

MEDIA

General Media

An increase in contacts and a strengthening of our work with the media in New England, both print and electronic, continues. Since over 70% of visitors to Canada from this territory travel by automobile and by-pass the travel trade, and since we are no longer in the direct consumer business, we must at least maintain our share of the "rubber traffic" by increasing the visibility of Canadian products and destinations through enhanced PR activities such as the Visit Canada (Media) Program, Media Day, interviews, talks shows, etc.

For many years this office has worked closely with free lance writers, authors and photojournalists, along with several major publications and electronic media outlets. Resulting editorial and publicity coverage for Canada has been excellent.

How We Assist

Assistance to the media is offered in the following manner:

- 1) Visits Canada (Media) Program:
 - financial assistance to visit a Canadian destination
 - itinerary planning
 - arranging editorial contacts/appointments
 - coordination with provincial and city media officers.
- 2) Research assistance;
- 3) Providing photographs/releases from our library;
- 4) Joint promotions with provincial partners;
- 5) Selection and coordination of a New England media group to attend a major media marketplace organized by the Canadian Consulate in New York (March 1991).