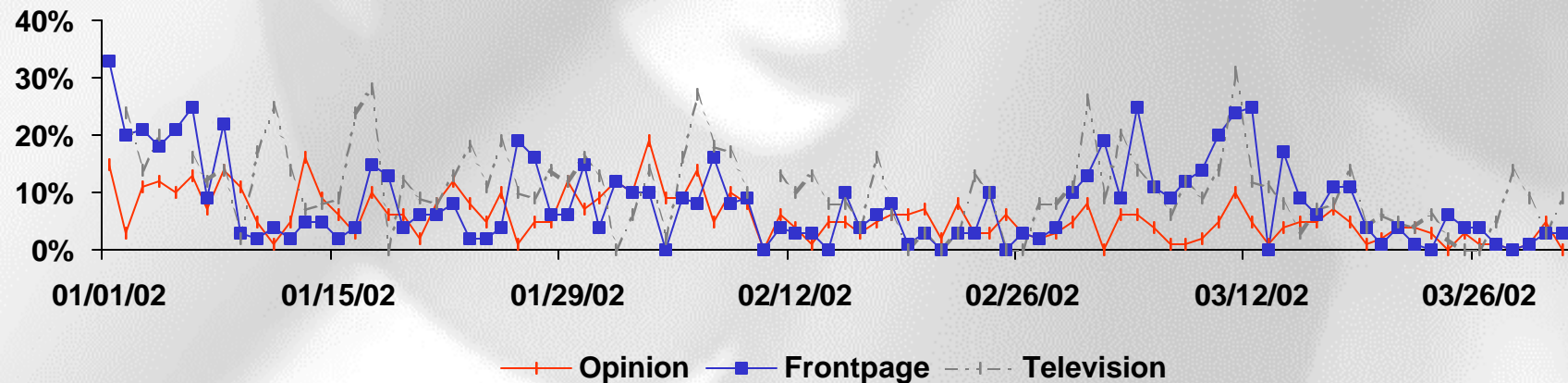
- March 6: Alberta to tax NHL players
- March 7: Seguin Commission report
- March 17: City, Suburbs expand / Census
- March 19: Alberta budget
- March 19: Quebec budget update
- March 20: Premier Harris announces arts funding
- March 20: TD bank joins declining cities debate
- March 24: Eves wins PC leadership vote
- March 26: NB & PEI Budgets
- March 27 Saskatchewan Budget

