

The Sources **HotLink**

Tips and Practical Ideas to Get Positive News Coverage

Number Fifteen, Spring 2000

Blowing Your Own Horn!

BY CATHLEEN FILLMORE

The best possible way to promote your business is to launch your own public relations campaign. And that's not as difficult as it may seem.

An excellent way to get your name out there is to write for publication and to speak to a variety of carefully targeted groups.

This not only increases your name recognition, it gives you added credibility and multiplies your networking connections.

Decide which publications you want to target and start from the top by studying a sample copy of the periodical

Articles are not simply self promotion, they have to provide a solid benefit for the reader.

you'd most like to write for. Determine how long the articles are, what the general slant is, who advertises in the magazine, and what the reader profile is. If you phone the editorial office, you can often get an editorial schedule for the coming year and that will help you fit your proposed article into the magazine's line-up.

Once you have a good solid proposal, send a query to the editor.

Articles are not simply self promotion, they have to provide a solid benefit for the reader. You can, however, often get a small photo of yourself scanned in at the beginning or end of the article and provide contact information at the end or at least an E-mail address.

If your business depends on local traffic, offer to write a weekly or monthly column for the local newspaper. It doesn't have to be about your business as long as it's relevant to your target market and has your contact

information at the end.

Publishing and distributing your own newsletter is an excellent way to reach potential clients and/or customers and keep your name in front of them.

Keep all your published articles and slowly build up a portfolio to be included in your promotional package.

As for speaking, a good place to start if you're inexperienced, is a service club such as Rotary. Let everyone know that you're available for speaking engagements. Offer to speak at your organization's regular meeting or next convention. Check the business section of the newspaper for upcoming events and meetings where your expertise would be welcomed. Trade magazines often have a section at the back where upcoming events are announced with contact information. Call and offer your services as a speaker. These events need lots of lead time so if you're too late for this year, inquire about the next year's event.



Cathleen Fillmore is publisher of Speakers Gold marketing newsletter and has published over 70 articles. If you'd like an in-depth version of this report, call 416-466-6540 or E-mail cfillmore@idirect.com.

Nurturing your relationships with reporters

Effective Media Relations

Your relationships with the journalists who cover your organization's issues are some of the most vital ones to your success. All too often however, we only think of these relationships as something to call upon when we need them. However, like any living thing, our relationships with journalists need to be maintained over time in order to be fruitful.

Journalists turn to you for information if they know they can rely on you for credible, accurate information, not self-serving advertorial. By forwarding interesting news about research, developments and ongoing trends in your industry — not necessarily directly about your organization — that you pick up at conferences, events or from colleagues, you can nurture a mutually beneficial relationship with journalists that will reward you hundred-fold.

Take the time to get to know the reporters you want to reach. Do a search through their publications archives, usually available on the Internet. Read articles they have written that relate to your organization. Each reporter has different interests and priorities. By tailoring your approach to a reporter, you can greatly increase your chances of coverage.

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The basics always apply. All the relationship nurturing in the world won't benefit you if you fail to return journalists' calls within the day, don't provide clear, concise, relevant story information, and don't have additional graphic, video and print materials.

With proper care, the relationships you and your organization develop with journalists can last a lifetime — and benefit all of you.

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!

SOURCES **HotLink**

Spring 2000

ISSN: 1480-2821

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Sources HotLink is free to organizations listed with **Sources**. Subscriptions are \$20/year for those not listed with **Sources**. Subscription orders must be prepaid. Visa or MasterCard accepted.

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Display Advertising:
Michelle Hernandez

Typesetting and Design:
Elaine Farragher/AlterLinks

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News From Sources

Welcome to the Spring 2000 issue of **The Sources HotLink**. Remember that articles from past issues are available on the World Wide Web at www.sources.com. You can also receive **HotLink** by E-mail. Send your E-mail address to sources@sources.com, or call it in to (416) 964-7799.

