

on both sides of the border. A successful ad campaign must be seen more as informing the public rather than simply vague sound bites, and it must in no way sound lecturing, patronizing, or accusatory. Perhaps one could describe the key attribute of a successful campaign as "creating curiosity, not animosity".

The specific reactions to the two ads were as follows.

Ad 1: "We can preserve our common salmon fisheries. Here's the catch."

Participants responded well to the artwork/layout of this ad. The hook was popular in part because it is the kind of hook used in salmon fishing. The "headline" also tested well although some participants felt that the word "fisheries" should be omitted, that in fact the salmon stock itself is the asset.

The participants reacted negatively to the text of this ad however. "Canada has already made the cut" sounds as if the U.S. has done nothing which, most participants felt, is blatantly untrue. While they said this ad raised their awareness of the issue, they felt it lacked convincing factual content. "The numbers had better be true" was a common sentiment. Further, they were not impressed with the idea of having to "call Canada" to find out what their own government was doing, and without a more objective tone were unwilling to accept any information as being true. The internet address tested well.

The following suggestions were made to improve the effectiveness of the ad:

- foster a tone of cooperation rather than accusation;
- mention what Canada *has done* not what the U.S. *hasn't done*;
- supply sources of information that are either independent of both Canada and the U.S. or are local to Washington State.