Change since last reporting period



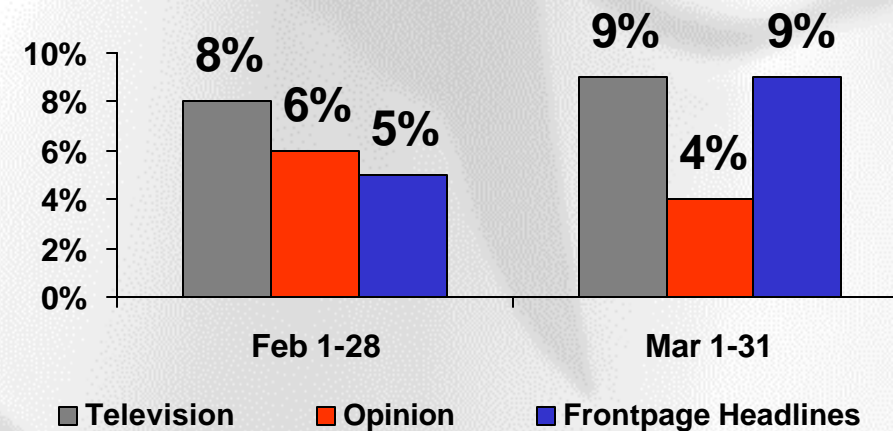
Terrorism

From January 1st to March 31st



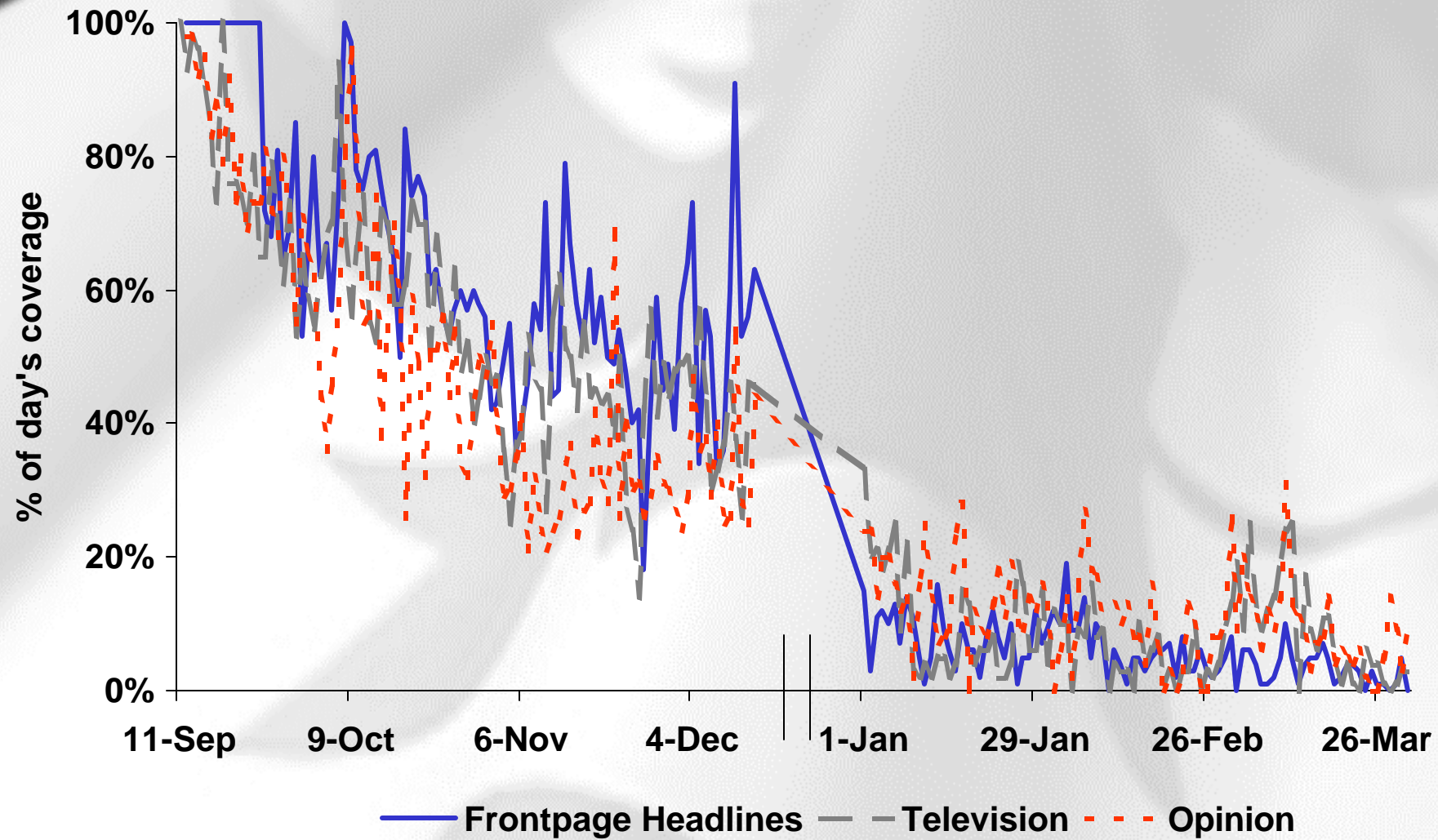
- March 1: Senate committee says Canadian ports fertile ground for terrorists
- March 4: Allies pound Taliban targets
- March 5: US casualties as war escalates
- March 9: Collenette says air security improved
- March 11: Six month anniversary of Sept. 11th
- March 11: Bush to allies: "Step up the war"
- March 17: Jordan urges US not to attack Iraq
- March 19: PM says Canadian troops may stay in Afghanistan