This **HotLink** is bursting with exciting articles and tips, as befits a spring issue! Turn to page one for advice on nurturing lifelong relationships with journalists. Cathleen Fillmore, from *Speakers' Gold Newsletter* tells you how to raise the profile of your organization by publishing articles in relevant media. On that note, **HotLink** welcomes articles and ideas from its readers. What better way to share your insights with over a thousand interested readers!

Here at **Sources** we are very excited

about the latest addition to our roster of services — **Media Names & Numbers 2000**, a cross-indexed guide to Canada's media. **MNN** is an invaluable addition to the arsenal of any media relations professional. Visit www.sources.com for more information, or call the **Sources** office at (416) 964-7799.

It's time to update your organization's listing information for Summer 2000, and we have included some information in this **HotLink** to help make the process easier and more effective. Feel free to contact us at any time with questions or comments about your listing, **The Sources HotLink**, or any other products or services from **Sources**. We like to hear from you!

Best wishes for a healthy and happy spring!

Kirsten Cowan

Editor, **The Sources HotLink**

The Sources Mailbox

After a new issue of **Sources** is released, we are always flooded with calls, faxes, E-mails and letters from journalists and media outlets, updating their information, requesting more copies, or changing their delivery information. These are always a treat to receive. Here's a note I was passed by my co-worker Tracey after she took one memorable call:

If the following person isn't already on the control list, or if he is with a different amount of copies, can you please change it.

Dan Schwartz
CBC – The Magazine
12 copies please!

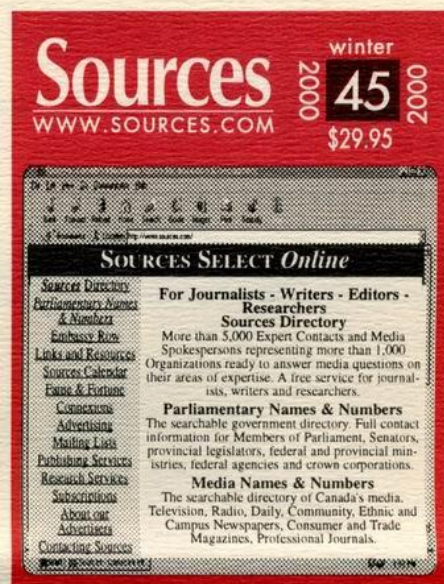
*He called me yesterday to say that he was really excited when a memo landed on his desk stating that the new **Sources** had arrived. He was just about to go and get his copies when another memo landed on his desk saying that no*

one else should bother, they were all gone. His department didn't get any copies. He has a feeling that the newsroom is hoarding them all because nothing is getting to the fourth floor. I have shipped 12 copies to The Magazine at CBC to his attention today. He is very grateful and he loves us!

Of course, sometimes we also receive requests to send fewer copies, that media outlets are no longer in operation and so on. We appreciate those calls and letters too, since it is part of our circulation effort to ensure that each and every copy of **Sources** we send out is going into the hands of a journalist who will use it.

If you have any questions about how we determine how to send out copies of **Sources**, call **Sources** circulation anytime at (416) 964-7799 or E-mail subs@sources.com.

Getting the most out of your *Sources* listing



This is the perfect time to make sure your listing is as effective as possible. Take a minute to review:

Your Contacts

- ◆ Contacts are the people you've selected to respond to journalists.
- ◆ Your *Sources* listing can include up to fifteen contact names. These names and their coordinates are vital because they enable the media to turn to you for information in your area of expertise. If you wish to list more than 15 contacts, a fee of \$25 per additional contact applies.
- ◆ Whether you currently use one main number in your listing or you have several people on your contact list, make sure the person who answers the phone knows how to handle calls from the media and knows to whom the calls should be transferred.
- ◆ Review the skills of the people in your organization and select a diverse range of spokespeople who are experts in specific areas relevant to your listing in *Sources*.
- ◆ Besides phone numbers, there are several ways in which you can help the media reach you. Most listings include fax numbers; cellular phone numbers, pager numbers, and E-mail addresses. Internet sites are also helpful; for only \$25 a year, a direct link can be set up from your *Sources* listing to your own World Wide Web site. The more communication options you provide the more your *Sources* listing will appeal to journalists.

