

The Sources *Hot*Link

Tips and Practical Ideas to Get Positive News Coverage

Number Twelve, Summer 1999

After the Interview

Call it insecurity, call it nervousness. What some people say and do after a Q&A session with a reporter can be surprising. In my reporter days, people would occasionally take the opportunity to tell a joke or make an off-the-cuff remark when they thought the camera was off. That can be a big mistake. Remember that what you do or say after the Q&A can be just as important as the initial interview.

Here are some rules to live by as your session with the reporter concludes:

- 1) **Thanking the reporter.** Don't thank him or her "for the publicity". A reporter's job is not to give you publicity, but to find the most interesting aspect of the story. Instead, wait until the story runs and if you feel it's appropriate, write a note thanking them for being fair.
- 2) **The interview is never really over,** even after you think the camera has stopped rolling. The photojournalist usually shoots "cutaway" questions after the Q&A. This is for background video. So it's not a good idea to laugh, tell a joke, or make an off-the-cuff remark. That is how the wrong kind of news is made.
- 3) **Any questions?** Ask the reporter if he/she has any more questions, particularly if you are dealing with technology or other complicated issues.

Y2K is a good example. This will allow you another chance to make sure the reporter is accurate, and it shows the reporter that you want to help.

- 4) **Offer sources** that will support your cause. Normally, print reporters will be more open to this. Broadcast reporters may not have as much time in their stories to devote to another source.
- 5) **Offer to provide visuals.** This is important for both broadcast and print interviews. It helps both the reporter and you emphasize your point. It also tells the reporter that you are aware of their needs. This should also be done before the interview; however, new issues may come up during an interview that are important to illustrate.

Remember that you are leaving the reporter with an impression. If you are positive and cooperative the reporter will give more credibility to what you say. If you are defensive the reporter may think you have something to hide.

Courtesy of Al Rothstein Media Services, Inc., specialists in spokesperson training and media relations seminars.

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Ten Tips for Working Faster on the Web: Part One

BY RITA VINE

Do you get annoyed and anxious waiting for pages to load in your browser? Do you endlessly fiddle with mountains of e-mail in your in-box, only to find that you missed a deadline because an important message has trickled down to the bottom of your list? Do you spend inordinate amounts of time trying to pull together documents, data, presentations and web site information from many different folders on your computer? Do you feel like you're working slower and less efficiently now than you were before you had a computer and Internet access?

If you can answer "yes" to any of these questions, you're probably like many active Internet users who are struggling to effectively manage increasing amounts of e-mail and information retrieved from Web sites. Recent studies indicate that the average Internet-enabled worker in Canada spends over 7 hours a week online.

Here are some tips for saving time and ensuring that Internet work time is more productive and efficient.

Set up a default home page in your browser for your favorite search engine or subject catalogue.

Continued on Page 6

Keep in mind:

- Thank the reporter properly
- The interview is never over.
- Ask if there are other questions.
- Offer other sources.
- Provide visuals

Inside This Issue:

- ▷ Media Savvy; "After the Interview". This Page
- ▷ News releases that stand out. Page Five
- ▷ Time saving Internet tips. Page Six
- ▷ Listing Advice, News From *Sources*, and more!



Cyberspace Welcome Mat

Have you recently created a Web site for your organization, or upgraded an older one and want to show it off? Then consider "hotlinking" your WWW address as it appears at *SOURCES SELECT OnLine*. When journalists visit your virtual listing at www.sources.com, one click of the mouse button will bring them right to your home page. For only \$25.00 a year, you can put out the welcome mat for journalists seeking expert information. Call us at (416) 964-7799 or e-mail sources@sources.com and we'll activate your hotlink right away!

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News from Sources

Summer is most definitely upon us and for many it is time for taking holidays, reconnecting with family and friends and generally slowing down the hectic pace of life. There's no such mood at *Sources* however, as we await the publication of *Sources 44*, Summer 1999. We're naturally excited about the addition of more organizations and more subject areas to our print issue and our Website. There has been an explosion of growth in all areas, especially those relating to information technology and the Internet, as more organizations and individuals than ever join *Sources*.

