



**TRENDS IN THE  
PUBLIC ENVIRONMENT**

**TENDANCES DE  
L'ENVIRONNEMENT PUBLIC**

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**PCO's Communications and Consultation Secretariat is pleased to present the latest edition of *Trends in the Public Environment*.**

**We are grateful to Communication Canada for providing valuable support and content to this analysis.**

**For more information or to make comments and suggestions, call the Research and Analysis Group at 957-5072.**

...

**Le secrétariat des Communications et consultation du BCP vous présente la plus récente édition de *Tendances de l'environnement public*.**

**Nous désirons souligner la contribution importante de Communication Canada à la réalisation de ce document.**

**Pour un complément d'information ou pour transmettre vos commentaires et suggestions, veuillez communiquer avec le Groupe de l'analyse et de la recherche au 957-5072.**

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### **The media environment**

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**Overview / Vue d'ensemble**  
**February 1-28, 2002**

- Accounting for only 6% of total coverage, the Campaign against Terrorism continued to receive less and less attention. This trend reflects the decline seen just before Christmas of terrorism as a top-of-mind issue, as well as decreasing fears of attacks occurring in Canada.
- Healthcare remains the top priority of Canadians in all regions. Debates about health care reform in both Alberta and Ontario and the Romanow Commission's interim report both received media attention in February. Public Opinion suggests that residents of Alberta are the most satisfied with their Health Care system, while Quebeckers and Atlantic Canadians are the least satisfied.
- Notably, Albertans rate the performance of their *provincial* Government on health care (43% saying good) far better than they rate the performance of the Government of Canada (31% saying good). This reflects coverage in the region which has portrayed reforms of the Alberta government positively.
- Coverage on Canada-US relations was mostly positive this month, as commentators highlighted Canada's contribution to the Campaign against Terrorism. Public opinion continues to suggest that 2/3s of Canadians support participation in Afghanistan; however, support drops considerably when the possibility of expanding the war to other countries is mentioned. Nonetheless, Canada is third among 20 countries in supporting the campaign in Afghanistan, behind only the US and Australia.
- Quebeckers continue to be markedly more opposed to military participation in Afghanistan. There has been consistently less coverage of the campaign in French media (approx. 4% of total coverage) than in English media (approx. 9% of total coverage), and coverage has been mostly neutral.
- Economic optimism continues to rise. Polling suggests that Canadians remain optimistic over the long-term, while 52% believe the country is now in recession, this is down from 70% two months ago. Media reports which suggested that Canada's economy never actually entered recession may have contributed to the newfound optimism.
- The largest area of concern appears to be the unemployment rate - 42% believe it will rise in the next year. The announcement by Statistics Canada on February 8<sup>th</sup> regarding unexpected job growth may ease those fears in

the next few months, while media reports continue to paint a positive picture leading toward growth.

- Provincial and Municipal Affairs received the highest proportion of media coverage in February, especially in terms of opinion pieces (16%), likely due to the Ontario Conservatives' Leadership race, the Alberta teachers' strike, controversy over ethics in the PQ government, on-going resistance to the restructuring of the BC Government.
- International Affairs, including an escalation of fighting in the Middle East, the US budget and the trial of accused war criminal Slobodan Milosevic, received a high proportion of television coverage (17%), but far less front page coverage (5%).
- Au Québec, les nouvelles qui marquent l'actualité en février incluent : les Jeux olympiques d'hiver, le conflit israélo-palestinien, l'assassinat du journaliste Daniel Pearl et la politique américaine au sujet de l'Iraq.
- L'actualité provinciale représente une autre des préoccupations majeures des médias, qui consacrent de nombreux reportages aux controverses qui secouent le gouvernement du Parti québécois.
- Le dossier de la péréquation défraie également les manchettes à la fin du mois de février.
- Canada continued to rank as the United States' closest ally according to U.S. public opinion, despite some negative media coverage on Canada's border and immigration policies in the wake of September 11. A Gallup Poll found 92% of Americans polled said they think "favorably" of Canada; Britain came second with 90% favorability and Germany third with 83%.
- Stories in US media about Canada's security measures were mixed, with both positive and negative coverage for Canada. Rexam references continued, but other stories positively detailed Canada's new security measures.



**PUBLIC OPINION**

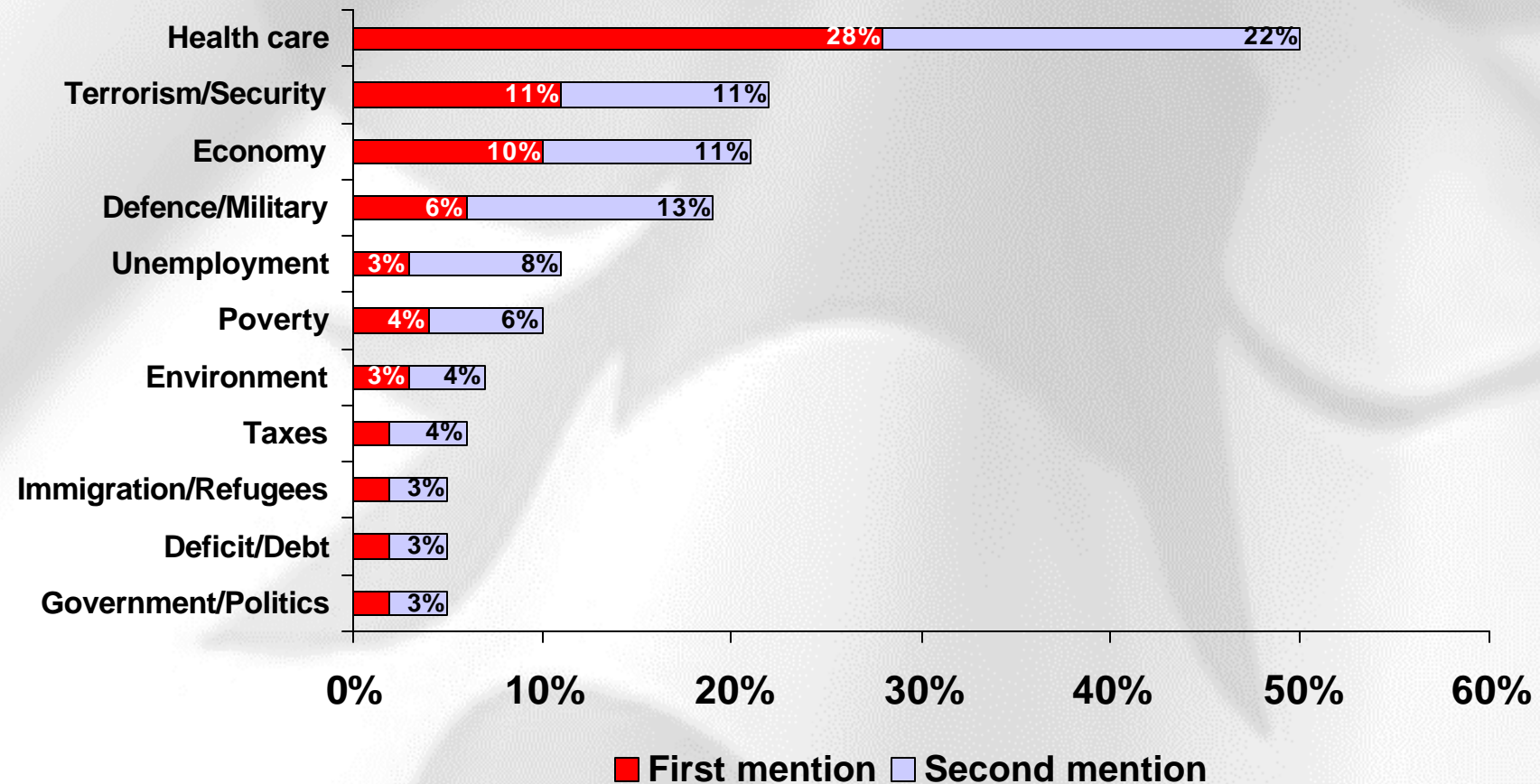
**OPINION PUBLIQUE**

Canada

## Section 1

# Priorities and Performance

"...which [issue] do you feel should receive the greatest attention from Canada's leaders?"



Source: Ipsos-Reid (January-February 2002)