- ◆ No matter what combination of coordinates you choose, the media should be able to reach someone at your organization within a short period of time. A contact list that makes it easy for journalists to reach your organization means more interviews and press coverage.

Your Logo

- ◆ More than 80% of organizations listed in *Sources* raise their visibility in the print edition and on the **SOURCES SELECT Online** World Wide Web site by including a logo or photo. We need a good original copy of your logo to be able to reproduce it well (letterhead or PMT). No faxed copies or logos on disk, please. Add a black and white logo at a cost of \$99 per year (2 issues).

Your Descriptive Paragraph

- ◆ Tell the media who you are and what you do. Fifty words are included in your standard rate. For an additional fee, a sixty-word French-language descriptive paragraph is also worth considering: Tell the French-speaking media you are accessible to them. Extra words cost \$5 each.

You get out what you put in! Extra care in the design of your listing can result in more calls, more media awareness and greater success. If you would like some suggestions or guidance on improving your listing, call Tracey or Heather at *Sources* (416) 964-7799.

The *Sources* **HotLink** — Spring 2000 Phone: (416) 964-7799



CANADIAN
COMMERCIAL
CORPORATION
CORPORATION
COMMERCIALE
CANADIENNE

Canadian Commercial Corporation / Corporation commerciale canadienne

50 rue O'Connor St., Ste. 1100, Ottawa, ON K1A 0S6

An agency of the Government of Canada, CCC is an international trade facilitator offering exporters a range of services designed to help them sell to foreign governments and international organizations. As prime contractor CCC assists Canadian suppliers through all phases involved in an export transaction.

Organisme du gouvernement du Canada, la CCC facilite le commerce international en offrant aux exportateurs une gamme de services leur permettant de transiger avec des acheteurs gouvernementaux étrangers et des organismes internationaux. Dans le rôle de mandataire principal elle aide les fournisseurs canadiens à franchir toutes les étapes d'une vente à l'exportation.

World Wide Web: <http://www.ccc.ca>

Head Office/Siège social:

50 rue O'Connor St., Ottawa, ON K1A 0S6

Phone: (613) 996-0034 FAX: (613) 995-2121

E-mail: info@ccc.ca

Media Relations/Relations avec les médias:

Vivian Asfar, Head, Communications & Awareness/
Chef, communications et sensibilisation

Phone: (613) 995-0560 E-mail: vivian@ccc.ca

Public Information/Informations générales:

Terry Scott

Phone: (613) 996-2655 E-mail: tfscott@ccc.ca

Progress Payment Program/Programme des paiements progressifs:

For information/pour informations:

Toll free: 1-800-748-8191

National Capital Region/Région de la capitale nationale:

Phone: (613) 996-2655

British Columbia Liaison Office/Bureau de liaison pour la Colombie-Britannique:

Court Touwslager, Manager/gestionnaire

Phone: (604) 666-4781 FAX: (604) 775-6612

E-mail: touwslagerc@ccc.ca

Quebec Liaison Office/Bureau de liaison du Québec:

J.M. Claude Lavoie, Manager/gestionnaire

Phone: (514) 283-8791 FAX: (514) 283-8794

E-mail: lavoiec@ccc.ca

Ontario Liaison Office/Bureau de liaison de l'Ontario:

Phone: (613) 996-2655 FAX: (613) 947-3903

E-mail: info@ccc.ca

Western Liaison Office/Bureau de liaison de l'ouest:

Gerald A. Haley, Manager/gestionnaire

Phone: (403) 497-3801 FAX: (403) 497-3562

E-mail: haleyg@ccc.ca

Eastern Liaison Office/Bureau de liaison de l'est:

Phone: (Ottawa) (613) 996-2655 FAX: (613) 947-3903

E-mail: info@ccc.ca

How your *Sources* listing works for you

Your Logo: More than 80% of organizations in *Sources* raise their visibility in print and online by including a logo.

