

### MEDIA SYNOPSIS

The most effective part of the tour was the use of the media as a channel of communication to reach the general public. In fact, the media was the only component of the tour to be utilized in all 15 communities, in all 10 provinces.

Interviews with the media generally took up the whole day except for early-morning travel, the lunch and evening periods. It can be said that the successful utilization of the media in itself justified the whole tour. The other three major components, the public fora, the schools and the service club lunches added to the value of the tour.

There were a total of 60 media interviews both on and off the record during the tour. These can be broken down into the following:

14 editorial board sessions and interviews with the newspapers;

32 radio interviews

14 television interviews.

It is estimated that the Ambassador reached 6,900,000 Canadians indirectly through the media. To that number must be added the number of listeners to national radio broadcasts, which is not precisely known. Also, the audience reached by media covering events such as the public fora and service club speeches must be added, as there are no reliable figures available for such coverage.

It should be noted that the newspaper editorial board sessions were not designed to produce an article the next day, but to inform and influence those persons in the print media who determine editorial stances and policies. In most cases, the editorial board sessions included the editor-in-chief and several other editors and editorial page writers. The impact of these background sessions is sometimes subtle and often non-tangible.