Change since last reporting period



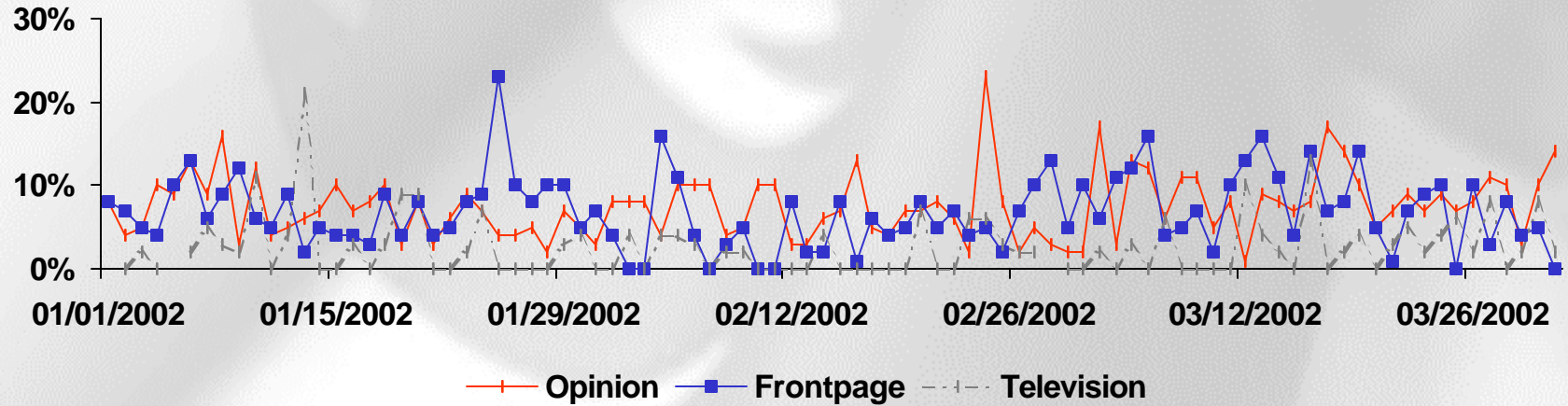
Terrorism

Since September 11



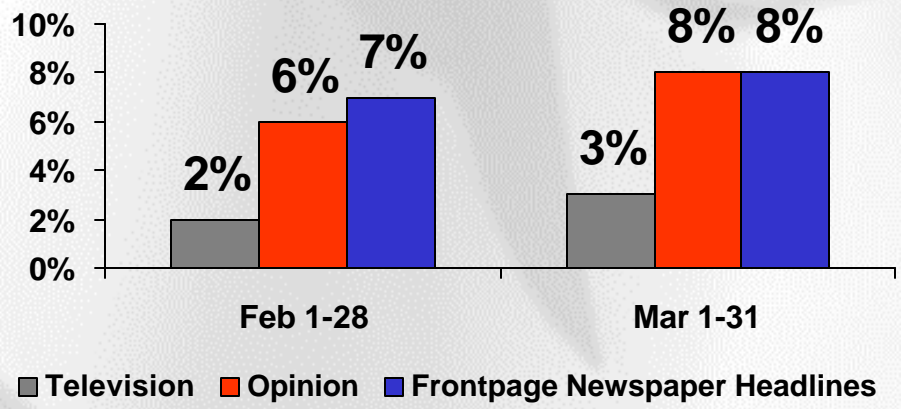
Social Issues

From January 1st to March 31st



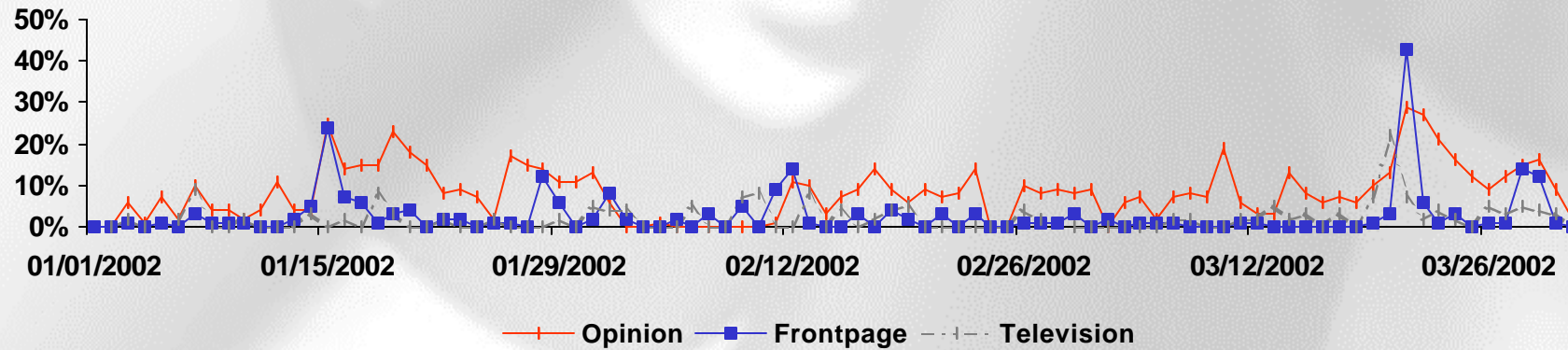
Change since last reporting period

- March 4: Karen Kain urges PM to save ballet school
- March 14: Big jump in Toronto's poor / Census
- March 18: Dalton Camp dead at 81
- March 24: Charities want right to spend more on lobbying