Your Name: Your company/organization name in 12.5-point type is included in your standard rate. For a small additional fee, you can run your name in large (27.5-point) bold type: ideal if your organization doesn't have a logo or if your name isn't prominent in your logo.

Your Address: The address of your main office.

Your Descriptive Paragraph: Tell the media who you are and what you do. Fifty words are included in your basic listing; additional words are \$5 each.

Your French-language Descriptive Paragraph: Tell the French-speaking media you encourage their calls.

Your World Wide Web site: If your organization maintains a World Wide Web site, don't forget to include the URL in your listing. For \$25 a year, a direct link can be set up from your *Sources* listing online to your company's own WWW page.

Your Contacts: Vital! Include the names and numbers of all personnel and offices in your company or organization able to field media calls in their areas of expertise. Your basic listing entitles you to include 15 contacts; additional contacts are \$25 each.

Your Communications Co-ordinates: List at least one after-hours number to make it easy for journalists working in any of Canada's five time zones to reach you. Don't forget your fax and other helpful numbers, such as toll-free, pager, and cellular phone, as well as your E-mail address.

Helping journalists find you

Journalists can search **SOURCES SELECT Online** and the print version of *Sources* by name or by subject. Your **subject index** headings are the most powerful feature of your listing. Your choice of headings:

- ◆ **Tells** journalists, editors and researchers you have expertise in the subject they are researching, and;
- ◆ **Leads** them directly to your company or organization.

More than 16,000 carefully chosen headings reflecting a great diversity of topics are available to you in the *Sources* Subject Index.

16 Benefits of Listing in Sources

For all organizations

- ◆ Gain free publicity.
- ◆ Promote your policies and views. Communicate key facts about your organization more widely.
- ◆ Gain new ideas for getting publicity. Your listing includes a free subscription to **The Sources HotLink**, a newsletter of tips and practical ideas for getting positive news coverage.
- ◆ Improve your own research. You receive a free copy of each print edition of **Sources** for your own use, as well as free access to the **SOURCES SELECT Online** World Wide Web site.
- ◆ Increase accuracy of information published and broadcast about your organization.
- ◆ Boost the likelihood that spokespersons will represent your organization effectively. You choose which spokespersons to list.
- ◆ Increase respect for your organization within the influential news media community.
- ◆ Save dollars to invest in other aspects of your communications program.

For Businesses

- ◆ Attract new customers through improved publicity.
- ◆ Increase sales.
- ◆ Earn added goodwill with customers, suppliers and staff.
- ◆ Greater profits are the bottom line.

For non-profit organizations

- ◆ Attract new members through improved publicity.
- ◆ Enjoy added goodwill with members, associates, and staff.
- ◆ Generate greater public awareness of your organization's mission.
- ◆ Increase revenues and improve morale.

Our business is getting your story across.

Sources works. Put it to work for you.

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Canadian Commercial Corporation / Corporation commerciale canadienne
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E-mail: info@ccc.ca

Media Relations/Relations avec les médias:
Vivian Asfar, Head, Communications & Awareness/
Chef, communications et sensibilisation
Phone: (613) 995-0560 E-mail: vivian@ccc.ca

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Sources Listings

If you already know the organization you're looking for, you can search for it by full or partial organization name. If you need information and contacts on a particular topic, a search by subject will give you a list of organizations with information and views on that topic.

Search by: Subject Organization Name

Search Method: contains starts with exact match

Subject/Name to Search for:

