

The Sources **HotLink**

Tips and Practical Ideas to Get Positive News Coverage

Number Eleven, Spring 1999

Don't neglect your presentation skills

BY PETER URS BENDER

When was the last time you had to make a speech? Did it go as well as you would have liked? Are you ready for the next time? Most of us do not like to speak in public. Yet our success in life – getting the job, the contract or the sale, in having others listen to and understand our ideas – depends on our ability to communicate effectively. Here are some ideas to give your next presentation more positive impact.

You must remember this!

Most people spend hours thinking about what they are going to say. However what you say is frequently not as important as how you say it. Studies show that words account for only a small part of the total message you convey to others. The rest comes from style, perceived confidence, use of voice, body language and other non-verbal forms of communication.

Think of it this way. Remember the worst presentation you've ever heard. One that was really atrocious. Was it someone who was *totally boring or monotone*? Did you feel they didn't really care?

Now think of the best presenter you've ever seen. Their energy and enthusiasm. The modulation in their voice as they shared ideas that really mattered to them. The connection they made with you personally. In most cases, it's how they spoke that affected you most.

The more you become a speaker that others want to hear, the more effective you will be.

They must understand you.

Good communication is more than just talking. It's about building a bridge of understanding between you and your listeners. To do that, you will need to:

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How to Dress for TV

BY BARRIE ZWICKER

The sound bite version:

Choose what you feel really comfortable in. Avoid distractions. Ask.

The Russian novel version:

Do you have an outfit that draws compliments? Even one article of clothing – sweater, jacket, blouse, vest, tie, scarf – that causes people to say "I like your vest" or ask "Where did you get that?" That's probably what you should wear on TV.

You'll be more confident and relaxed. More "you." Your clothing has been compliment-tested for colour coordination with your complexion, for fit, for all sorts of other factors that image consultants charge big bucks to advise upon.

Good, additionally, are solid colours, soft patterns. Makeup for women that complements your clothing. Makeup for men that prevents shiny nose syndrome, lessens circles under eyes and noticeable blemishes.

This can still leave choices. Of your "you" clothing, casual or formal? Work or play? To help narrow down, try to

watch the program in advance. And rule out distractions, which include:

1. White, except in very small patches. White "flares" on camera.
2. Small checks, fine lines, hound's tooth, light stripes, geometric designs, chevron tweeds. They "jump," "buzz" and "vibrate" in the camera's eye. Distracting.
3. Bright colours make you look too bright.
4. Colours similar to your skin tone will wash you out.
5. Anything that glints, shines, reflects. This includes jewelry with shiny surfaces, non-glare-resistant eyeglasses, metal eyeglass frames, glossy lipstick. Distracting.
6. Anything that makes the slightest noise, such as beads (which can click), other jewelry (which can clink). I once drew a sound person's caution by rubbing my chin. It made a whisker noise.
7. Anything that moves, such as pendants, large earrings. Distracting.

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- And Much More!



Make yourself heard!

If you have experience or advice that would help the readers of *HotLink* improve their media relations, don't be shy! *HotLink* welcomes articles on a variety of topics relevant to communications, public relations and media relations. Publishing an article is a great way to tell 1,000 organizations about what you do. Call 416-964-7799 or E-mail kcowan@sources.com for information.

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4 Phipps St., Suite 109
Toronto, Ontario M4Y 1J5

Phone: (416) 964-7799

Fax: (416) 964-8763

E-mail: sources@sources.com

World Wide Web:

<http://www.sources.com>

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News from Sources

Welcome to another issue of *The Sources HotLink*! This Spring 1999 issue marks my one year anniversary as editor. During this time, what I have enjoyed the most is getting to know the organizations listed in *Sources* a little bit better. I have learned first hand about the expertise you have, as I have drawn on your talents to inform *HotLink's* readers. That wisdom continues to be shared in these pages. Peter Urs Bender bestows his invaluable advice on making presentations that have impact, and Richard Earle from the Canadian Institute of Stress provides us with insights into the costs – and benefits –

of the rapid changes we all must cope with.

