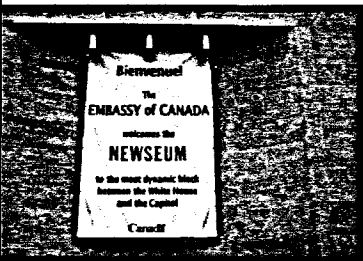


News We Can Use

Meet Our Neighbours: A new museum next door to our embassy in Washington, D.C., explores five centuries of news history—and puts Canada in the spotlight.

By Eric Portelance



The Canadian Embassy welcomed the new museum with a sign.

Point of Interest

The Newseum website (www.newseum.org) offers an excellent interactive map of newspapers around the globe. Place your cursor over points on a world map and you can view the headlines in places such as Tbilisi, Georgia, Bratislava, Slovakia and Monclova, Mexico. A double-click will increase the size of the page for a better view; some links provide the content of the entire newspaper. Discover what's making news globally and locally!

In Washington, D.C., there is no greater illustration of the friendship between Canada and the United States than the privileged location of our Embassy on Pennsylvania Avenue, mere steps from Capitol Hill and the National Mall. Ours is the only mission between the White House and Capitol Hill—no other nation is afforded such a strategic location.

Our newest neighbour on “America’s Main Street” is the Newseum, a 23,000-m² museum opened in April 2008 that explores five centuries of news history.

Occupying the last available spot on the street, the Newseum is only eight inches away from the Canadian Embassy. Needless to say, the building’s design necessitated a close partnership between our physical resources team and the Newseum’s architects during construction.

That link remains strong. In February 2007, the Embassy held a breakfast for the press secretaries of the 110th Congress. The group donned hard hats stamped with Newseum, Canadian Embassy and Connect2Canada.com logos for an exclusive tour of the work-in-progress next door.

The Newseum was scheduled to open that autumn, but construction fell behind schedule. With nowhere to put some 800 journalism teachers invited to celebrate the opening, the Newseum got in touch with our public affairs staff, and we gladly agreed to host their event in the Embassy courtyard. The Newseum erected a giant tent there, and offered its guests a preview of the nearly completed building.

Before the museum opened to the general public, all mission staff and family members were invited to visit free of charge. To this day, we continue to enjoy free entry, and we get a discount at the Newseum food court—catered by celebrity chef Wolfgang Puck.

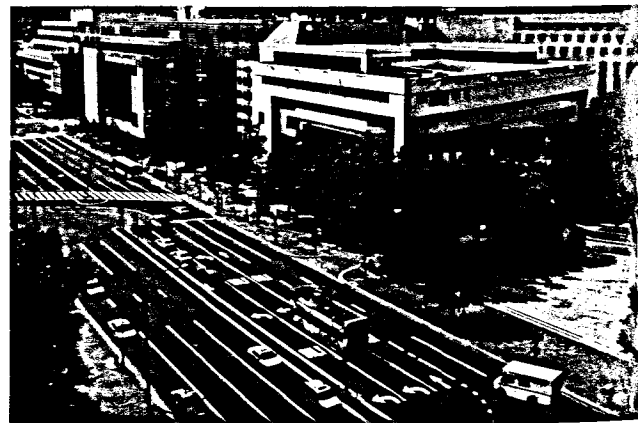
The Newseum features a constant rotation of temporary exhibits, while the permanent collection

includes part of the Berlin Wall, the communications tower from the top of the World Trade Center and a collection of historic newspaper front pages. Visitors can also experience a “4-D” film that explores dramatic events in journalism history.

Every Sunday, ABC’s *This Week* is taped in the Newseum’s Knight Studio, featuring views of the Embassy and the Capitol as a backdrop. During President Barack Obama’s inauguration last year, CNN broadcast from the Newseum’s rooftop. Canadian flags could be seen waving behind anchors Wolf Blitzer and Anderson Cooper, prompting the popular D.C.-area blog Wonkette to declare that “CNN Now Sails Under Canadian Flag.”

Each morning, the Newseum displays the front pages of newspapers from around the world on its front wall. Closest to the Embassy is always a Canadian newspaper, a simple reminder of our partnership—and the bond between our two nations.

Eric Portelance is an LES advocacy officer in Washington.



The Canadian Embassy (foreground) is just eight inches away from the Newseum, along Pennsylvania Avenue.