

and was consistently supportive of any decisions reached by the Mexican government. Indeed, government voices held a total monopoly in Televisa's APEC coverage.

The researcher stationed in Mexico, through his interviews with local journalists and his own experience, saw the limited APEC coverage as a consequence of several factors. Firstly, the majority of public in Mexico has little or no background on the history of APEC and the agenda it seeks to pursue. The media did little to remedy this situation as they provided superficial coverage that failed to situate the meetings in context. In the newspaper industry, this may be due to economic reasons in that the mainstream print media in Mexico are consistently behind the tabloids in sales. Clearly, international trade issues are not the bait to draw in readers in such a race and perhaps this is why international news at the time was dominated by the atrocities in East Timor, the Chechen war in Russia and other tragic and dramatic events.

Another factor to consider when assessing the media coverage of APEC is what might be called the local news scene. The APEC conference might have been marginalized due to the fact that the ruling political party in Mexico

(PRI) was undergoing its first ever primary to choose a new leader. Print, television and the radio were all consumed with the candidates in the run up to the vote.

Mexico had also been hit by a number of natural disasters including floods, earthquakes and hurricanes that resulted in the loss of many lives. In addition, the Mexican government is currently undergoing high level talks with the European Union to formulate a free trade agreement, and this agreement is considered much more important than anything that may have come out of the APEC talks. The reality is that Mexico, or at least the Mexican government, seems to find stronger economic or cultural connections with Europe rather than with its Asian counterparts.

### **Concluding Remarks**

Given the apparently symbiotic relationship that exists between the media in Mexico and the government, the lack of critical coverage of the 1999 APEC Summit comes as little surprise. Clearly, APEC was not an issue, or an event for that matter, of concern for the editorial staff in any of the media that were monitored. That the Summit might have been overshadowed by domestic concerns is indeed a strong possibility.