

Other publications who gave coverage to CYAP included The Edmonton Journal, which published a series of articles on the business, social, and cultural aspects of the year, while the Winnipeg Free Press featured CYAP on its front page on various occasions. Other CYAP specific articles published across Canada were found on business pages, in weekend supplements, and in the arts and entertainment pages.

Cultural reporters were especially positive. Many were clearly enthusiastic about the unprecedented opportunities in 1997 to explore Asian culture and many CYAP-sponsored events were recognized as major arts events in their communities. The Vancouver Art Gallery exhibit, "Contemporary Art in Asia: Traditions/Tensions" received wide coverage, helping to bring in over 30,000 visitors to the exhibit. In Revelstoke, BC, local coverage of a performance by Korea's Chang Mu Dance Company helped to pack 700 people into a 450 seat performance space.

However, the media not only covered CYAP events, they were invited to participate. Two conferences took place during the year that offered an opportunity for the media to explore Asia Pacific issues. Vancouver's Simon Fraser University and the British Columbia Newspaper Foundation co-sponsored "The News from Hong Kong: Getting the Know the Real Story" explored the transition to Chinese sovereignty, focusing on such issues as media access, information flow, and coverage of Canadian business in Hong Kong.

In another event, the Asia Pacific Foundation of Canada invited Canadian journalists and Asian journalists from Canada, the United States and overseas to a conference entitled, "Canada in Asia - Asia in Media". The conference examined how Canadians perceive Asia. What do they understand about the region? What are they are missing? Participants from Asia Pacific also shared their impressions of Canada and what Canada means to the peoples of Asia Pacific.

In the short term, CYAP events were well-covered and well-promoted to local audiences. This effort was given a tremendous boost when CanWest Global offered to run a series of commercials explaining CYAP and featuring various events in different regions of the country.

Not surprisingly, in the later months of the year, most of the coverage of Asia Pacific focussed on more negative stories, such as Bre-X, or the financial crisis in the region. Despite these controversies, CYAP itself made a very favourable impression on the media and on the Canadian public.

In the long term, it remains to be seen if CYAP will have a lasting effect on the amount and the quality of coverage about Asia Pacific that reaches Canadians. Although the financial crisis may have been a very unwelcome development, these events did at least illustrate how important the region has become to the global economy and to Canadian interests. One might expect that national and local media outlets will begin paying closer attention to events in this part of the world.