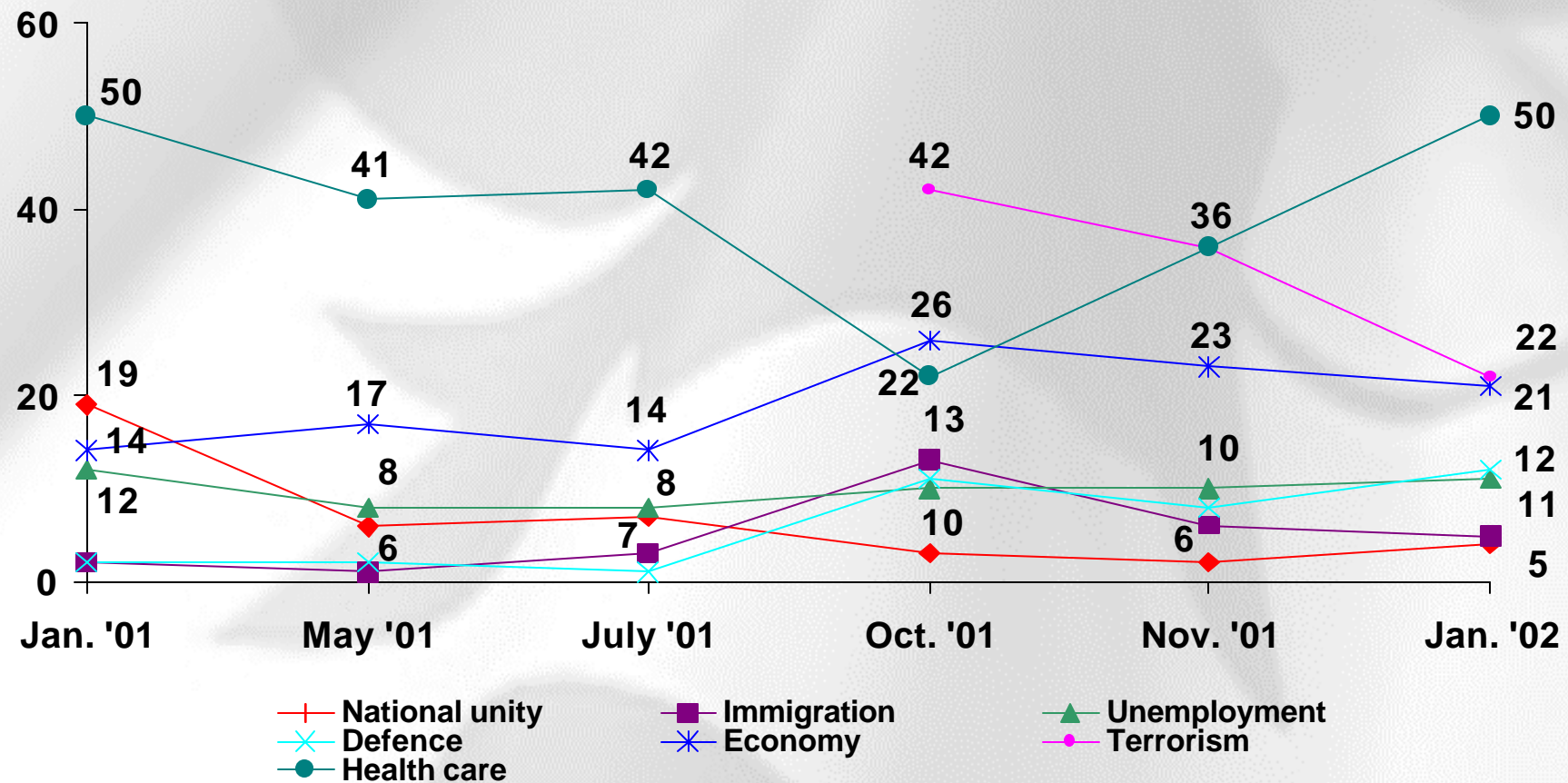
Canada



## Section 1

# Priorities and Performance

Canadians' Public Policy Priorities  
(First and second mentions)



Source: Ipsos-Reid (2001-2002)

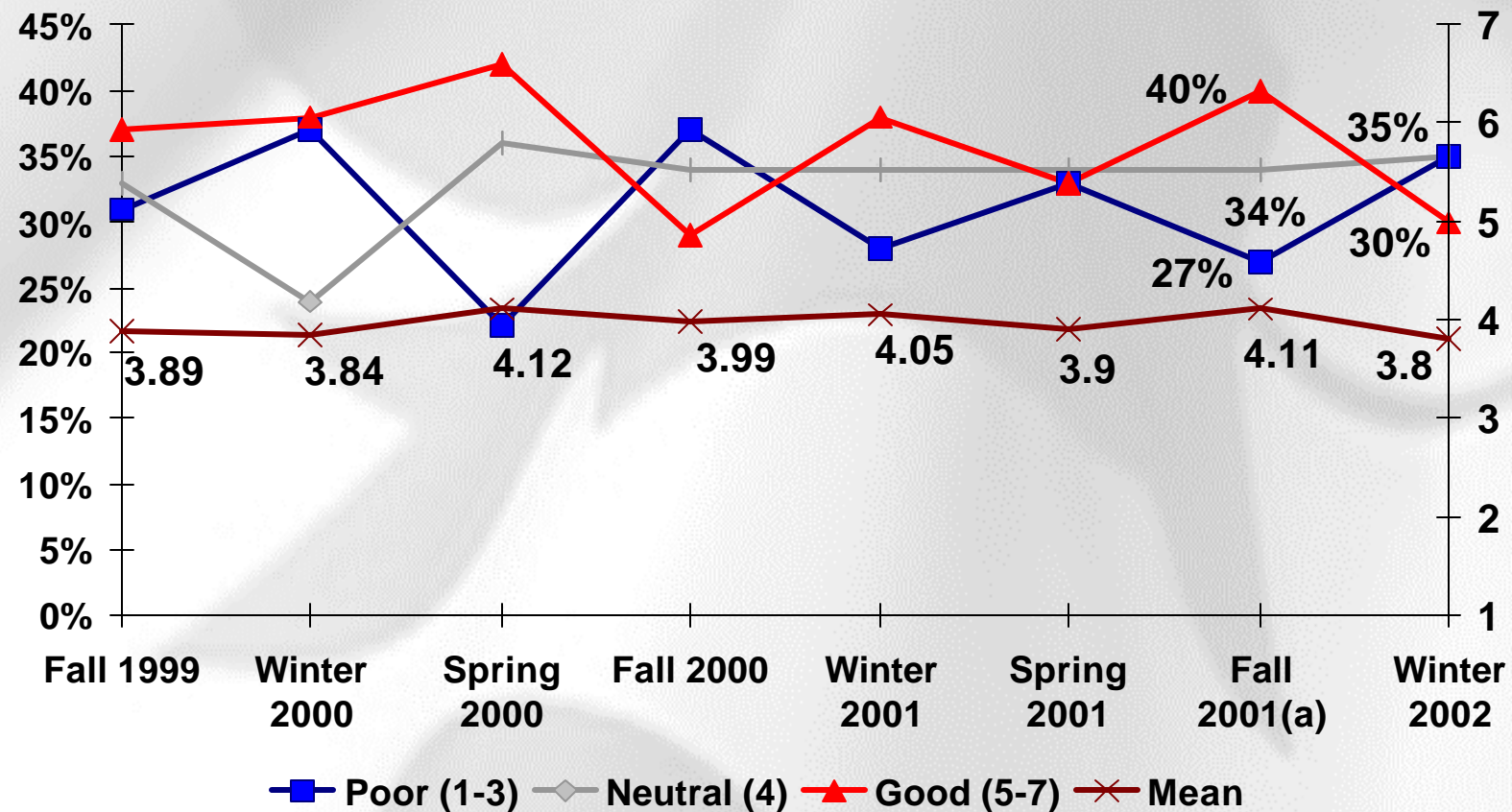
Canada



## Section 1

# Priorities and Performance

"Generally speaking, how do you rate the performance of the Government of Canada?"

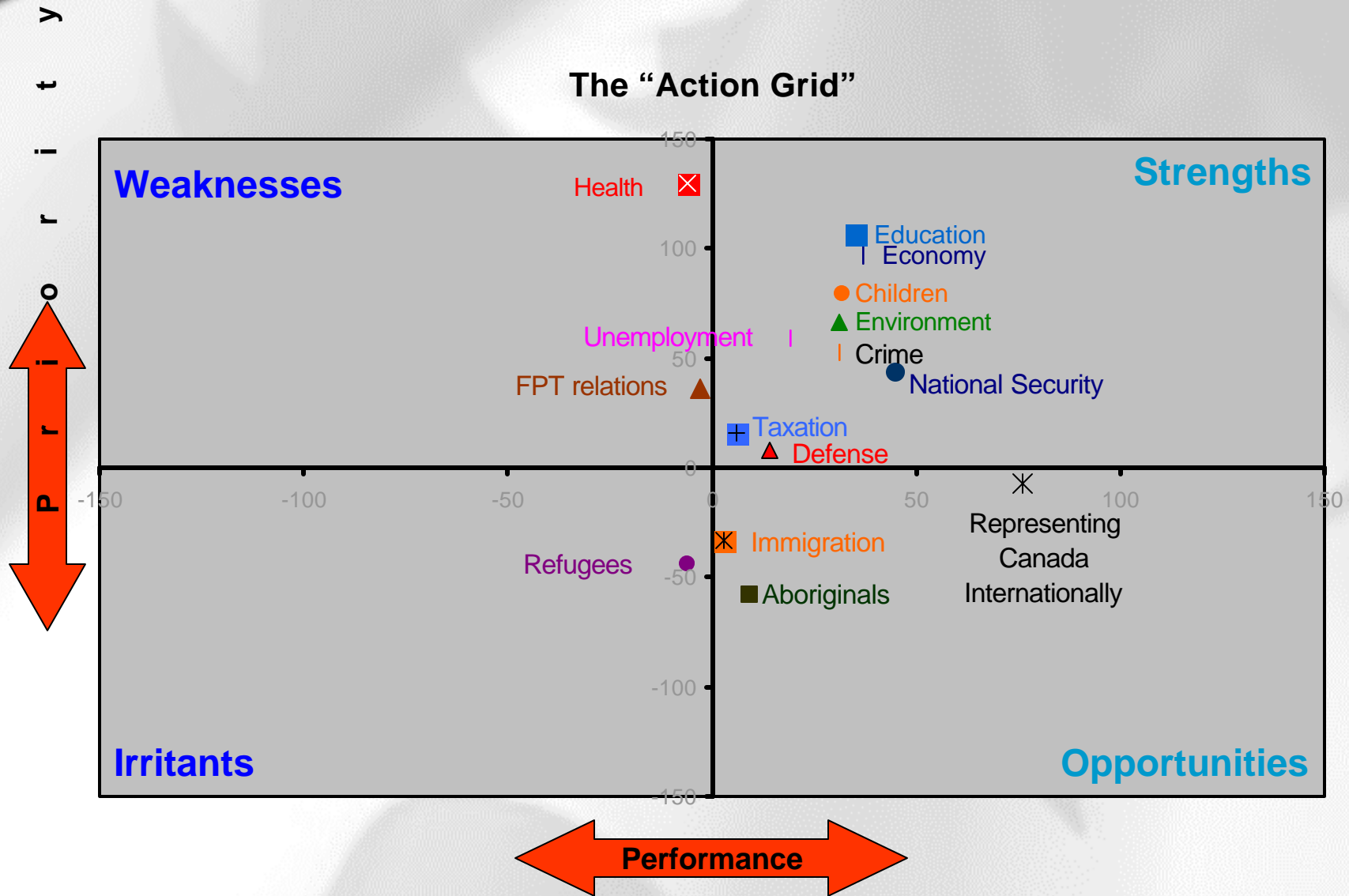


Source: Communication Canada (1999-2002)

