

Attachment #3



PUBLICITY REPORT

Sustainability Issues Forum

November 20th, 1997

PRESS KIT

Six press releases were researched and written for the Sustainability Issues Forum media campaign. All releases were approved by the forum's editorial process on November 3rd, 1997.

The press kit included news releases on:

- General - The overall goals and themes of the forum
- Agriculture
- Aquaculture/Fisheries
- Cities
- Mining
- Forests

In addition, the press kit included information on some of the key participants in the five workshops, a schedule of events and a Sustainability Issues Forum brochure.

PRE-EVENT PRESS & MEDIA CONTACTED

Beginning November 3rd, 1997 completed press kits were sent to:

TELEVISION:

VTV

- Vicki Gabro Live
- Boni Fox
- Mike Crawly

BCTV

- Ian Haysom
- Harvey Oberfeld