Preparations are well underway for the Summer 1999 issue of *Sources*. This is the time to ensure your listing is accurate and able to serve your media relations needs. Turn to page three for invaluable advice from Tracey Parn, your listing co-ordinator, on how to maximize the impact of your listing. If you have any questions about updating or renewing your listing, give us a call at 416-964-7799. Take care, and have a wonderful Spring.

Kirsten Cowan

Editor, *The Sources HotLink*

Give Journalists a Daily Reminder!

Did you know that *Sources* cooperates with the Canadian Association of Journalists to produce *The Canadian Journalists' Calendar*, distributed to CAJ's membership? The popular calendar features 12 award-winning photographs by Canadian photojournalists

and includes deadlines and events important to media professionals. Your message could be in newsrooms and offices coast-to-coast for a month, a season or a full year! Call *Sources* Display Advertising Manager Michelle Hernandez at (416) 964-7799 for details today!

Kind Words and Requests from Canada's Media

When journalists call and write to request *Sources*, it lets us know how much they appreciate our service. Sometimes it really makes us blush!

Could you please add my name to the controlled mailing list for the next issues of *Sources*. I am the Parliamentary correspondent for Radio Canada International, the overseas multilingual service of the CBC. I find your directory an invaluable tool in my day to day work.

Robert Jaros,

National Capital Bureau, RCI

Can you please send five issues to the attention of the Editor-in-Chief and five issues to the Managing Editor? [C]an you please send an additional six or seven copies of the Winter 1999 issue to my attention as we have only received three or four copies.

Zack Mendicoff, Managing Editor,
Excalibur: the community paper of
York University

I would like to order two additional copies of *Sources*.

Dana Roberts, Editorial Assistant,
Computer Dealer News and Computing Canada.

Please add me to the control list. Thanks!

Paula Schuck, Reporter, *The London Free Press*.

The Sources *HotLink* – Spring 1999 Phone: (416) 964-7799

Enhance Your Sources Listing and Get the Most for Your Dollar

BY TRACEY PARN

Here are some easy ways to make the most of your *Sources* listing.

Get the most for your public relations dollar. Think about what your listing should include. Consider the following a checklist for reviewing your listing or as something to pass on to members of your organization who want to know what your *Sources* listing is and what its components are designed to do.

1. **Your basic listing** price includes a 50-word descriptive paragraph, up to 15 contact names and numbers, and a minimum of 40 subject headings. Additional contact names are \$25 each. Extra subject headings are \$5 each. Extra words in your paragraph are also \$5 per word.
2. **Your Descriptive Paragraph** tells journalists who you are and what you do before they call. Draw in journalists who are just browsing through the pages of *Sources* for story ideas. Make your paragraph as clear and concise as possible.
3. **Your Contacts** are the people you select for journalists and researchers to call. Many organizations direct media calls through their public relations department while others select contacts based on individual areas of expertise or choose a contact for each major region. You decide. A contact can include: name, title, mailing address, phone, fax, E-mail and an after-hours phone number. The more information the better! Make sure all the contact persons you select are aware they may be called by the media.
4. **The Subject Index** leads journalists to your listing. *Sources* offers a comprehensive and fastidiously maintained subject index with carefully and appropriately selected

headings for you to choose from. Your listing will include at least 40 subject headings – they will direct journalists to your listing when they are preparing a story in your area of expertise. Think of it as 40 times the coverage!

5. **A French-language Paragraph** allows you to reach *Sources* users in Canada's other official language. It's only \$99 per year and includes up to 60 words.
6. **Your Logo or Photograph** appears at the top of your *Sources* listing and catches the attention of *Sources* users. Over 80% of our listees choose to include this eye-catching feature. Black and White logos cost only \$99 per year.
7. For organizations without a logo, or with logos which don't include the organization's name, **Large Type** (27.5 point type) also draws attention to your *Sources* listing. For only \$49 a year it's a bargain.
8. If you have a **WWW** site, be sure to include the URL in your basic *Sources* listing. Additionally, you can "hotlink" your site for only \$25 per year. A hotlink establishes a direct link from your *Sources* online listing to your company's own WWW page. Instantaneous and hassle-free, a great bargain!