Canada

Section 1

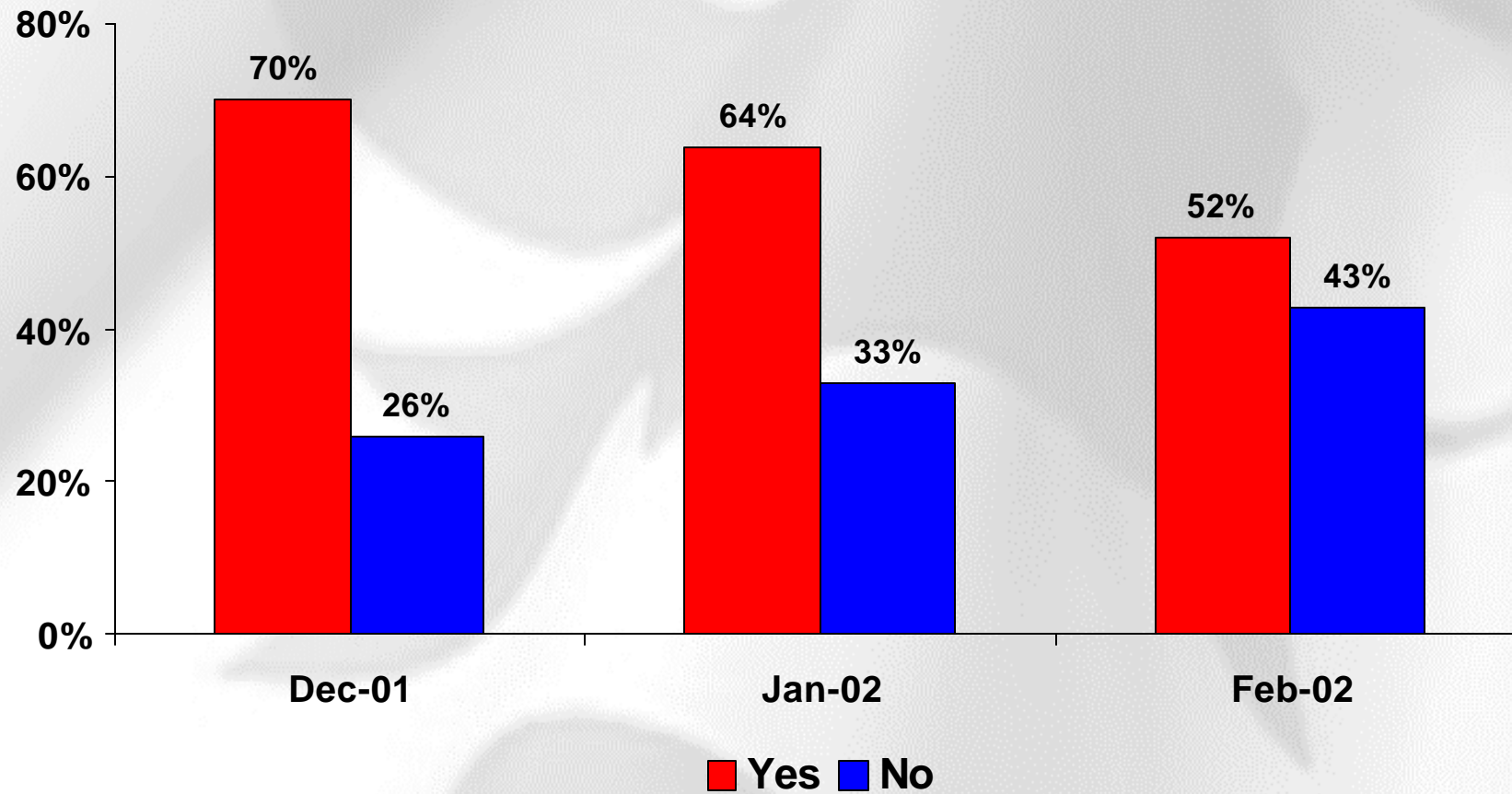
# Priorities and Performance



Source: Communication Canada (Winter 2002)

# The Economy

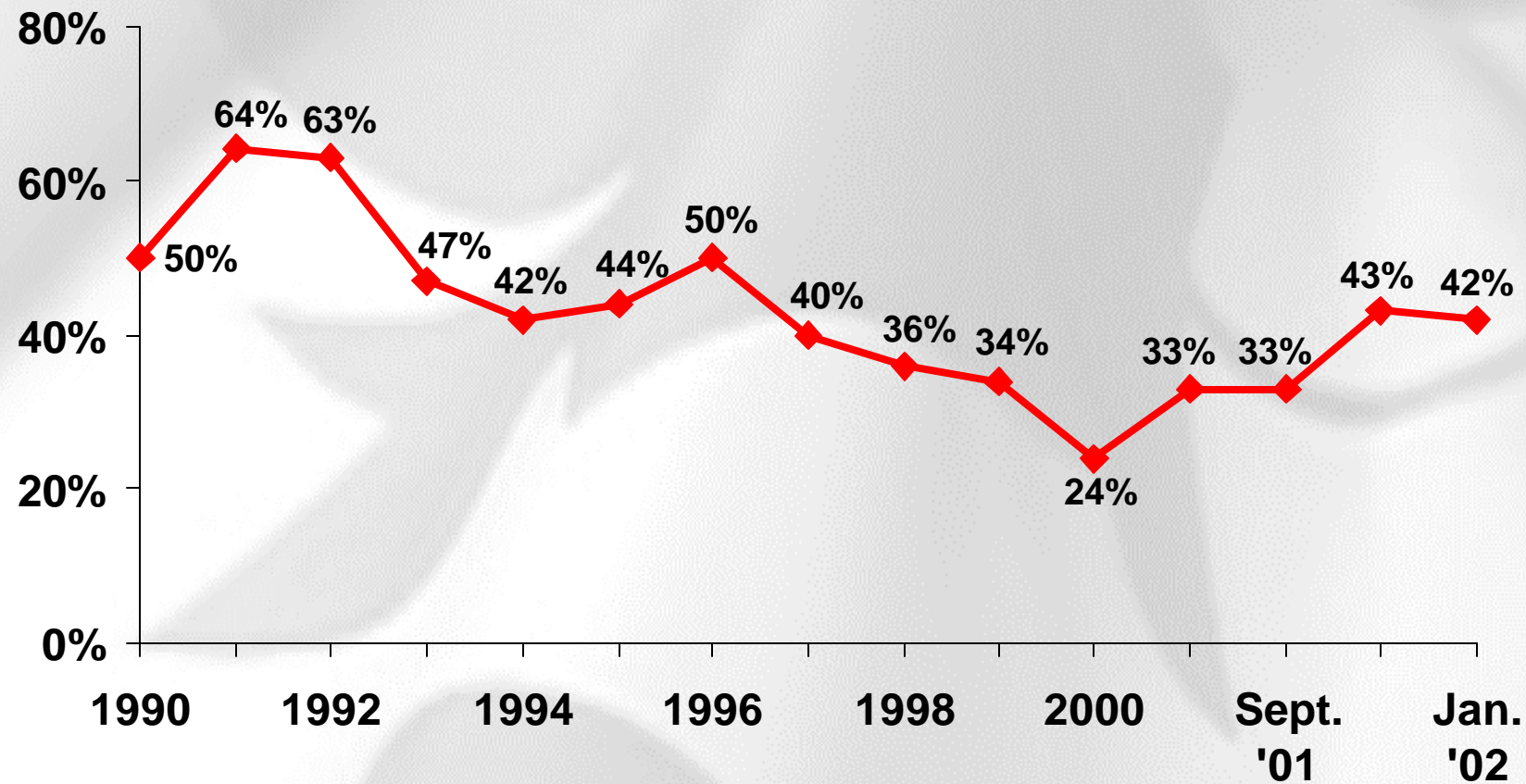
"Do you think the economy is now in a recession, or not?"