Speaking of the information superhighway, the *Sources* website, www.sources.com, has once again garnered

praise in the press, joining a list of "sources the fourth estate should bookmark" in *Sympatico NetLife's* July/August issue. *Sources'* was the only Canadian site to make the grade.

Enjoy this summer issue of the *Sources HotLink*. As always, we've packed it full with the best hints and tips to help you improve your media relations strategy. *HotLink* welcomes comments and questions; E-mail sources@sources.com or phone (416) 964-7799 to state your piece.

Keep cool!

Kirsten Cowan

Editor, The *Sources HotLink*

Journalists want their *Sources*!

Journalists in all mediums continue to clamour for *Sources*. Additional copies have gone out in the past few weeks at the request of:

NOW Magazine, Toronto
Canadian Business Magazine
Brabant Newspapers, Hamilton.

Jeff Buttle at CBC Newsworld requested five copies. He reported that he is always giving away his copy and

would like to have a few in reserve for covetous colleagues!

Michael Downey, a freelance reporter writing for *Maclean's*, the *Globe & Mail*, the *Montreal Gazette* and many other publications added in his request for a copy;

"*Sources* not only saves me a lot of time, but it puts me onto the best contacts to quote."

What are you doing about Y2K in the Year 2000?

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The Subject Index: Helping journalists find you

BY ULLI DIEMER

Your subject index headings are the most important feature of your *Sources* listing. Your choice of headings:

Tells journalists, editors and researchers you have expertise in the subject they are looking up, and;

Leads them directly to your company or organization.

The number of calls you'll receive from the media directly relates to the number, newsworthiness and specificity of your headings.

You should re-check your headings with each edition. Your organization changes, the world changes, and news judgment changes.

More than 16,000 carefully chosen headings reflecting an extremely wide diversity of topics are available to you in the *Sources* Subject Index. A Subject Index Advisory Board reviews headings to make sure they reflect recent developments as well as current norms in the information sciences.

To select or review the headings under which you want journalists to find you, start by going through the Subject Index in your copy of *Sources* and look

for headings which are relevant to your organization, headings that best highlight your specific areas of expertise.

To help you find the subject headings most appropriate to you, we have also developed lists of headings arranged by broad category (e.g. Law, Health, Science and Technology) and by somewhat more defined sub-category (e.g. Criminal Law, Dentistry, Computers). We can send you a list of headings in the category which is relevant to you at your request.

As a rule, the more specific your headings are, the better. Choose Employment for Disabled, or Employment/Executive, rather than Employment. Avoid vague and general headings such as Education or Environment, even if they are already in the book. Most of all, scratch your head and do internal research to discover all the areas of expertise and opinion your and your staff possess.

If you need more than 40 subject headings to fully describe your organization, you may list yourself under additional headings for only \$5 per heading.

Ulli Diemer is the Sources Subject Index Editor.

Welcome New Listees!

We would like to extend a warm welcome to the more than 120 new listees that recently came on board. From AGF Funds Inc. to Youth Engineering and Science — Virtual Adventures Camps Canada (YES-VACC), look for them in the pages of the July 1999 print edition and online at <http://www.sources.com>.

Welcome to the Team!

The *Sources* Listings Department would like to officially welcome Heather Easton, the newest member of our listing services team. Having been involved with the recent Renewal and Update drives, Heather is more than happy to help you with any listing related questions or comments that you may have. You can reach her at the main office number or via E-mail at heaston@sources.com.

Welcome, Heather!

Tracey Parn
Listing Services Co-ordinator

Subject Index Do's & Don'ts

- DO** review your headings every 6 months.
- DO** ask to see a list of headings relevant to your field
- DO** strive to be specific
- DON'T** forget the subject index maxim: "What you know, not just what you do."

Don't Forget...