Remember, you can contact us to make changes to your online listing (www.sources.com) at any time. Make sure that your listing information is accurate and up-to-date.

During the last year, over 200 new individuals and organizations signed up for the *Sources* service. We welcome them and will continue to help these and all of our clients to expand their media relations profile. We are the source for Canadian journalists. Let us work for you!

We want to hear from you!!

By now, you should have received your *Sources* listing package. The deadline for submitting your changed or updated information is **April 16, 1999**. Responding to us by this date will ensure that journalists have the latest information concerning your organization, something that will help you stay connected with the media. If you know that you are unable to respond by the deadline, don't despair! Give us a call and we can make accommodations to suit your organization's schedule.

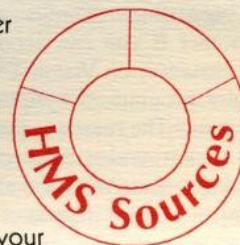
If you need help with any other aspect of your listing please give either me or Heather Easton a call at *Sources*. We'd love to help.

Tracey Parn,
Listings Co-ordinator

P.S. If you have lost, misplaced or didn't receive your package, don't worry! Call us, A.S.A.P., and we'll fax you another one.

Help is at Hand!

Panicking over completing your listing changes? Unsure how to get the most out of your listing? *Sources* listing experts can give you a helping hand. Call Tracey at (416) 964-7799 for tips and advice on getting your listing shipshape.



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We want to hear your voice!

Do you have questions or comments about this newsletter, your listing in *Sources*, or any of the services *Sources* provides? Call us at (416) 964-7799 or sources@sources.com by E-mail. Your suggestions and observations are important to us!

How to Dress for TV *Continued from Page 1*

8. Message buttons. Even poppies on Remembrance Day raise an issue, visually.
9. Clothing that makes you stand out in the wrong way. Even if you're a bank manager you may regret dressing in a double breasted suit and button down shirt on a panel with farmers in plaid shirts and overalls.

The single most important rule: Ask! Programs often have special requirements or suggestions. Things will tend to go smoother if you can accommodate these. For instance, on Vision TV's daily human affairs program "Skylight," black outfits are "out." The reason is that Skylight's studio background is deliberately black. The head of a person dressed all in black would seem suspended in space.

If you're going to be on TV with some regularity, consider adopting a "trade mark." Pierre Berton's bow tie may be Canada's best-known example.

TV is impressionistic. People will tell you they "saw you on TV." They won't usually remember what you said. They'll be left with an impression. So attention to clothing, grooming and deportment is essential.

Of course, you might flout all the rules, yet dress perfectly. If your message button is central to why you're going on TV, it may be an excellent idea. Put on that clown suit and go to the funeral directors' conference. People will be sure to tell you they "saw you on TV." They might even remember what you said.

Don't Neglect Your Presentation... *Continued from Page 1*

- Have a worthwhile message and be ready to communicate it.
- Relate your message to your audience. If you don't, you won't keep their attention for long.
- Watch your tone. Do not let strong emotions and argumentativeness interfere with your message.
- Obtain feedback. Find out if your audience understands your ideas. If they do not, you did not do a good job of communicating.
- Keep persuasion to the end. When you are confident that your audience understands you, then focus on getting them to adopt your point of view.
- Be specific about actions. Tell your audience exactly what to do in reaction to your message, or no changes will occur.

Don't wait until it's too late.

If you expect to open your mouth in public again (other than maybe to eat a sandwich) then remember the "Five Ps of Public Speaking": *Prior Preparation Prevents Poor Performance*. Do not wait until you are about to present. It's not worth the stress, or to risk looking like a fool. Take time to prepare. Practice. And perfect one of the most important skills in society today: Presenting yourself to others. Good luck!

Peter Urs Bender is author of the best-selling book *Secrets of Power Presentations*. His listing appears on page 181 of the Winter 1999 issue of *Sources*.

Visit www.PeterUrsBender.com for more tips.

Seven golden rules for more effective speaking

BY PETER URS BENDER

We all have to speak in front of others at times. Here are some tips to be more powerful, memorable and successful.