Source: Ekos (December 10, 2001 - February 28, 2002)



**"In the next year, the unemployment rate will rise."  
(% who agree)**

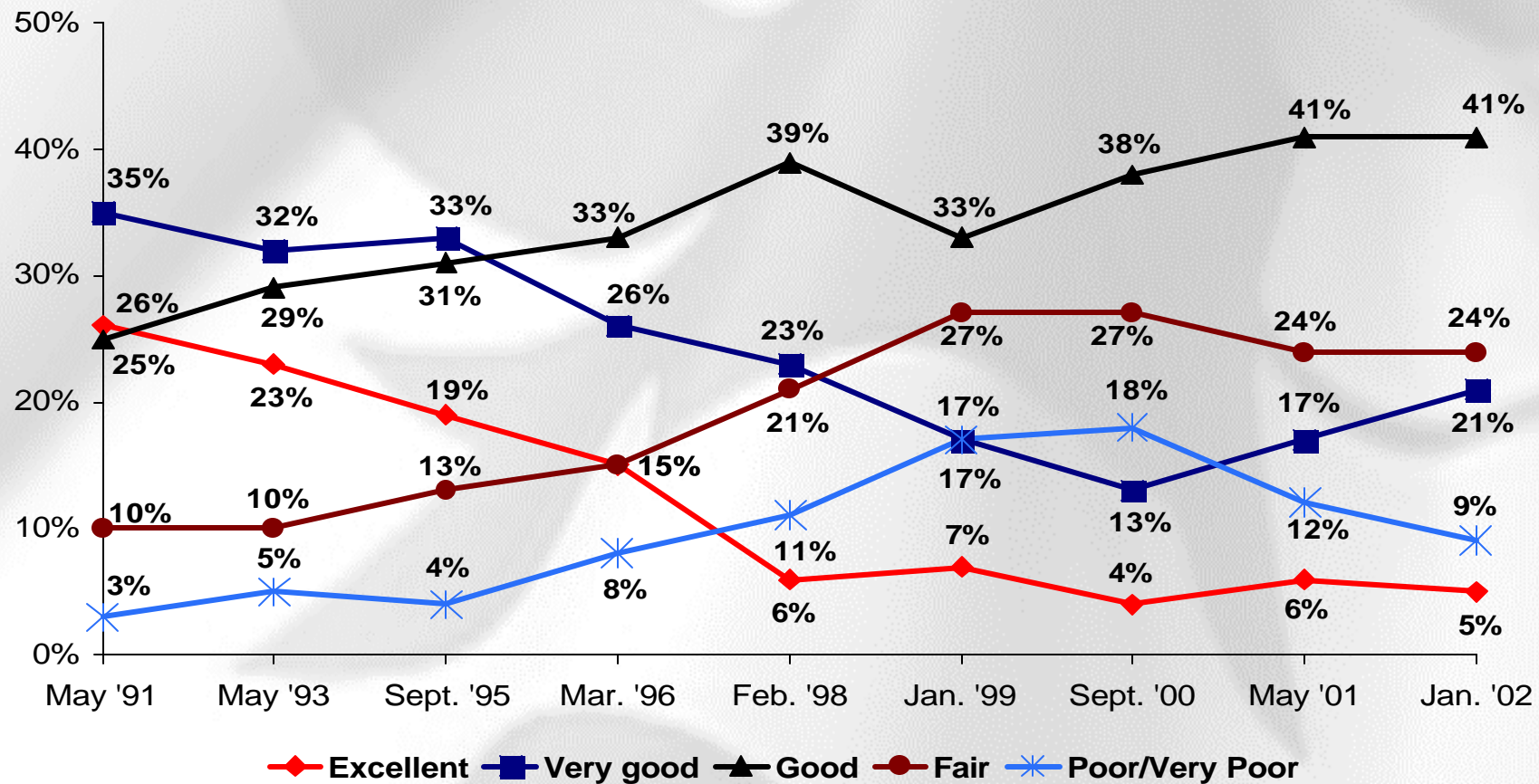


Source: Goldfarb (1990-2002)

## Section 3

# Health Care

"Thinking broadly about Canada's health care system and the quality of medical services it provides, how would you describe it overall?"



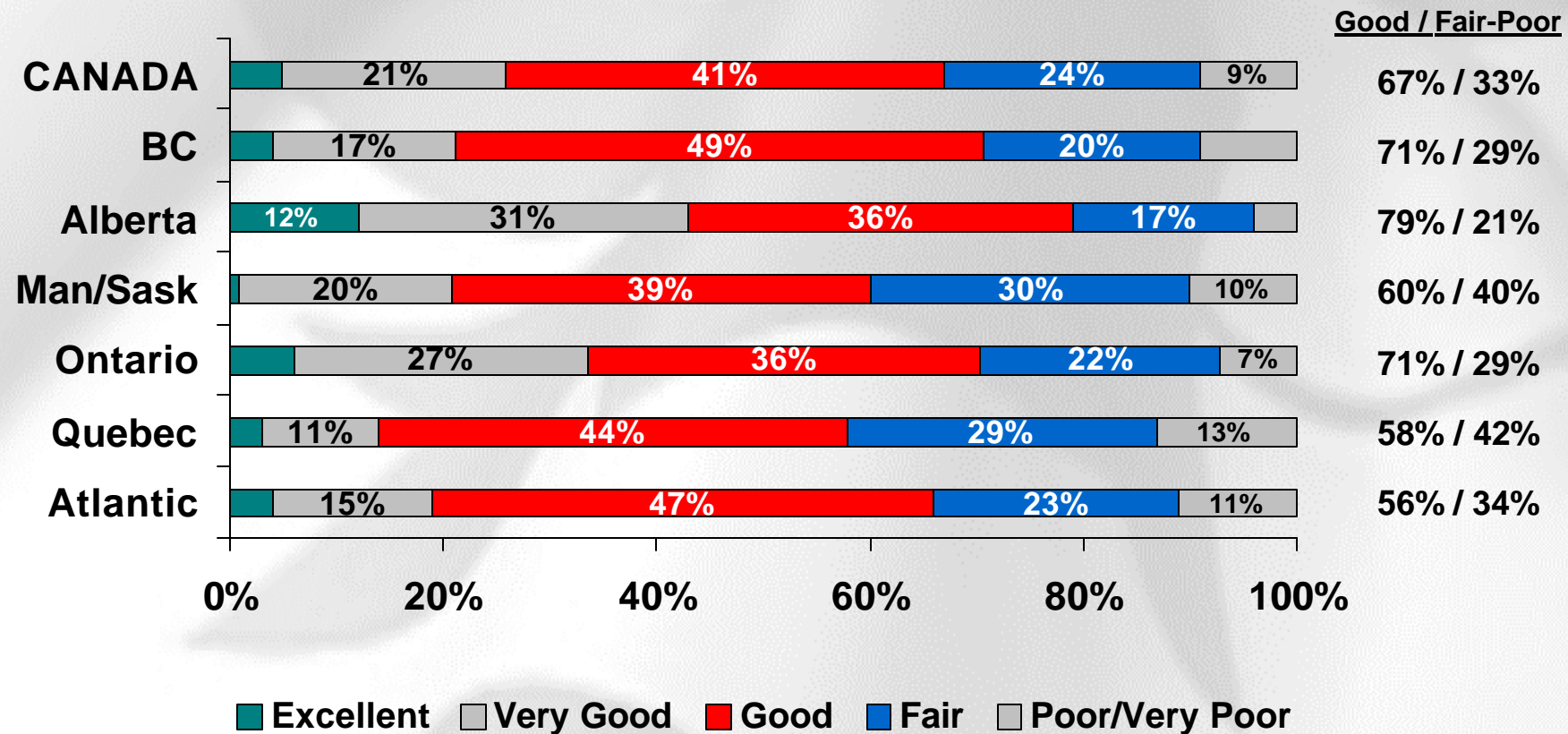
Source: Ipsos-Reid (1991-2002)



## Section 3

# Health Care

"Thinking broadly about Canada's health care system and the quality of medical services it provides, how would you describe it overall?"



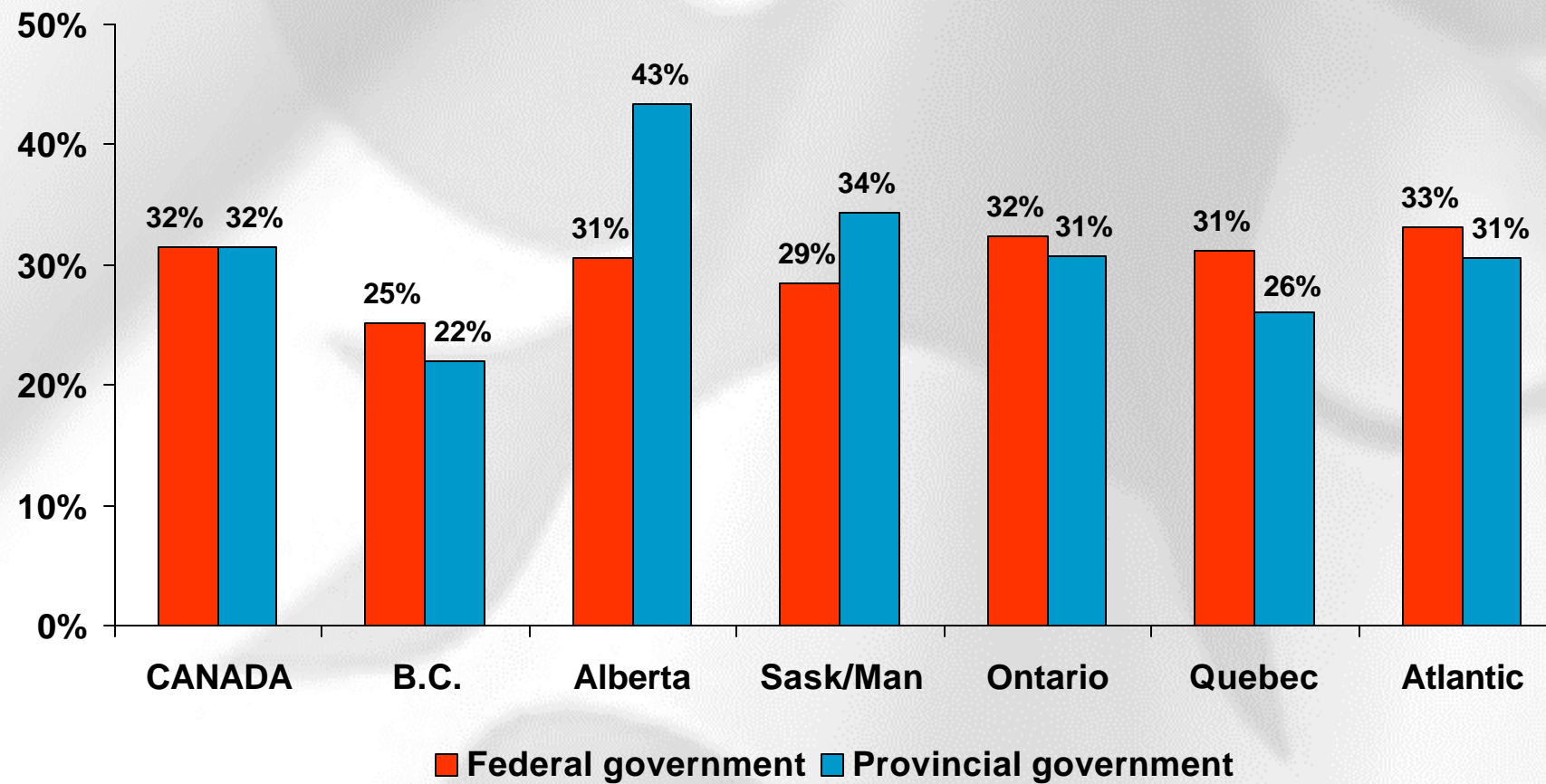
Source: Ipsos-Reid (January 2002)