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How to Lobby Like A Pro

Professional lobbyists will tell you: as important as what they say is how they say it – and to whom. Whether you want an empty lot turned into a neighbourhood playground or an amendment to federal tobacco advertising legislation, you need to lobby like a pro.

Think of your issue as a marketing challenge. Get to know your "market" and your "product." Research and use focus groups to find out what the public thinks. What are your objectives and expectations? Who are your opponents? Who have they called on for support? Why are they opposing? What would make them change their minds? How can you best approach them? Who is on your side? How can you use their support most effectively?

Identifying the precise legislation and level of government you should approach is essential. Even the smallest of issues is governed by multiple tiers of legislation. Find out what levels of government have jurisdiction over the various dimensions of your issue. Once you've determined which departments and ministries are involved identify which specific laws affect your issue and finally who the key decision-makers are. A copy of *Parliamentary Names & Numbers* is an invaluable reference tool at this stage.

Choose one or more spokespersons to represent your group. They can be members of your group, lawyers, public figures, or even members of an agency that sympathizes with your cause.

In choosing your advocates ask yourself: Is this advocate the best spokesperson for my cause? Does the advocate know the history and purposes behind the issues? Can the advocate present my group's viewpoint in a logical and convincing manner? Is the advocate sincerely interested in the issue or simply promoting his or her personal interest?

It is crucial for you to understand the process involved with your targeted piece of legislation as it moves through Parliament or any legislative body.

Once you understand the process you'll see when and how to intervene. At this point you have several options.

Many organizations opt for postcards and petitions to legislators. The sheer volume required to attract any serious attention, however, can be an obstacle for smaller groups. Well-placed and well-written personal letters can have more impact. Above all, encourage citizens outside your group to write letters of their own.

The more letters, phone calls, and faxes a politician receives, the more seriously s/he will take them.

Some very important tips to keep you lobbying like a pro:

- 1) **Use the Media.** Whatever message you're sending to legislators, send it to the media as well. Legislators are highly sensitive to comments by the media. Let the media know what you're up to through press releases, letters to the editor, and phone calls. Maintain your listing in *Sources*. Make your spokespersons accessible to the media. Responding quickly and openly to requests for information and interviews will ensure that they take you seriously.
- 2) **Use the Opposition.** Never underestimate the power of the opposition parties. For a well-rounded lobbying campaign you must brief the opposition parties. They welcome input on new legislation. Information you have will help them prepare their questions and statements in the legislature.
- 3) **Use the "Public Interest."** Governments see themselves as making legislative decisions based on what they view as the public interest. Emphasize that your group's concerns are consistent with the public interest and that the alternatives are not.

Lobbying plays an important part in Canada's democracy. It influences governments to take account of a diverse range of interests. Whether it's a large corporation with a paid in-house government consultant or a small special interest group starting a basement letter-writing campaign, lobbying provides avenues for Canadians to voice their concerns. Lobby effectively to ensure that your voice is heard.

Media Relations Know-how

News releases that work (and those that don't!)

- Do make sure it is newsworthy. Nothing will shoot your credibility more quickly than sending out frequent news releases on unimportant topics.
- Do focus your approach. Target individual section editors of papers, industry and niche publications. Don't forget the powerful reach of community papers, especially when your subject matter is local.
- Do put yourself in the reporter's shoes. Consider the needs of the journalist as far as content, timing, style and length. In other words, don't send a busy financial reporter a five page sales pitch on your new line of accounting calculators two days before the next "Moneysense" supplement to her paper comes out and expect any coverage!
- Do consider the advantages of "snail-mail". Although the fax machine has become an increasingly popular way to send news releases, many journalists report that they feel overwhelmed by the constant stream of faxes their offices receive. Using the mail also enables you to provide reproduction quality photographs directly with your release, a time-saver that could result in an article on your issue.
- Do include effective contact information. Clear, recognizable phone, e-mail and after-hours information for the appropriate person is vital to the success of a press release. Be sure to include reference to your *Sources* listing ("See our listing on page 256 of the current issue of *Sources*"). Journalists can turn to your listing in their copy and have a capsule description of your organization, reproducible logo, additional contact persons, branch offices and so on.
- Don't assume that writing a news release is straightforward! The style should be tailored to the subject matter of your release and the outlets you are targeting. Industries, media formats and even specific publications have their own style. Consider hiring a professional to help you navigate, especially if you are new to the world of media relations!