Start Search

Trade	Trade Mark Agents
(see also Energy Trade; Export Trade; Free Trade; Import Trade; International Trade; Interprovincial Trade; North American Free Trade Agreement)	Bereskin & Parr191
Appleton & Associates Intl Lawyers185	Sim, Hughes, Ashton & McKay/Sim & McBurney311
Brampton Economic Development Office193	Trade-Mark & Copyright Law
Calgary Economic Development Authority196	Gowling, Strathly & Henderson257
Cdn Chamber of Commerce207	Lang Michener273
Cdn Commercial Corp208	Trade-Mark/Designers
Cdn Egg Marketing Agency213	Design Partners243
Cdn Fed of Humane Societies214	IntelPro267
Cdn Importers Assn Inc217	Thomas Pigeon Design Group318
Cdn Sugar Institute229	Trade-Mark Disputes
Citizens Concerned About Free Trade235	IntelPro267
Economic Development Edmonton247	Trade-Mark Documentation
Ernst & Young249	IntelPro267
Export Development Corp250	Trade-Mark Infringement
Forum for Intl Trade Training254	Cdn Motion Picture Distributors Assn ...222
Information Technology Assn of Cda266	IntelPro267
Japan Automobile Manufacturers Assn of Cda271	Trade-Mark Investigations
Kamloops Economic Development Corporation272	IFR Investigative Research Inc263
Northern Telecom Ltd288	IntelPro267
Railway Assn of Cda303	Library Service Bureau Inc274
Saskatoon Regional Economic Development Authority309	Trade-Mark Opposition Board
University of Winnipeg324	Cdn Intellectual Property Office220
Trade Actions	Trade-Mark Protection
Brampton Economic Development Office193	IntelPro267
Gottlieb & Pearson, Sarristers & Solicitors257	Trade Mark Research
	IntelPro267
	Library Service Bureau Inc274
	Trade Marking Support
	IntelPro267
	Trade-Mark/Design/Logo
	IntelPro267

Guidelines for Successful Interviews

The following are some guidelines to keep in mind when you go into an interview.

1. Make it clear at the outset whether you're speaking for yourself or on behalf of your organization. Provide your full name and title.
2. Present your main points and conclusions first. This introduces the reporter to the ideas you wish to present and helps focus the interview. If complex information is being dealt with, sum up at the end of the interview. A succinct statement, written in advance, is an excellent way to ensure full understanding, particularly for complex technical stories.
3. State and explain your viewpoint clearly and frequently throughout the interview. When you move to more important points, repeat the main points to avoid any misunderstanding.
4. When asked your opinion on items in the news, avoid making ad hominem comments. You can say that a government report reaches faulty conclusions without criticizing the author and belittling his research techniques and abilities. Emphasize that your research in the area has led you to different conclusions, rather than bluntly contradicting the government experts.
5. Respond to parts of questions, or rephrase them, so that you minimize the risk of misinterpretation.
6. Try to use uncomplicated language, avoiding jargon, acronyms, and difficult terms. Remember that technical terms are a foreign language to the non-expert. If you use them they will have to be translated by the reporter, and you may not be pleased with the translation.
7. Avoid words like disaster, breakthrough or stupid. They invite the reporter to treat the story in a sensational way.
8. Be prepared for questions about the relevance of the story and its ethical, legal, economic or political implications.
9. Take the time to collect your thoughts before answering difficult questions. If necessary, tell the reporter you

would like time to consider the question and get back to him after the interview. Then prepare a written answer, telephone the reporter and dictate your response to him.

10. If you are asked a question that you really don't wish to answer, say so and stand by your decision. However, be prepared for the reporter to press you on the point from several different angles and at different times during the discussion. You are always better off deflecting a question (see above), when the interview is finished.
11. If you don't know the answer to a question, be honest and admit it. If the information is important to the story, you can offer to get it for the reporter when the interview is finished.
12. Only make statements you can support with facts.
13. Use one or two examples to explain your position, rather than enumerating a list of supporting facts. Sacrifice comprehensiveness for simplicity and force. After all, the average length of a newspaper story is about 400 words, while radio for television reports can be as brief as 30 seconds.
14. If relevant, have copies of books, reports or speeches available for the reporter.

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In brief:

- Do: Restate your main point clearly as you go along.
- Do: Restate the question in your answer for extra clarity.
- Do: Take a moment to think before answering.
- Don't: Use jargon and acronyms.
- Don't: Use sensationalist terms.
- Don't: Be afraid to admit you don't know.