Canada



# Health Care

"Please rate the performance of [the federal] / [your provincial] government on health care."

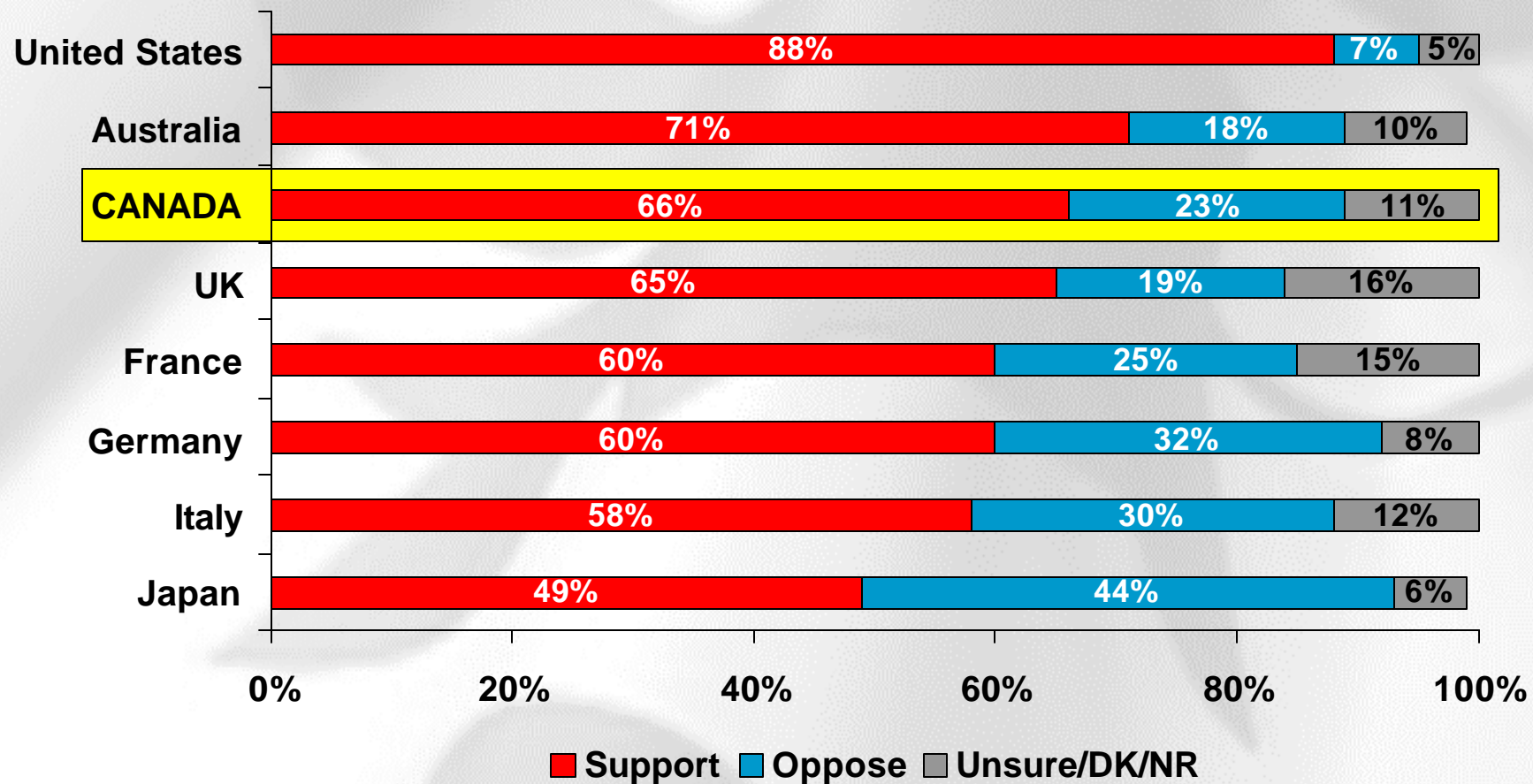


Source: Communication Canada (Winter 2002)

## Section 4

# Campaign against Terrorism

"Do you support or oppose the US-led strikes on Afghanistan?"



Source: Ipsos-Reid (January-February 2002)

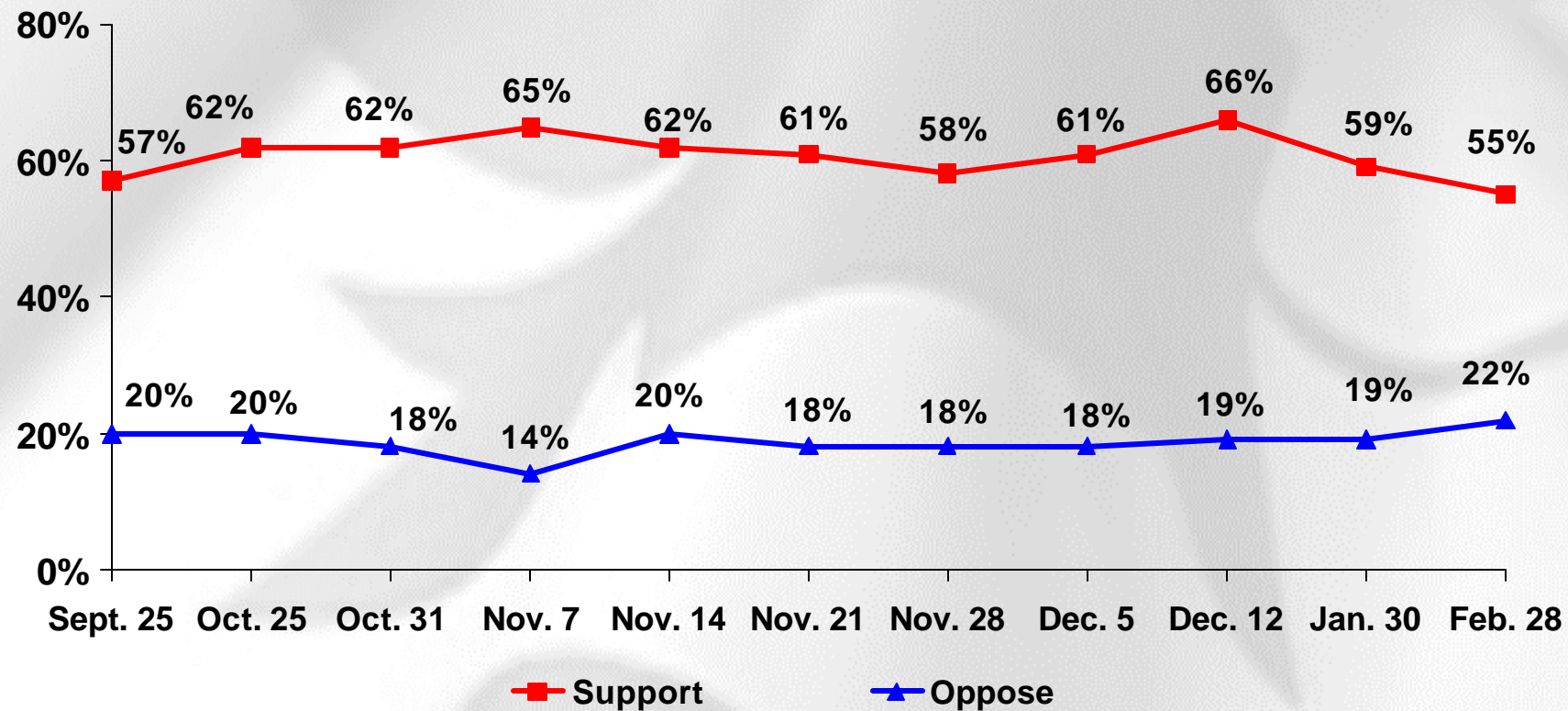
Canada



## Section 4

# Campaign against Terrorism

"Do you support or oppose Canadian military participation in Afghanistan?"