- 1) Don't read your speech. Write key points down on note cards. Speak spontaneously and use the cards as reminders.
- 2) Have your hands visible to the audience. Keep them out of your pockets, and use them to communicate.
- 3) Wait 3 to 5 seconds before you begin, then speak more slowly than normal. This will feel uncomfortable, but it helps you focus and makes you look/sound more powerful.
- 4) Smile, Smile, Smile. An audience always reflects the speaker!
- 5) Watch you listeners for their feedback. If their body language says "Borrning" do something different!
- 6) At a personal moment in your talk, wink at your audience (left eye to people on your left, right eye to those on the right). It makes people feel like you're speaking to them.
- 7) Make your speech live. Put your heart and soul into it. If it doesn't live, you die as a speaker.

Peter Urs Bender is author of the best-selling book *Secrets of Power Presentations*. His listing appears on page 181 of the Winter 1999 issue of *Sources*.

Thriving in Hyperchange: A Case Study in Personal Stress Control

DR. RICHARD C.B. EARLE, PH.D.

"The only person who truly welcomes lots of changes is a baby with a full diaper."

Occasional changes, in work or personal life, are exhilarating and challenging. Past that point, rapid, unpredictable change is simply wearing and stressful, as reflected in an ancient Chinese curse, "May you live in interesting times."

The past 10 years have been, to say the least, "interesting" for North American corporations and their executives. In this period: nearly half of all companies were restructured; over 90,000 firms were acquired or merged; 240,000 companies were downsized; nearly half a million simply failed.

Even change has changed. In the good old days, we experienced and learned how to deal with "more" changes, and with "faster" changes. These hard won learnings, today, have limited value, since most here-and-now changes are no longer linear, i.e. moving in old familiar directions, only faster. Hence the term "hyperchange." Hyperchange is only secondarily about speed. It is mostly about novelty and unpredictability. Many of the changes demanding space on your desk, or in your boardroom have not been seen before. Certainly they have no off-the-shelf solutions.

For example, consider the hydro electric generating corporation which, until recently, was the largest design-and-build construction company in North America. Now, there is literally nothing to build. Or, perhaps, the 90° turn (some would say 180°) faced by a digital switching telecommunications manufacturer when they discovered their market had become digitally saturated. No longer able to remain, first and foremost, a manufacturer, they are becoming leaders in software-based, value adding applications for the switching equipment they had already sold.

Most profound and widespread amongst the, until recently, unthinkable changes are those faced by employees, at all levels and of all professional stripes,

who are now slowly realizing "we're all freelancers now." The tacit yet cherished belief in employment for life has been badly frayed, if not broken, in even the most staid of corporations.

Being a value adding freelancer where the corporate criteria defining what's valuable may change radically in six months' time is difficult ... and, in the early stages, highly stressful. Yet, as Fortune magazine recently reminded us, the concept of a "job" and "job security" are historically very recent creations. About 125 years ago, most of us didn't have "jobs;" we simply did whatever we had to to make a living for ourselves and our families.

Core Beliefs of Those Who Thrive in Hyperchange

Since the early 1980's, I've been asked to work with several dozen corporations, and thousands of employees dealing with hyperchange. Some thrive. Others just get weaker.

The watershed difference between those who grow stronger and those who barely survive in meeting the challenges of change is these four committed beliefs:

"Life is difficult." (*one of Buddhism's "noble truths"*).

"If you would only accept how tough life is, you would find it much, much easier."

(*advice offered by the financier J.P. Morgan to his son*)

"What doesn't kill you ONLY makes you stronger IF you learn from it."

"We can't wait for the storm [of change] to pass. We'll all have to learn to work in the rain." (*P. Silas, Chairman of Phillips Petroleum*)

Personal Best Practices for Thriving in Hyperchange

1. Accept that rising stress is the totally normal response in the early stages of turbulent change. Difficulty concentrat-

ing, the inability to "shut down" on weekends, or being impatient, boiling over at a tiny irritant are biochemically inevitable (if you're a human). The high octane hormones that fuel the stress response are triggered automatically when we encounter too much uncertainty. Whether confronting an unusually silent spouse, or an ominously vague memo, we humans are programmed, when in doubt, to expect the worst. So don't be surprised that stress is providing you the energy to meet the challenge. In fact, expect it; allow for it. Only if the anger, the anxiety or the depressed mood persist is corrective action warranted.