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Call Sources at 416-964-7799

Going to the Public — Ten public speaking tips

BY AL CZARNECKI

Know your key publics and objectives. Time is a limited resource. Know whether this opportunity represents value for both you and your audience.

Know your audience.

Talk with two or three people to get a feeling for what matters to THIS audience — their issues, values, level of knowledge.

Sketch you talk.

How will you engage your audience? How will you move across salient points? What is the one message people will come away with?

Find good sources.

Prepare rich background notes and save as short text files. Create a table with columns for filename, author, date source, keyword, and a short summary. This will save tons of work if you later want to post this on an intranet.

Build sound bites.

Write. Be articulate in less than 100 words (40-60 is best) on every point you want to make. You'll need a core message, supported by clear major points, each supported by relevant details. Your first 20 words are critical.

Prototype.

A ten minute talk is 1600-1800 words. Tape yourself. See what you haven't said. See what can be trimmed. Edit your

written text. Recast your outline. Tape again. This is to clarify and focus your thinking.

Speak, don't read.

You don't prepare a talk, you prepare YOURSELF for a talk. The spoken word reveals presence, energy, interest, conviction; these are lost on paper. An outline will keep you on track.

Bring a handout.

In formal situations, a copy of your speech is expected. The media will follow a prepared text and note and departure in content. Speak, but realize you're going on record.

Watch for feedback.

A live audience means real-time feedback. When their attention is rapt, you audience will resemble a still photograph of freeze-frame video. This is what public speaking is all about.

FAQ.

Frequently Asked Questions—a key part of any public speaking engagement in the question and answer period. Collect questions like hockey cards. Prepare credible, informative, 40-60 word answers for them.

Al Czarnecki APR is president of Al Czarnecki Communications (416) 261-9828. You can find more resources relating to public relations and social marketing on his World Wide Web site - <http://www.web.net/alcom>.

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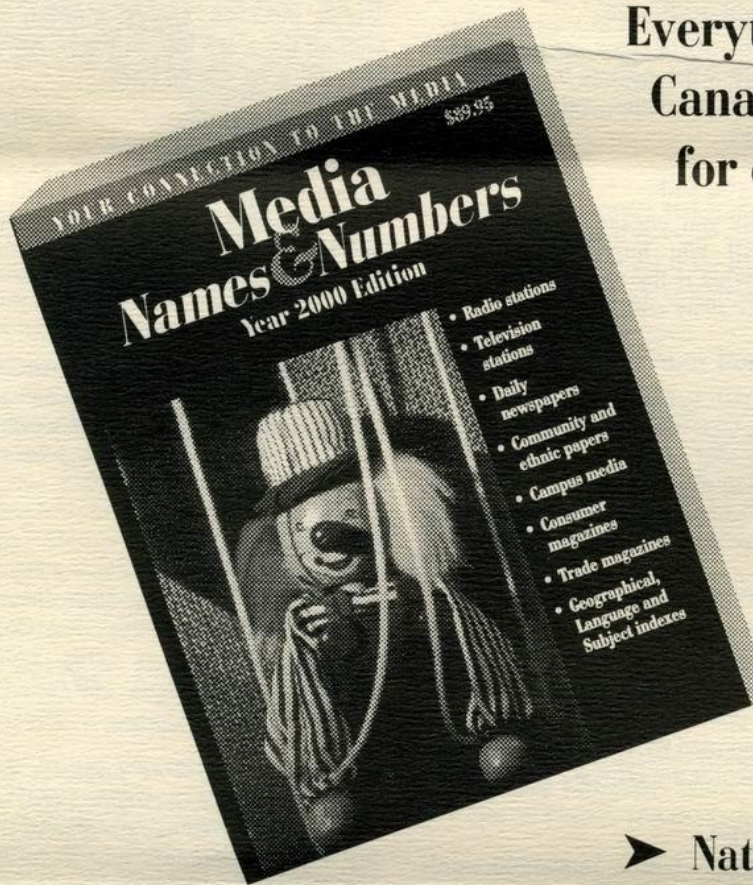
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