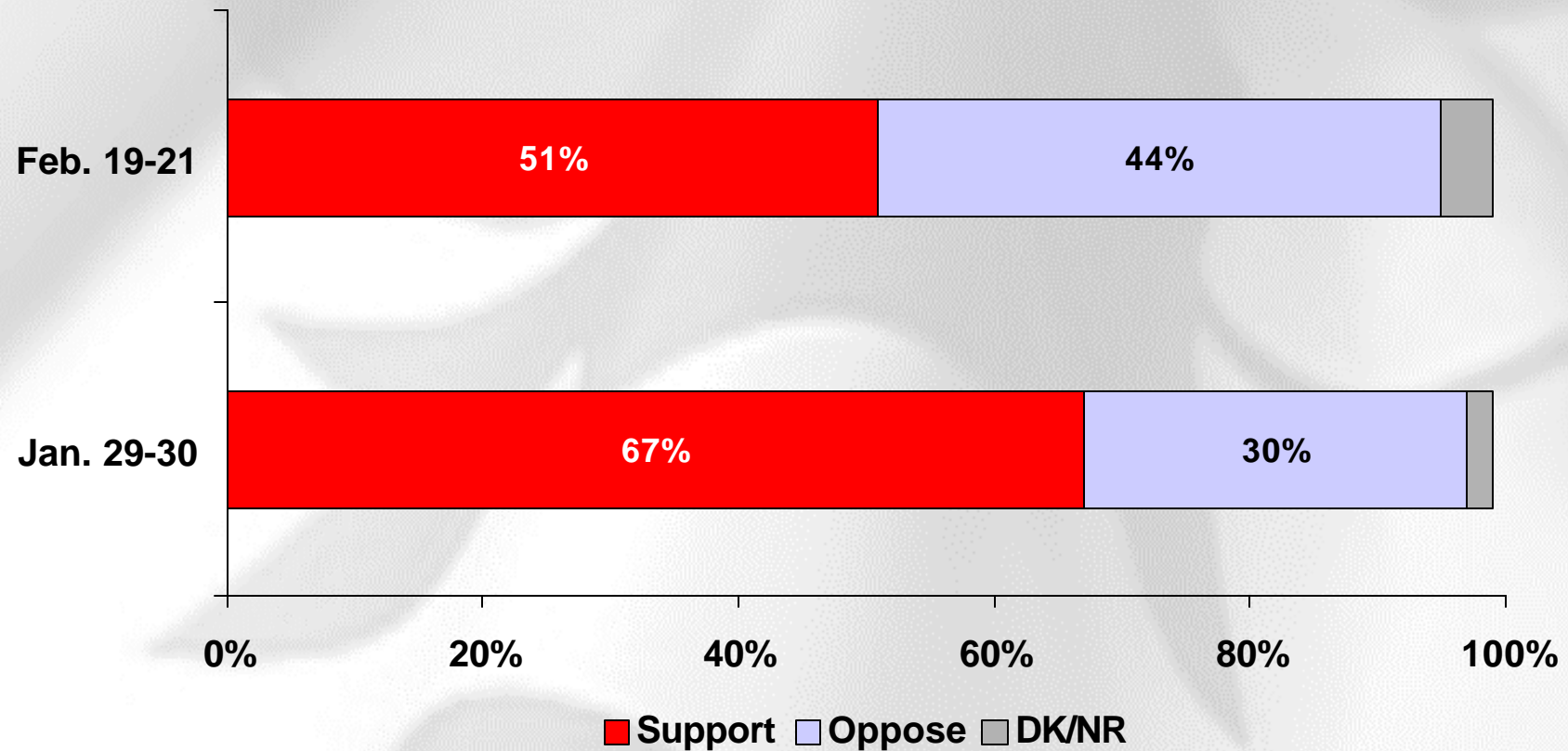
QUESTION PRIOR TO JANUARY: Do you support or oppose Canadian participation in military retaliation in response to the terrorist attacks on September 11?

Source: Ekos (2001-2002)

**Section 4**

# Campaign against Terrorism

"Do you support or oppose the US expansion of their war on terrorism to include military operations against Iraq?"



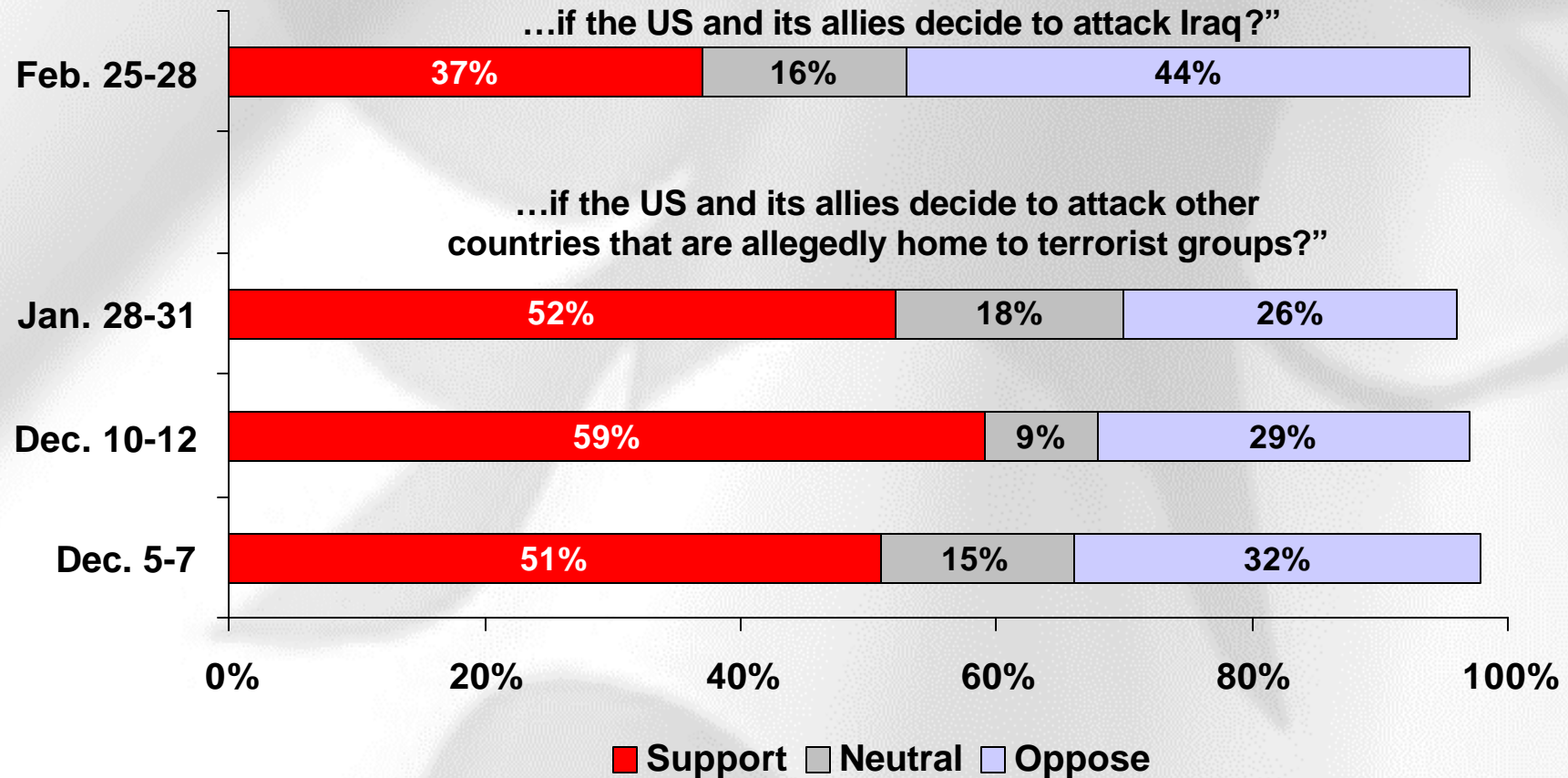
Source: Ipsos-Reid (2002)



**Section 4**

# Campaign against Terrorism

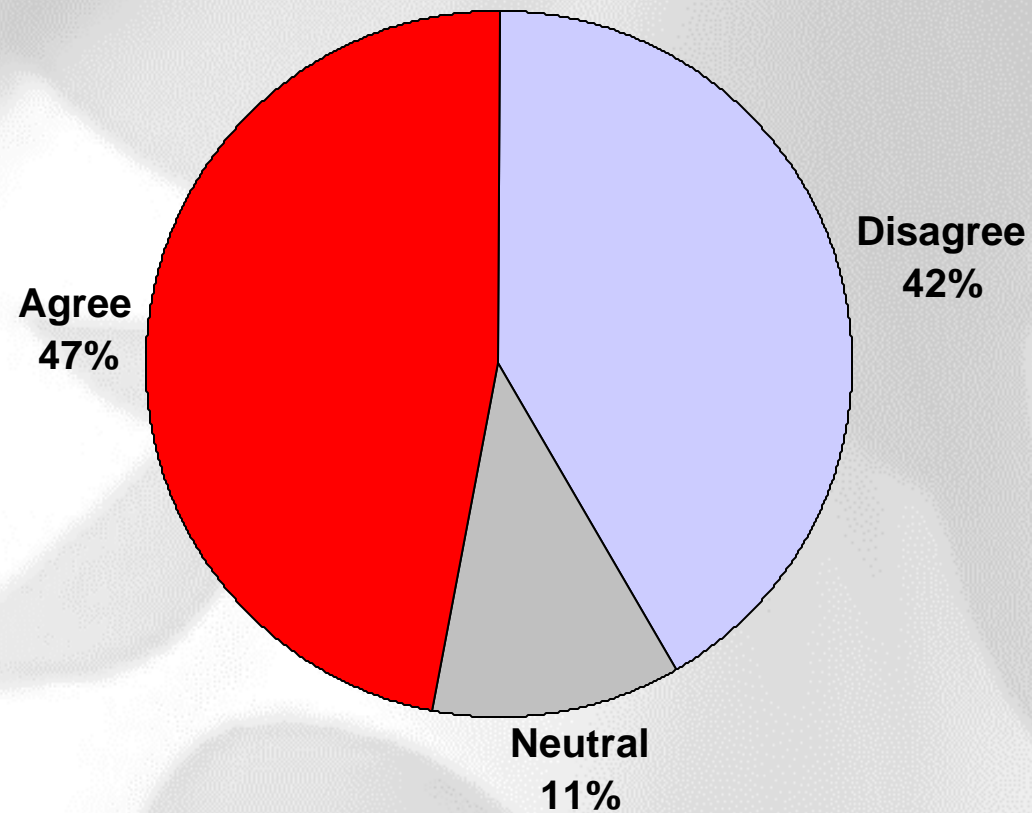
"Do you support or oppose continued Canadian participation...