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Getting in touch

Don't Play That Game – Ending Telephone Tag

Many recent studies have shown that despite the multitude of communications technologies now in every day use, it is actually becoming more difficult to get in touch. Anyone who has ever experienced the frustration of "telephone tag" will certainly find that easy to believe. When trying to publicize an event, contact the media or respond to a crisis, the difficulties of getting in touch with the right people may seem insurmountable. Here are a few practical steps which make communication easier:

Take a moment to ameliorate your attitude: if you are furious every time you reach a message it will show in your voice. Voice mail can be a useful tool if approached thoughtfully.

Give some thought to what you want to say in a message before you call. Don't get caught stumbling for words once the tone has sounded.

Make your message brief yet complete. Enunciate your name and number, followed by your reason for calling. This can be especially useful as it gives the message recipient notice of what to prepare when returning the call. A stranger's name and number is unlikely to motivate someone to call back. You may wish to give some time parameters – "Please call me before 5 pm Tuesday. I will try you again Wednesday at 9:30 am." You are providing information on the urgency of your request and also letting them know that you will try them until you get in

touch. Conclude your message by restating your name and phone number.

If you leave a call-back time, make sure you are in the office. Consider giving a more precise time (rather than simply "during business hours") and avoid a frustrating day of back and forth messages.

Think about some alternatives when you cannot reach an individual. Is there someone else in the organization who could fulfill your needs? Perhaps a receptionist or executive assistant can tell you when the person is most likely to be available. Seek out different communication vehicles – a telephone hater may be contacted via E-mail, fax or (gasp!) mail.

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Ten Tips for Working Faster on the Web *Continued from Page 1*

Do you usually begin your search with a search engine or subject catalogue? If you're like most web users, you probably start with your favorite search tool every time. Why not set it as your default home page so that you don't have to type the Web address into the location bar every time you want to use it? In Netscape use the PREFERENCES feature and in Internet Explorer use the OPTIONS menu item to make a favourite tool your default Web page. Then each time you launch your Web browser it will load as the default home page and a quick click on the HOME button will return you to it for your next search.

Invest in software to help manage large numbers of URLs.

Netscape Bookmarks and Internet Explorer Favorites are great tools for collecting small numbers of Web addresses, but they lack important searching features, are cumbersome to annotate, and are annoyingly difficult to import into other programs like Microsoft Word.

Several shareware products have been developed to help Internet power users organize, manage, and annotate large numbers of URLs. I use Kaylon's Powermarks [<http://www.kaylon.com>], a great shareware program that allows you to fetch Web site meta-information including meta-tagged descriptions and keywords. You can import Bookmarks and Favorites into Powermarks, and the software allows you to create instant lists of

Web addresses for importing into other documents. You can download a fully-enabled trial version of the software from the Kaylon Web site.

Buy a copy of Adobe Acrobat to create instant Web-enabled copies of your library brochures, user aids and handouts. You probably already have the free Acrobat Reader, which enables you to read Adobe PDF-formatted documents available on the Web. If you want to create your own Acrobat documents, you need to purchase a copy of Adobe Acrobat. The software is available at most large computer software retailers, or at the Adobe web site [<http://www.adobe.com>]. "Street prices" are almost always lower than the Manufacturer's Suggested Retail Price, so shop around.

When installed (the installation is easy), Acrobat acts as a super-duper print driver, enabling you to instantly create PDF documents from existing word processed documents and other desktop publishing applications. With a little extra work, you can index your Acrobat documents to include a table of contents, so that the reader can jump between sections easily. As an example, check out the Gerstein Science Information Centre's PDF version of our Faculty Handbook at <http://www.library.utoronto.ca/www/gerstein/>. We indexed the document and also created instant Web links for all the URLs, so you can jump directly from the PDF document to the Web site.

