

has been the experience of Canadian journalists covering the region?

- Colombia: A case study of under coverage in the Canadian media?
- The Quebec City Summit of the Americas 2001: What will be the key stories for the Canadian media?
- How can coverage of the Americas be improved?

Some of the specific ideas were:

- Although Canada has become increasingly engaged politically, economically and culturally with the countries of the Americas, coverage of regional issues has been very limited, and is often no more than a superficial description of current events.
- Few regional stories that do not have a specific Canadian angle have been covered with any depth in the national media.
- When the spotlight does turn to a current event in the Americas, it often shines only for a short period, and fails to provide historical context or follow-up analysis to deepen public knowledge and understanding of the issue.
- The limited regional coverage has largely been the result of a perceived lack of interest among the Canadians in the countries of the Americas. Those Canadians that do have an interest in the region must become more vocal in their demands from media agencies for expanded coverage.
- Coverage has also been undermined by a lack of commitment to the region among decision-makers in the Canadian media, symbolized by the fact that only one English-speaking newspaper has a correspondent based in Latin America or the Caribbean.
- Broad generalizations about the coverage of regional issues in the Canadian media may not be accurate. In some cases, there has been growing identification among Canadians and the Canadian media with certain regional issues, for example NAFTA and relations with Mexico. Different parts of the country might also have different levels of regional coverage due to varying popular interests.
- In the shorter term, without a concerted effort on the part of journalists and editors to commit to regional coverage, and without a demonstrated appetite among Canadians for regional news, coverage of the Americas is not likely to deepen.