Source: Ekos (2001-2002)

# Campaign against Terrorism

**"We should NOT put Canadian troops under the command of US defence forces."**



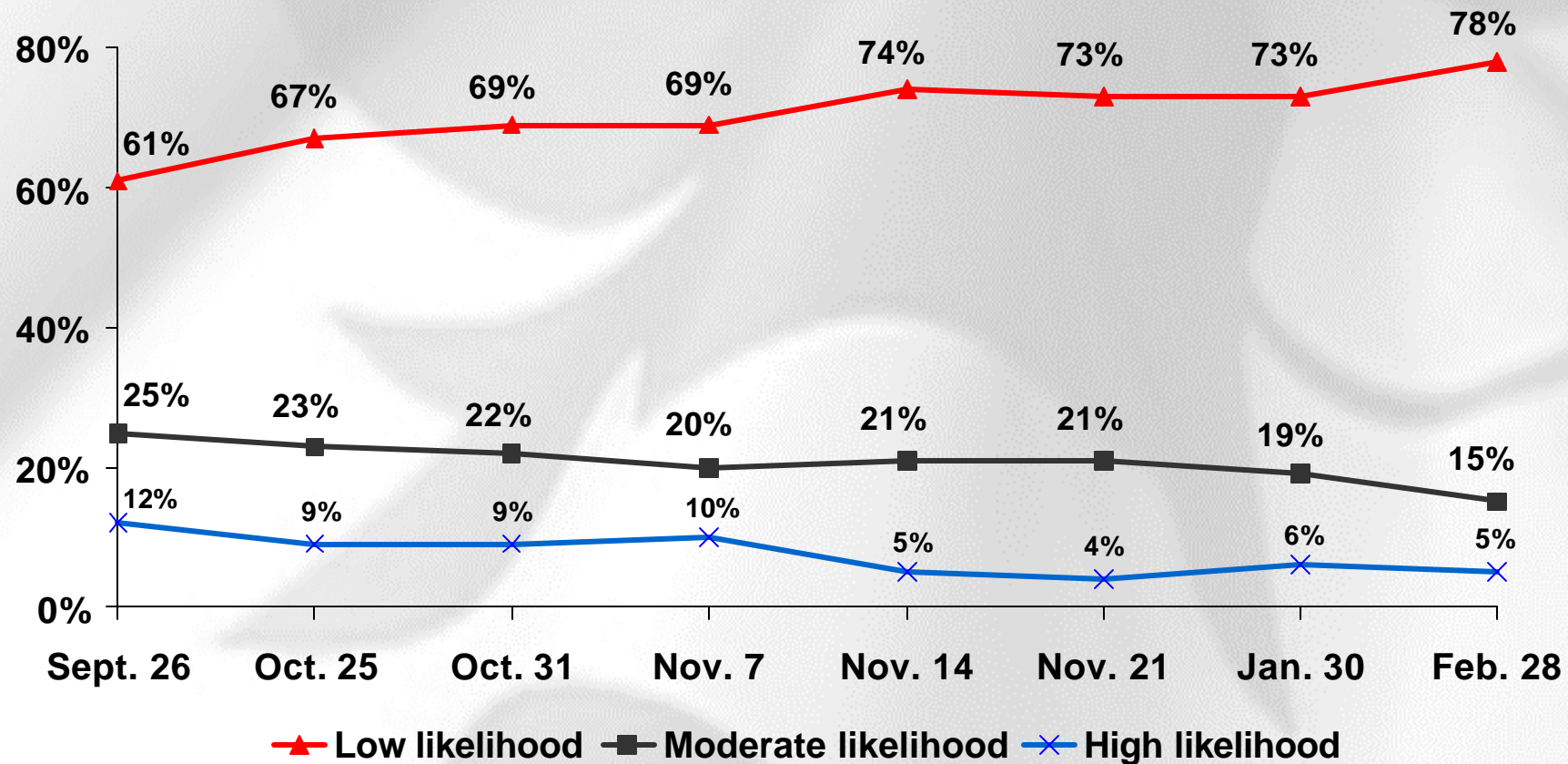
Source: Ekos (January 2002)



## Section 5

# National Security & Canada-US Border

"How likely do you think it is that you and your family will suffer from a terrorist attack in the next two years?"



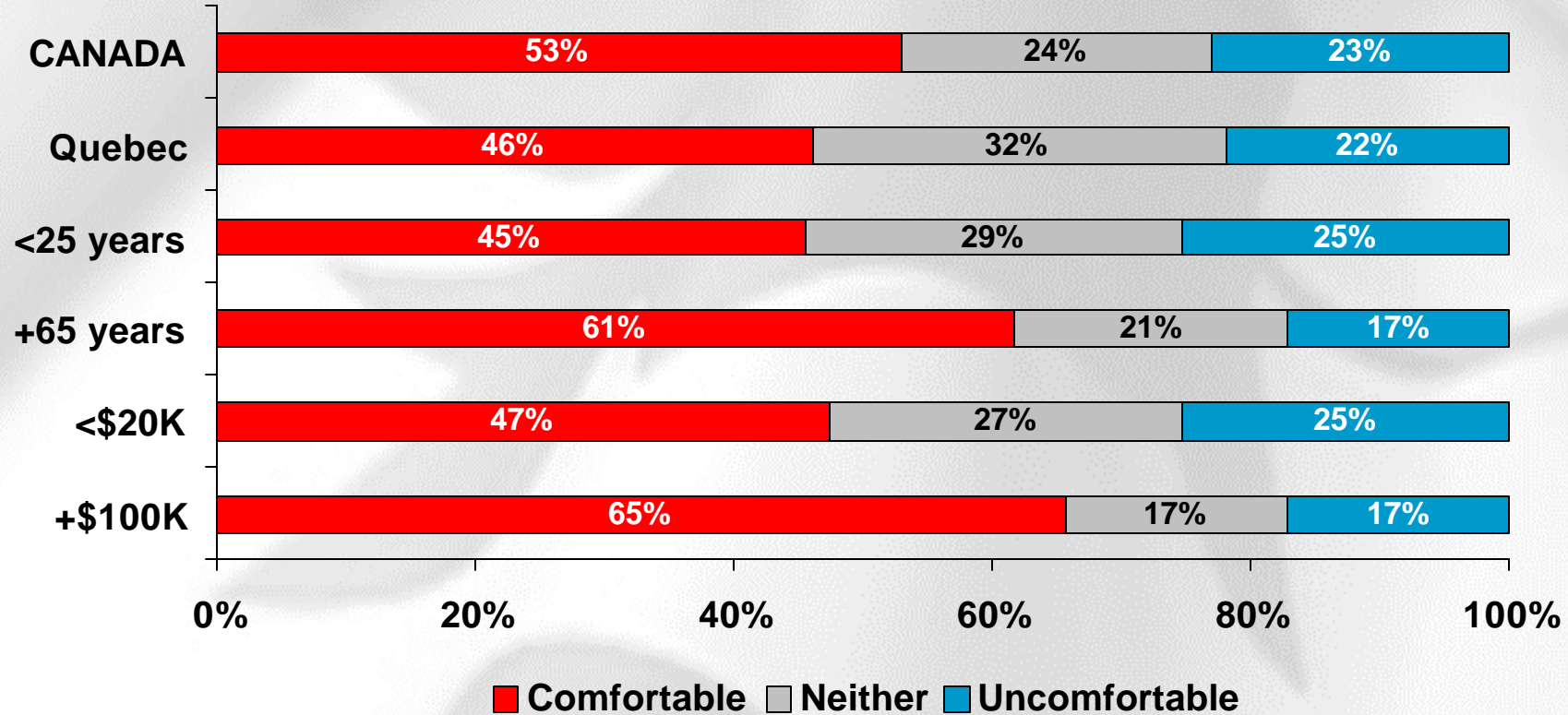
Source: Ekos (2001-2002)

Canada

## Section 5

# National Security & Canada-US Border

"How comfortable are you sharing your own personal information with US border security agencies to speed up border crossings and deter criminals?"