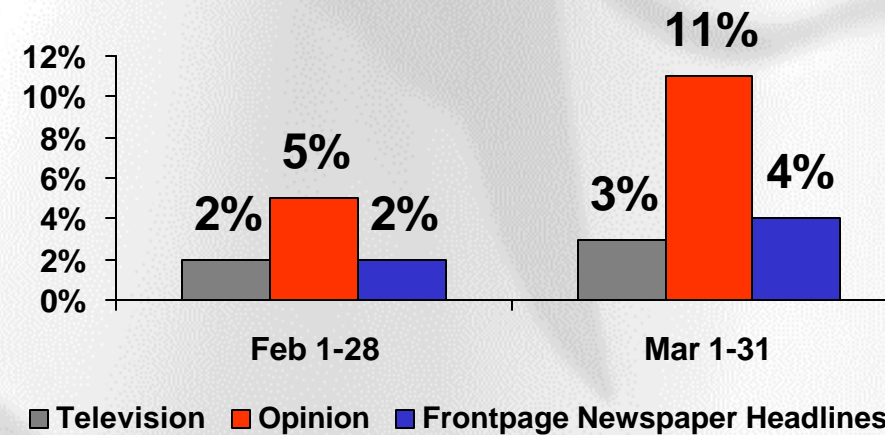
Party Politics

From January 1st to March 31st



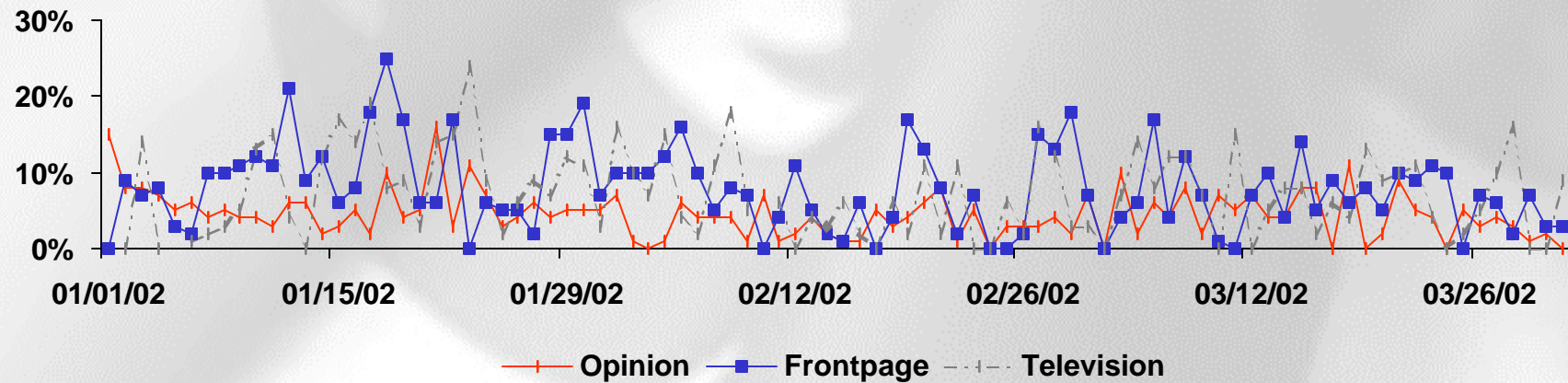
- March 5: CA race “neck & neck”
- March 18: PM hints successor would have one year before an election
- March 20: Harper defeats Day on 1st ballot
- March 22: Harper, Clark to discuss unity
- March 27: Levant refuses to step aside
- March 29: Levant steps aside for Harper in Calgary-Southwest

