

if George Bush is re-elected, but given Americans' current sense of vulnerability, even a Democratic President will be difficult to deal with. Canada's circumstances will not be simplified, for example, if the United States retreats into isolationism and protectionism in reaction to a dangerous world.

Beyond this significant external impetus, Canadians have reasons of their own to re-examine the country's relationship with the United States. Already American concerns for greater border security have cast doubt on the extent to which the integration of the Canadian and American economies can be maintained, let alone intensified. After an initial burst of greater trade and investment after the c

canvassed as broadly as possible. Simply put, this subject is too important to be left to the experts.

With this perspective in mind, the Centre has sought a partnership with a component of the national broadcaster, the Canadian Broadcasting Corporation (CBC). This project falls comfortably within at least two major components of the CBC's mission statement – to tell Canadian stories reflecting the reality and the diversity of our country, and to inform Canadians about news and issues of relevance and interest – and the Centre is pleased that CBC Newsworld has decided to work with it as a media partner to reach as wide an audience as possible.

The critical challenge for this project is to devise ways to marry subject area expertise with more general considerations related to national values and long-term national interests. Otherwise expressed, the question is how to trigger a fruitful conversation among individuals who think about Canada-U.S. relations for a living and members of the public who have only episodic contact with any of these matters. The methodology proposed seeks to meet this requirement for generating an insightful interplay between credible expert advice and less systematically expressed popular concerns and aspirations.

Project Methodology

The project has three stages – a conference organized by the CFGS in collaboration with CBC Newsworld, Newsworld television programming based largely on the conference, and legacy items related to the project.

Stage 1 – Conference at the University of Victoria

The CFGS will organize a conference to discuss the critical policy areas which can be expected to shape the Canada-U.S. relationship in the next ten to fifteen years. The conference will focus on four aspects of bilateral relations – security, water, energy, and economic integration. Because the last topic is so broad, the decision has been made to concentrate on proposals for customs or monetary union as issues which might increase progressively in importance within the ten to fifteen year timeframe under consideration.

The CFGS will commission a collection of eight to ten briefing notes on each of these key issue areas. All of these issues are likely to generate strong views around the extent, pace and implications of the trend towards greater integration between Canada and the United States. The intention is to seek information about contrasting sides of the argument to ensure as representative and lively a debate as possible, while maintaining the emphasis on practical alternatives. The briefing note format has been chosen to encourage economy and directness of expression.

Over thirty individuals are providing 4 to 6-page briefing notes and attending the conference. Within the context of broad choices around integration, each note summarizes the main challenges facing Canada in one of the four fields over the next ten

Stage 2 – CBC Newsworld television programming

CBC Newsworld is developing a four-part series for broadcast in early December 2004. The first two parts will focus on the conference's four issue areas – part one on water and energy, part two on security and economic integration. The programs will be in similar documentary style. They will incorporate the short documentary screened at the conference, highlights from conference discussion and debate, and “field tape” gathered during the preparation of the documentary segments.

The third part will reflect the summary session of the conference. That session will be structured as a “counterSpin-style” townhall with a CBC host (to be determined) as the moderator. The fourth and final part of the series will be a live townhall after the conference with a diverse studio audience, panelists (including U.S. guests) and an interactive phone-in/email-in component.

Complementary programming is planned for CBC Radio as part of the *Ideas* series.

Stage 3 – Legacy items

The CBC Newsworld programming described above (perhaps including excerpts from the preceding conference) will be collected onto an edited DVD. Speeches and briefing notes from the conference will be collected into a book with a suitable introduction and conclusion. The DVD and book will be packaged together for general sale, government, school and university use.

CBC Newsworld will provide its programming to the PBS network in the United States. CFGS and the CBC will investigate the possibility of encouraging similar activities in the United States and Mexico, with a view to generating eventually a continent-wide consideration of the issues facing the people of the three NAFTA countries.

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