

United States increasingly significant.

This paper was conceived as an aid to Canadian government personnel in understanding the regional variance in American media and in gauging the "appetite" of the American media for information on Canada.

The reader will find in the treatment of the different types of media attention to the differences including those associated with geography. The reader will also find relevant discussion on access to the different media for information about Canada. The discussion is not of the "how-to-do-it" type but it should provide some reminders or some new insights on how those of us with information to communicate can best do so.

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