2. Carefully choose, and write down your answer to: Who, specifically, do I want to be (known as) when times are tough and turbulent? Flexibility in your self concept, in your expectations of yourself, is an asset, to a point. Beyond that, "going with the flow" and "keeping all options open" is a common trap, leaving many feeling uncentred and overstressed in response to conflicting demands.
3. Review and reaffirm the unique strengths you bring to your work, especially in the changing situation. In the face of firefighting and related time pressures, many of us lose sight of what our past successes have taught us about ourselves. Our sense of our own value can become limited to whichever of our talents allowed us to wrestle the most recent issue to the ground.
4. Practice a simple method for breaking free of wheel spinning worry. Target one of your recurring worry situations and honestly answer these four questions. Can I change it? Will I change it? (How?) If the situation goes badly, what's the worst realistic effect on me? If it does go badly, what's my specific plan?

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5. Reacquaint yourself, in very concrete terms, with your work "satisfiers." For you as a unique person, what are the specific work experiences that might leave you, at the end of an admittedly tiring day, saying to yourself as you drive home, "That was a good day"? Write down your answers. Then plan for and take several simple actions to get one of your satisfiers more frequently into your work day. My clients report that these and related steps have yielded 30 to 50% increases in their work satisfaction.

The health effects of becoming more actively self-satisfying are even more impressive. My research on stress and rate of aging indicates that high levels of self-generated satisfaction at work not only protect against, but may also reverse the corrosive effects of high levels of stress hormones. Stress levels are not the problem. Health, motivation, and marriages seem to suffer only when stress "investments" are not met by commensurately satisfying "returns."

Richard C.B. Earle, Ph.D. is Managing Director of the Canadian Institute of Stress. Phone: (416) 237-1828
E-mail: earle@idirect.com
The Canadian Institute of Stress' listing can be found on page 210 of the Winter 1999 issue of *Sources*.

Does your organization produce a publication or have a Web site worthy of praise? Let us know at (416) 964-7799, or sources@sources.com so we can tell *HotLink's* readers all about it.

Don't let a poorly thought out phone system interfere with your media relations

The Virtual Storefront: Your Telephone

Voice mail has become virtually standard in Canadian businesses and organizations, but that doesn't mean it's universally applauded. Many people simply refuse to deal with voice mail and automated telephone systems, either hanging up at the sound of a personal message, or pressing zero repeatedly until they are connected to a human being. You may even be one of them! Here are a few things your organization can do to provide callers with a constructive experience, rather than a baffling and frustrating one.

☎ Consider using voice mail only at personal extensions and after-hours, with a real person picking up calls at your main number.

☎ If you have an automated system, listen to it as though you had no knowledge of your organization. The difference between "press 1 for communications", "press 2 for public relations" and "press 3 for general information" may be obvious to you, but a harried journalist on a deadline is unlikely to have much patience for vague department titles and a ten minute message.

☎ If you are listed in *Sources*, then you must be prepared to take calls from the media. Successful organizations often include a message such as "Journalists on a deadline, please press 5 now to connect to our media relations officer on duty" and then make sure that extension is either staffed or gives an after-hours cellular or pager number where someone can be reached. Personal voice mail of those responding to media inquiries should also give alternate and after-hours numbers.

If you decide to have a human rather than a machine answering your main number, you still need to make sure that those answering the phone are educated about your organization, routing calls and most importantly, basic politeness and professionalism. When calling for information, service or purchase, noth-

ing is more likely to make one turn elsewhere than being on hold for ten minutes while an unapologetic receptionist paws through an employee directory. Remember:

☎ Response to callers is like a virtual storefront. If you wouldn't hold meetings with journalists or clients in a dank, run-down, abandoned warehouse, then make sure your treatment of calls isn't a telephone equivalent.

☎ Professional phone manner does not mean being a robot. Even though a smile can't be seen over the phone, it definitely can be heard! Maintaining that human touch by being genuinely relaxed and helpful on the phone makes all the difference.