Source: Ekos (February 2002)

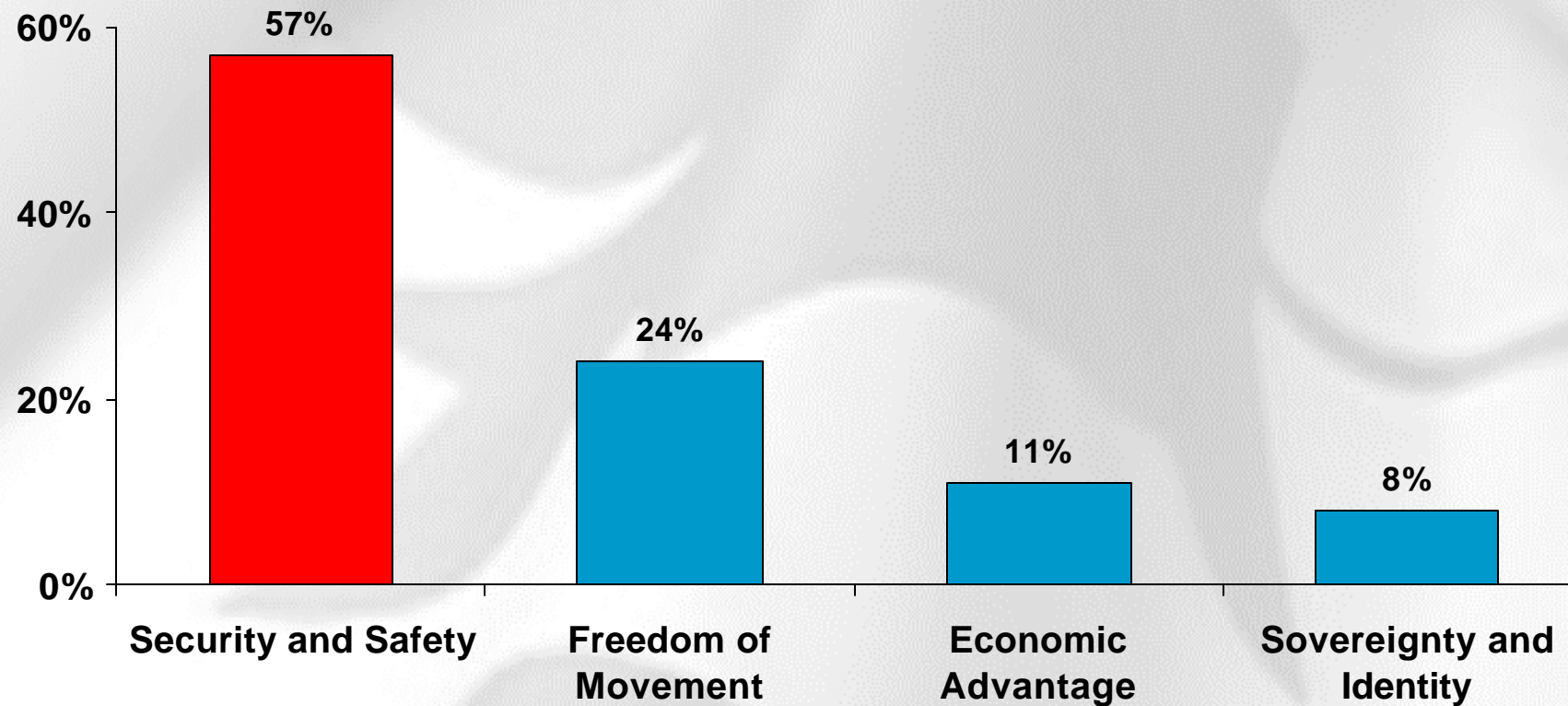
Canada



## Section 5

# National Security & Canada-US Border

"In discussions about the Canada-US border, what do you think should be the most important consideration?"

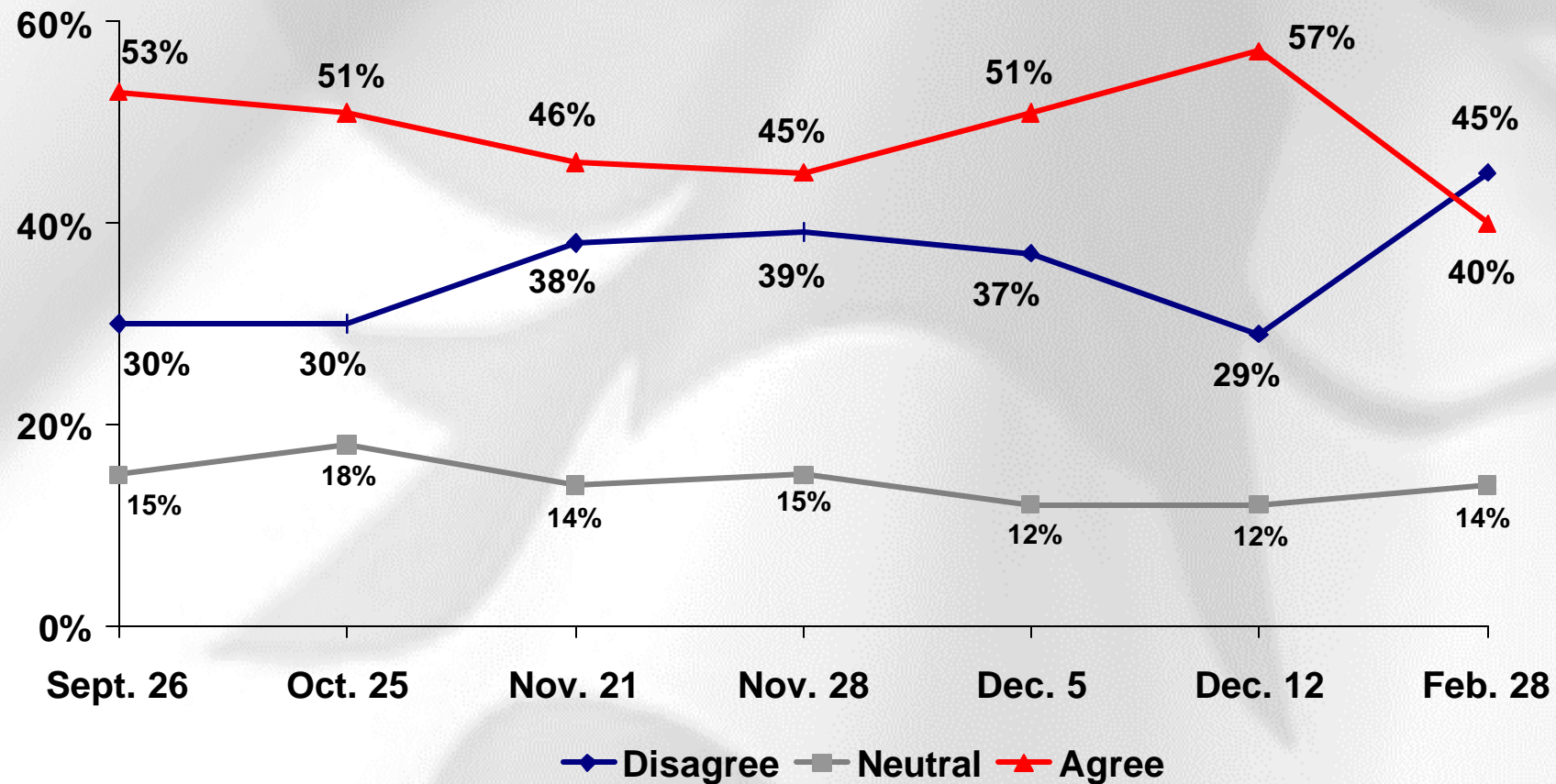


Source: Ekos (February 2002)

## Section 5

# National Security & Canada-US Border

"I support creating a Canada-US security perimeter, even if it means we must effectively accept American security and immigration policies."



Source: Ekos (2001-2002)

Canada

# Media Analysis

## February 2002

### OVERVIEW OF ENGLISH-LANGUAGE MEDIA

The Salt Lake City Olympic Games, specifically the Salé-Pelletier controversy and Canada's hockey "supremacy" overshadowed almost all other stories. President Bush's comments on Saddam Hussein in mid-February -- characterized as "bellicose" by Deputy Prime Minister Manley -- prompted fears that the U.S.-led war on terrorism would spread to Iraq. Prime Minister Chrétien and President Putin's comments in Russia, "cautioning" the U.S. against "unilateral" action on Iraq, focussed media attention on the growing "rift" between the U.S. and many of its allies over expansion of the war on terrorism.

Liberal party "infighting", the Commons inquiry into Minister Eggleton's comments on the transfer of prisoners, and opposition to the Kyoto Accord dominated political news. Other top issues included: softwood lumber, the Team Canada trade mission, the release of the Romanow Commission's interim report on the future of medicare, the government's innovation strategy and the announcement of defence and foreign policy reviews. Media attention to escalating violence in the Middle East increased substantially.

### ***Campaign against Terrorism***

Prime Minister Chrétien's remarks "cautioning" the U.S. administration against "unilateral" action on Iraq and his "champion" of a UN role placed Canada's foreign policy under the media spotlight. The "axis of evil" story highlighted Canada's and European leaders' attempt to "distance" themselves from America's policy on Iraq, while continuing to support the war on terrorism. Minister Graham's comments in Washington (February 14) -- that Canada's support for military action against Iraq would be linked to a coalition and evidence of Saddam Hussein's weapons of mass destruction program -- attracted considerable attention. The Minister's subsequent remarks on February 18 that Canada remains "open" to all options on Iraq, was cast as a policy "flip-flop" in terms of the government's commitment to the U.S.

Coverage portrayed the Prime Minister's "caution" on expanding the war against Iraq as a "softening" of Canada's support to the U.S. However, opinion was divided as to whether this was good or bad. Commentary splintered: *The National Post* accused the government of "vacillation", while publications such as *The Toronto Star* and *The Globe and Mail* characterized the development as "sound advice."

### *Editorials and comments*

According to *The National Post* (February 15), "By championing the UN, the Prime Minister is effectively championing inaction." The paper observed that "Messrs. