

For every story printed -- and not counting the hundreds of releases and other stories turned down earlier -- it is estimated that four very usable items will have been rejected for lack of space. In spite of this, Canadian news -- and particularly Canadian economic and business news -- has a better chance of being printed than it had even a year ago.

The reason: it is more likely to interest more people because they recognize it is more likely to affect them. No longer can Canada be regarded as news only in the border cities or in areas like Miami, where there is a large Canadian population, or even in Detroit where there is a similarity of certain interests.

A comment from one knowledgeable New York reporter may be worth quoting here: "If news is bad news for the United States, don't expect good press. Give good news a chance."

This is where the local public affairs officer comes in. His or her effectiveness will depend on background knowledge, accuracy and the fact that an official is available and, above all, acceptable to the local press. Also at a premium will be ability to find a local "peg" for a Canadian story which might otherwise be rejected.

A factor that might well increase the receptivity of editors to lively, well-informed articles from outside sources -- particularly those that fall into a "service to readers" category -- is a current effort to increase newspaper readership.

A group of 350 editors from newspapers around the country were told at a meeting in New York on November 10 (according to a report in the following day's New York Times) that, if they wanted their newspapers to survive, they must use modern marketing and research methods to find out what the public