☎ Make sure those answering the phone are clear about the procedure for dealing with calls from the media. They should know who to route journalists' calls to, be aware of alternate numbers and most important, never, ever, give out inside information to a journalist (or anyone else for that matter). A little forethought before a crisis can save a lot of headaches.

☎ Things you never want said about you when you can't come to the phone (and don't want to know about someone who can't take your call): "he's in the toilet." "She's on a break." "She's out for a cigarette." "He went home early." A simple "I'm sorry, Ms. Johnson has stepped away from her desk," along with an offer to transfer to someone else or take a message is discreet and courteous.

Different methods of dealing with telephone traffic have their pros and cons. Being aware of the type of calls you are getting and what your organization's priorities are will help you choose the right way for you. No matter what your system, remember, Grandma was right: it pays to be polite.

Relax a Little!

If you have a presentation to make, a media interview to give, or just a rough day ahead, learning how to relax can mean the difference between a serene sense of accomplishment and a pounding headache. Here are a few tips that take just a few seconds.

Breathe! It's basic to life, yet so often we underestimate the ability of conscious breathing to relax us. Try this simple exercise to harness the power of breath.

- ◆ Sit upright in your chair.
- ◆ With your eyes closed, take in a long, deep breath through your nose.
- ◆ Feel the dry, cool air fill your lungs, and be conscious of letting your stomach expand outward, rather than raising your shoulders.
- ◆ When your lungs are full, slowly exhale through your mouth, completely emptying your lungs. It can help to make a low humming noise as you breathe out. Repeat a few times.

By making your respiration conscious, you can relax your breathing and slow your heart rate. Not to mention that extra oxygen to the brain has got to be a good thing.

Visualize! Feeling overwhelmed?

Taking a moment to picture a place of serenity can help you escape a pressure-filled environment or calm down before a stressful activity like public speaking.

- ◆ Begin by running through the breathing exercise described above, and then create in your mind's eye a relaxing scene, such as a country meadow.
- ◆ Involve all your senses, smelling the fresh air and the grass, hearing birds chirping and a brook babbling nearby, and feeling the warmth of the sun on your skin.
- ◆ Stay in your visualization for as long as you like, looking around and adding details.

Once you have developed a relaxing visualization, it is easy to "visit" whenever you need a brief time-out.

Move! We all hold tension in our bodies, as aching necks, shoulders and heads can attest. If you can go for a walk, do so. Otherwise, simply standing up, shaking your arms and legs and touching your toes a few times can get the blood moving and release pent-up stress. Yoga, physiotherapy and ergonomic resources all have various stretches and moves that can help the desk-bound overcome stress. Of course check with your doctor before beginning any exercise program.

Great Work from Organizations Listed in Sources!

Thanks to those of you who E-mailed to let me know about the great resources you produce. They are really worth a look!

Visit the Web site of Sleep/Wake Disorders Canada for links, resources and eye-opening facts about the sleep-related problems that affect thousands of Canadians. Reach them at www.geocities.com/~sleepwake.

Epilepsy Canada also has a great site. Visit www.epilepsy.ca for more information about this condition and the work of Epilepsy Canada.

The Pro-Choice Forum is a triannual newsletter produced by CARAL. Pick it up for news and views on the reproductive rights movement in Canada.

The Sources HotLink is interested in hearing what your organization is up to. E-mail sources@sources.com if you have a resource to share!

Put Yourself In the Spotlight!

Display advertising puts your listing in the limelight every time a reader opens *Sources*. Bell Canada, Citizenship & Immigration Canada, CN and many others use advertisements to direct journalists to their listings and also to raise awareness about their specific services like resource materials, hot-lines, media directories or World Wide Web sites. Call Michelle Hernandez at (416) 964-7799 to find out how advertising in *Sources* can get you rave reviews!

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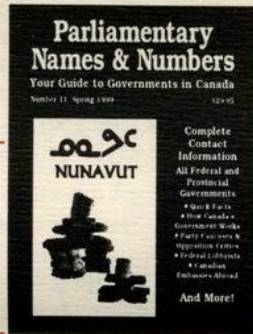
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