

6.2.3 Media Program

The Media and Public Affairs program of the Asia Pacific Foundation has a 1993/94 budget of \$430,000 (of which \$230,000 is from core funding). It operates in four areas -- Canadian Media Awareness, Asian Media Awareness, Public Affairs and Publications -- each of which serve to fulfil the Foundation's overall objective of promoting mutual understanding between the Asia Pacific region and Canada.

The Foundation's Canadian Media Awareness Programs are aimed at enhancing Canadian business understanding of Asia by broadening and deepening Canadian media coverage of Asia. Each year, The Asia Pacific Fellowship Program sends up to 6 journalists chosen by a jury of their peers on a two-month sabbatical programme to Asia. The Japan Assignment sends two business writers chosen by an outside jury, to Japan for a two-week reporting trip, hosted and paid for by the Foreign Press Centre of Tokyo. Responding to demand, the program will be increased to three journalists in 1993, to include a political writer. New programs added this year are the Taiwan Assignment and Korea Assignment which send one business writer, chosen by an outside jury, to each country on a two-week reporting trip.

Since 1989, the Foundation has assisted 45 Canadian writers and broadcasters to visit 12 Asia Pacific countries for periods from two weeks to two months. When added to the 17 journalists who had benefitted from APFC travel grants before 1989, it has created within major news organizations a pool of journalists with knowledge and experience in Asia. For example, at the recent APEC ministerial and leaders' summit meeting in Seattle -- the most important Asia Pacific event to be held in North America in the past five years -- among the journalists sent by their media employers to cover the event were six APFC Media Fellows and one Japan assignment winner. Together, they represented about half of the Canadian journalists sent to the event.

In a reciprocal manner, the Asian Media Awareness Programs are designed to promoting greater awareness and understanding of Canada and Canadian issues amongst the Asian media. To this end, the Canada-ASEAN Fellowship brings five ASEAN journalists chosen by the confederation of ASEAN journalists, to Canada for a six-week escorted group visit every year and a half, offering them an indepth opportunity to learn about our country, people and institutions. Similarly, The Japan Media Fellowship brings four Japanese journalists to Canada for a three-week escorted tour. This year, Taiwan and Korea fellowship programs have been introduced which bring one journalist each from Taiwan and South Korea, travelling together. In 1994, this program will be extended to three weeks and hopefully, the number from each country will be increased to two. Since 1990, 24 Asian Media representatives have visited Canada and reported back to their home countries on Canadian topics.

Associated with these Media programs is the APFC's Public Affairs activities, which seek to build and maintain the Foundation's contacts with business and Asia-focus media, positioning the APFC as a "resource" for media. The objective is to encourage regular and informed coverage of Asian affairs and of the Foundation's activities. It also entails a community relations function: overseeing the APFC's presence at cultural events, conferences,