Why create PDF documents? Well, you can quickly mount a PDF file on your library Web site without having to

convert the document to HTML, which can be a time consuming and tedious task. You can also attach PDF documents to your email message; they are much smaller than equivalent Word documents and their format cannot be easily altered by a user. Therefore they are a better option for transmitting information that should appear as it was formatted.

Learn to use your right mouse button when browsing the Web.

Depending where on the screen you click when using a browser, a click of the right mouse button will display a context-sensitive menu of choices. You will see navigation options, shortcut creation options, bookmarking options and more. For example, you can save valuable seconds by using the BACK option in the right mouse button menu rather than sliding your mouse up to the BACK button in the browser toolbar. Sound like nitpicking? Add up all the times you click on that BACK button and watch your efficiency improve – and your wrists will feel better too!

Learn to use Windows really, REAAALLY well.

As a trainer of librarians, I'm always surprised to see how little many of my students know about valuable Windows shortcuts, auto-minimizing of multiple windows, and the CUT, COPY, and PASTE commands that can be used both within and between Windows applications. Even fewer know about the incredible power of dragging and dropping, and the difference between doing it with your left and right mouse buttons! Almost no one uses keyboard shortcuts, which can save valuable time, over mouse-driven pointing and clicking.

Take a tip: Click on the START button at the bottom left corner of your Windows 95, 98 or NT 4.0 screen, select HELP, then click on the INDEX tab, and type the word tips in the box. You'll see a list of valuable tips for Windows. Read all of them and try them out. You'll learn tricks that you probably never knew, and you'll be well on your way to working faster and more confidently.

Rita Vine is Vice President of IMR Internet Training (<http://www.imr.on.ca/>), a Toronto firm which teaches practical and strategic Internet skills to knowledge professionals. She can be reached at 416-928-1405 or by e-mail: rita@imr.on.ca. Her listing can be found on page 314 of the Summer 1999 issue of Sources.

Resources That Will Help You Get More Out of the Internet

1998 Canadian Internet Handbook and the 1998 Canadian Internet New User's Handbook.

BY JIM CARROLL AND RICK BROADHEAD

These are the books to have for those getting started, and those looking to go deeper into the online world. Refreshingly Canadian in an area usually dominated by American perspectives.

The Internet Unplugged.

BY MICHAEL A. BANKS

This tome will show you around the bells and whistles that turn a

neophyte surfer into a Big Kahuna. Don't be fooled by the first glance – *The Internet Unplugged* is written in a very accessible style.

Dean's Digital World.

BY DEAN TUDOR

In every issue of *Sources* you'll find a great article from Ryerson University professor Dean Tudor. In the Summer 1999 issue, turn to page 354 and help yourself to Dean's expert advice for finding information on the Internet. Check out back issues of *Sources* for more of *Dean's Digital World*.

The HotLink Bookshelf

World Wide Web Marketing

Second Edition
by Jim Sterne
John Wiley & Sons
1999, 392 pp., \$46.50,
0-471-31561-3