Change since last reporting period



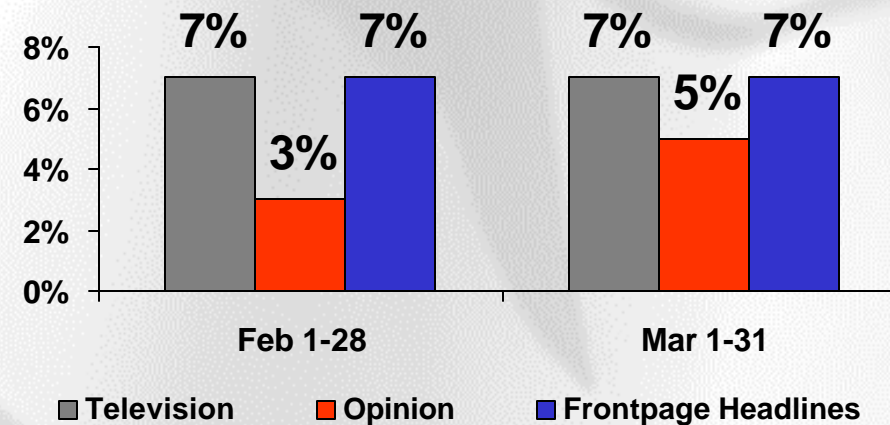
The Economy

From January 1st to March 31st



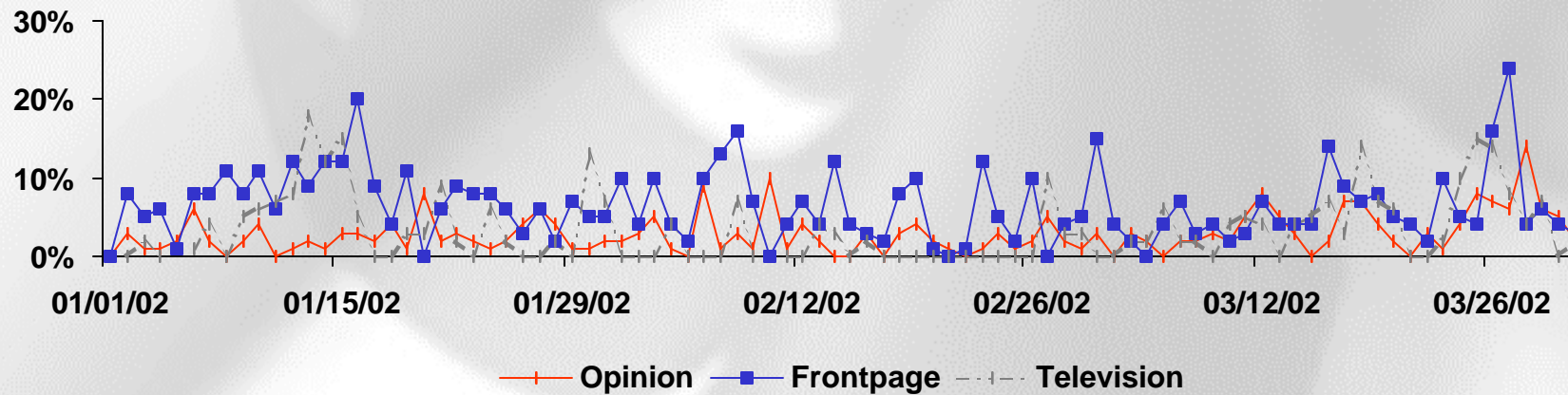
- March 8: Boom in jobs heralds rebound
- March 13: DPM Manley says weak firms use low dollar as crutch
- March 14: Martin, BoC comments support dollar
- March 22: US imposes softwood duties of 29%
- March 23: Tariffs devastate lumber industry
- March 27: Recovery points to a \$5.5-billion, then \$7-billion surplus

