

- Canada's role in terrorism and security related issues is important in both South and Southeast Asian news as well as in Islamic media.
- One of the key themes in stories related to Canada and terrorism and counter-terrorism is how Canadian minorities, and especially Muslims, are treated.
- News about Canadian politics is often seen more in terms of human interest or entertainment than narrowly "political" in nature - ie. stories on the election of Paul Martin as Liberal leader focussed on U2 singer Bono's appearance at the leadership convention.
- Canada is seen as a world leader on the issue of HIV/AIDS.
- Canada as an attractive tourism destination receives significant coverage.
- Visits of Canadian officials were particularly well covered in Pakistani and Indian media.
- The coverage of Canada by the Islamic wire services tends to generate a different mix of stories. Over 50% of reports on Canada in Islamic news wires focussed on Muslims in North America, religion and terrorism/security, whereas the Canadian coverage in South and Southeast Asia focussed on Canadian foreign policy, international trade/business and terrorism/security.
- Health and health-related issues (SARS, Mad Cow disease) has generated significant media coverage, with emphasis on the fact that Canada shares many of these health issues with the region. Reports in Southeast Asia on SARS and its link to Canada were more common than reports on Canadian trade.

These findings are important. For Canada to effectively promote its interests in Asia, or in any other region, an accurate assessment of how it is portrayed and perceived is crucial to the development of successful advocacy strategies. National image is very much influenced by "media drivers" or "hot buttons," the kinds of stories and topics that generate media interest and coverage. These can vary greatly from country to country and over time. Often "soft" media drivers (for example, human interest or sports) are far more influential in determining coverage than political or economic stories. Whatever the subjects of stories that draw media attention, an understanding of the key drivers can make a huge difference to the success or failure of attempts by Canada to project itself positively in the media.