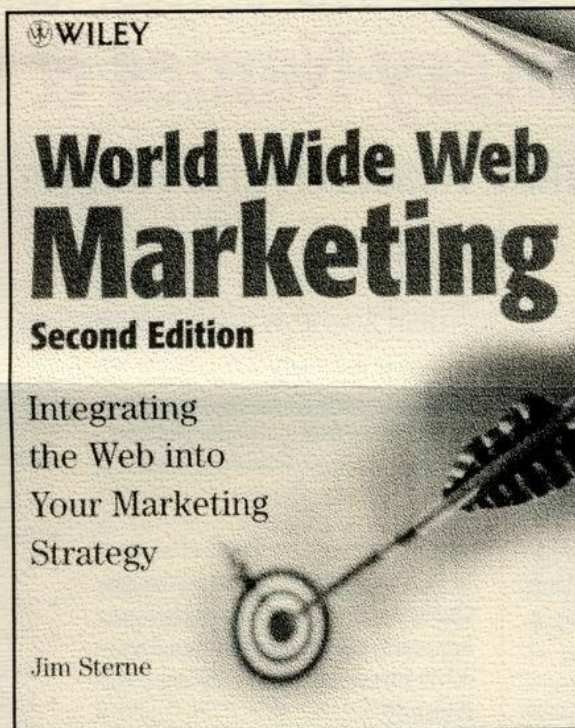
Jim Sterne knows marketing and he knows the web. He has toured extensively speaking about "Marketing on the Internet" as an Internet marketing strategy consultant. An internationally recognized speaker, he has been introduced to audiences in Germany as a "Webmeister" and to audiences in India as a "Web-guru".

So it's no surprise that this book reads like an enthusiastic, high energy speech, rather than a dry technical manual. The author asserts, "This is not a technical treatise; it's about marketing", although it provides "advanced thinking about using the Web for business and where the Web is headed".

This book is designed for those whose jobs involve creating and maintaining corporate web sites. It is also entertaining for those of us who know little about marketing, but find that ubiquitous phenomenon oddly fascinating. There is little marketing jargon and no computer jargon to alienate the uninitiated. Explanations are clear, accompanied by helpful analogies, useful figures, and plenty of interesting real-life examples and statistics.

"The World Wide Web is the most important invention since Velcro." Business Week (February 27, 1995). So begins the introduction. The author wants to make sure you are completely convinced of the indispensability of the World Wide Web as a marketing tool in the introductory section of the book, lest you stumble into Chapter One a non-believer.

After a very brief and painless introduction to the nuts and bolts of the World Wide Web (DOS, FTP) the first chapter provides a clear overview of the chapters to come.



Chapter Two is devoted solely to the net. Its "How the Internet Got Started" section is pleasantly concise, and "How the Internet Works" provides the simplest, clearest explanation of file transfer protocol I've ever come across. Also mentioned are e-mail, newsgroups, lists, IRC and other net-related concepts.

After an interesting introduction to the World Wide Web, Chapter Four narrows in on the web's unique potential as a marketing tool. The next few chapters are friendly, fun and filled with tested advice on how to attract potential customers and

treat them well. The dozens of real-life examples of do's and don'ts are clearly the result of many years' experience evaluating web sites.

Chapter Eight addresses that indispensable component of any marketing mix - feedback. After discussing the survey process (what to ask and how to ask it) Sterne explains how best to respond to your users. Also addressed are the sensitive issues of buying demographic information and trading knowledge for information and money.

Chapter Nine reminds the reader that a fun, interesting and useful website is a value-added website, while Chapter Ten suggests, with comedy and poetry, ways to attract attention to the website, and what to avoid.

Chapter Eleven explains how to evaluate the success of a website by employing a variety of indicators.

Briefly addressing such important issues as international trade law and intellectual property considerations, Chapter Twelve also provides practical tidbits like the varied, and in many cases contrary, interpretations of various symbols, colours, and gestures around the world.

A technical 'To Do List' called, "Chapter 13: Where Do You Start?" leads the reader from his armchair to his computer desk. Two appendices complete the substantial information base. The incredible breadth of thoughtful, expert information, the wealth of interesting pictures, poems, articles and anecdotes, and the humour, understanding and personality that make World Wide Web Marketing an indispensable marketing tool, also make it a pleasure to read.

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For more on-line know-how, check out Rita Vine's article on page one of this issue.

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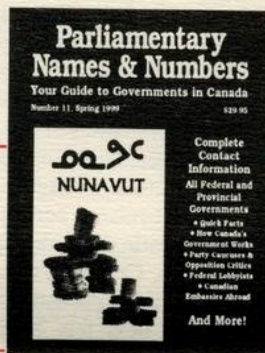
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