Change since last reporting period

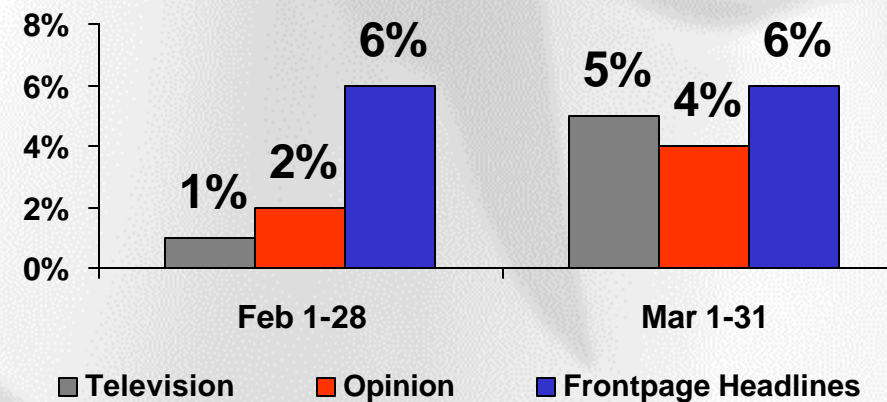


Public Safety

From January 1st to March 31st



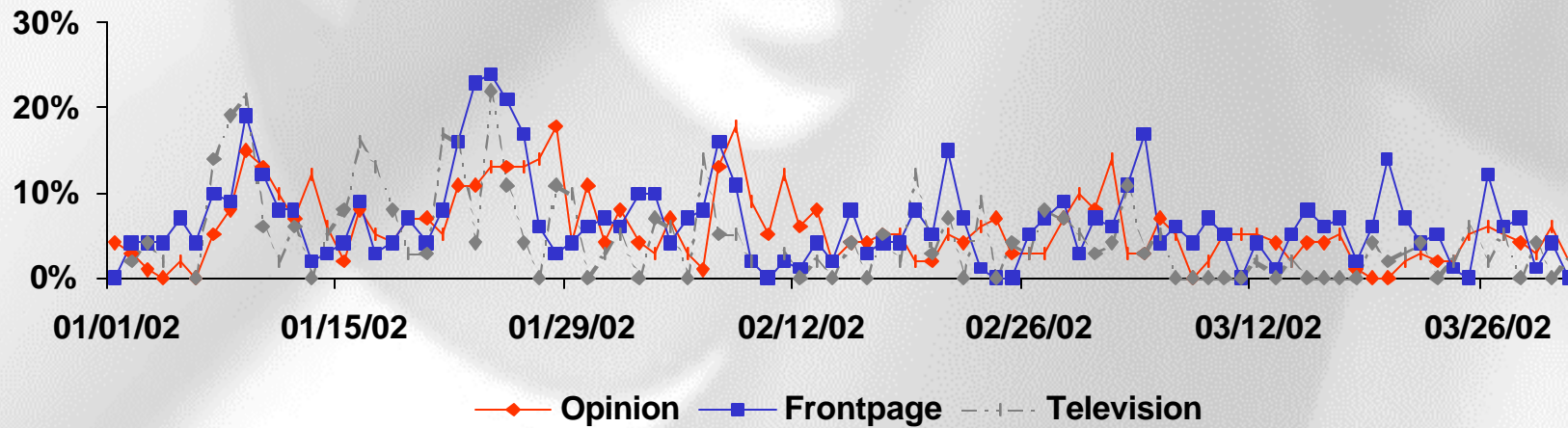
Change since last reporting period



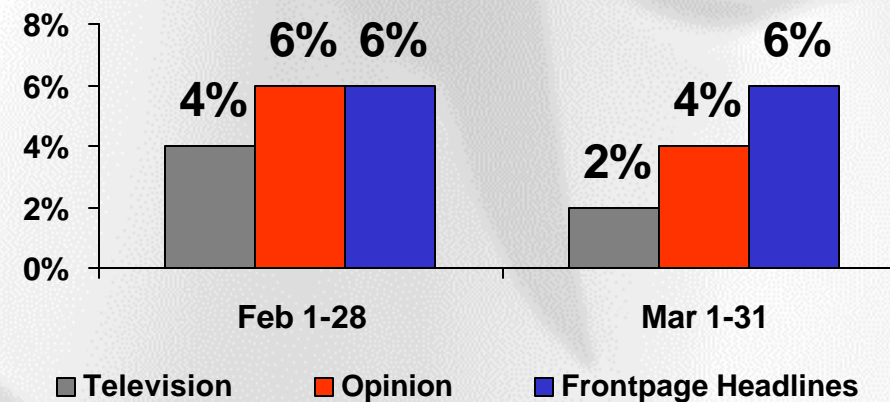
- March 19: Hells Angel trial in Quebec
- March 16-25: Southam News special on criminal justice system (US/Canada/Finland)
- March 26: Report says APEC activists deserve an apology from RCMP
- March 25: BC teen convicted in "bullying" death
- March 26: BC Court's child pornography ruling in Sharpe case

