

POTENTIAL ELEMENTS OF A PUBLIC/MEDIA RELATIONS SUPPORT
PROGRAM FOR THE DEPARTMENT OF EXTERNAL AFFAIRS,
STRATEGIC COUNSELLING AND IMPLEMENTATION

- o Awards/Prizes
- o Canadian Business/Government/Personality endorsement
- o Constituency & Coalition Building
- o Crisis/Emergency Communications
- o Exhibitions
- o Issue Identification and Tracking
- o Literature Production
- o Measurement/Evaluation
- o Media Monitoring and Reports
- o Media Relations (News Bureau)
- o Media Visits
- o Positioning/Identity
- o Research (for information gathering and as news "peg")
- o School/Education Communications
- o Seminars/Conferences
- o Special Events/Sponsorships