Health

From January 1st to March 31st



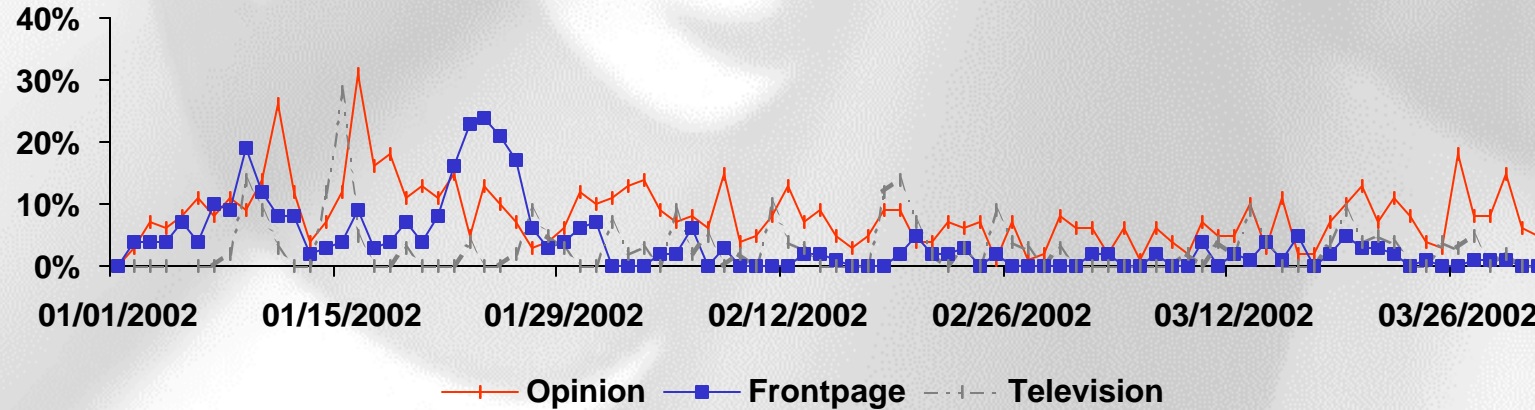
Change since last reporting period



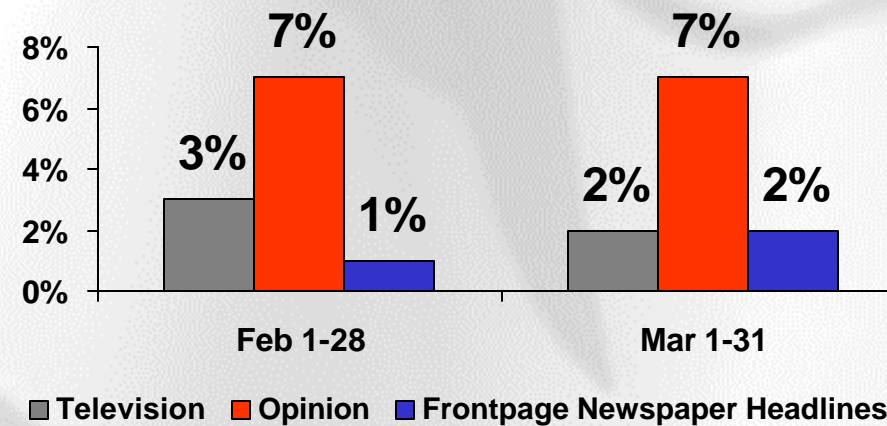
- March 1: Research on human embryos approved
- March 4: Romanow public hearings on health care begin
- March 4: Minister McLellan pledges to act soon on stem cell research guidelines
- March 25: MPs shut out of public health care hearings

Governance

From January 1st to March 31st



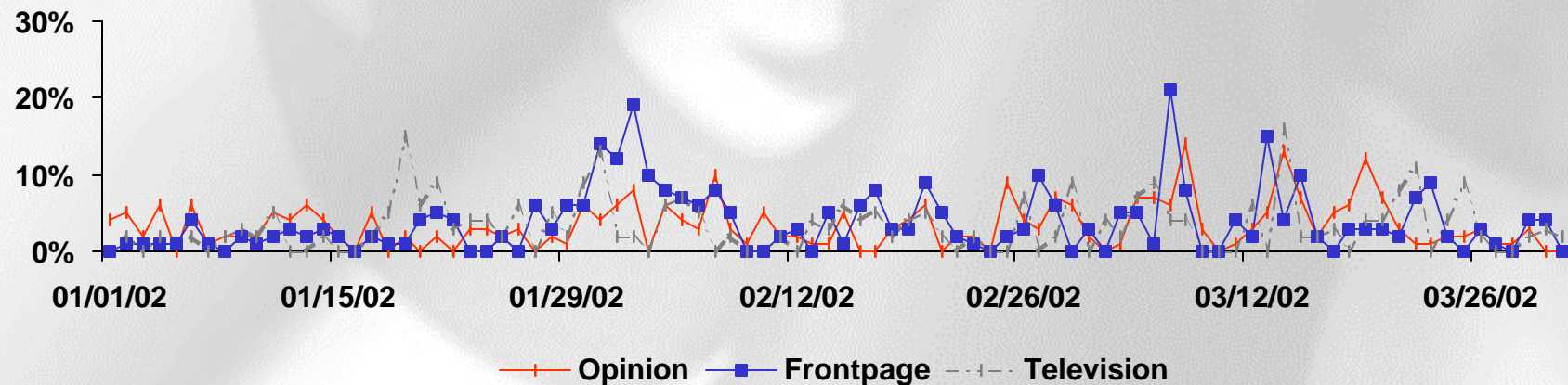
Change since last reporting period



- March 14: Liberals end Eggleton inquiry
- March 16: PM moves to make Cabinet expenses public
- March 18: Liberal party donors given \$158-million in contracts
- March 21: Ethics Commissioner set to issue conflict-of-interest guidelines for Liberal leadership candidates
- March 27: Seven by-elections called for May 13

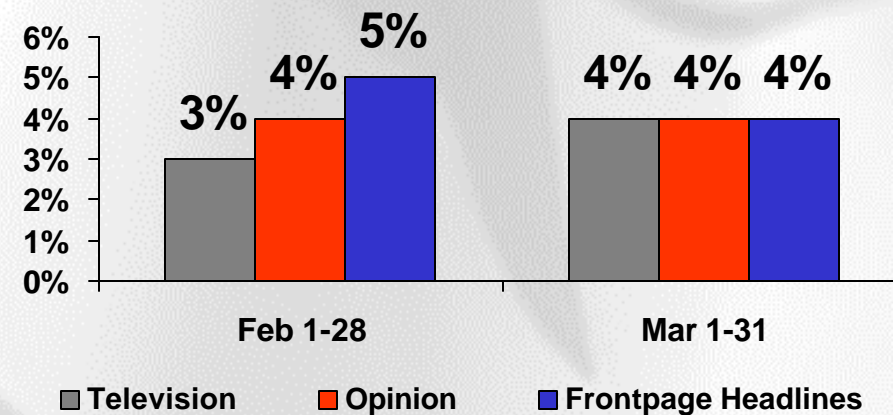
Foreign Policy

From January 1st to March 31st



- March 3: PM brokers compromise on Zimbabwe
- March 5: PM and Graham speeches on Mid-East
- March 14: PM meets with President Bush
- March 19: PM declares no more money for defence
- March 20: 11th-hour softwood talks fail, Pettigrew walks away from the final US offer
- March 21: Monterrey Summit, PM pledges 8% increase in foreign aid
- March 29: Government spends \$101-million to replace jets
- March 31: PM visits African countries

Change since last reporting period



Regional Media

Newspaper Headlines

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	0%	1%	0%	1%	3%
Economy	8%	9%	5%	7%	9%
Foreign Policy	5%	2%	4%	3%	6%
Governance	2%	1%	3%	0%	0%
Health	7%	5%	5%	4%	9%
Innovation & Skills	3%	2%	1%	2%	2%
International Affairs	3%	16%	16%	9%	8%
Miscellaneous	22%	26%	20%	22%	26%
Natural Resources	10%	3%	3%	4%	3%
Party Politics	16%	2%	4%	6%	4%
Provincial and Municipal Affairs	4%	17%	11%	13%	7%
Public Safety	15%	5%	8%	7%	7%
Social Issues	5%	4%	8%	10%	6%
Terrorism	0%	5%	12%	10%	11%
Unity	0%	1%	0%	0%	0%

Note: Totals exclude Globe & Mail and National Post

Regional Media

Opinion and Editorial Pages

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Aboriginals	1%	1%	0%	4%	6%
Economy	7%	9%	2%	4%	5%
Foreign Policy	4%	3%	4%	3%	5%
Governance	3%	10%	4%	10%	10%
Health	5%	4%	2%	6%	3%
Innovation & Skills	0%	2%	0%	2%	1%
International Affairs	7%	12%	9%	11%	6%
Miscellaneous	20%	14%	31%	12%	14%
Natural Resources	8%	3%	4%	7%	8%
Party Politics	5%	4%	14%	9%	7%
Provincial and Municipal Affairs	14%	18%	10%	15%	22%
Public Safety	4%	1%	6%	4%	4%
Social Issues	13%	10%	7%	8%	6%
Terrorism	5%	2%	4%	5%	1%
Unity	3%	7%	1%	1%	0%

Note: Totals exclude Globe & Mail and National Post



APPENDIX

ANNEXE

Sample Details

- Opinion: n=2,500 editorials/columns
- Frontpage headlines: n=2,454 headlines
- Television: n=1,596 reports
- Missing Television data:
 - CTV: March 10 and 17
 - SRC: March 2 and 21

MEDIA SOURCES

National

The Globe & Mail
The National Post

Atlantic Canada

The Charlottetown Guardian
The Halifax Chronicle Herald
The New Brunswick Telegraph Journal
The St. John's Telegram

Québec

Le Devoir
Le Journal de Montréal
La Presse
Le Soleil
The Montreal Gazette

Ontario

The London Free Press
The Ottawa Citizen
The Toronto Star
The Toronto Sun

Prairies

The Calgary Herald
The Edmonton Journal
The Saskatoon Star Phoenix
The Winnipeg Free Press

British Columbia

The Victoria Times Colonist
The Vancouver Sun
The Vancouver Province

Electronic media

CBC (The National)
CTV (The CTV News)
SRC (Le téléjournal)
TVA (Le TVA)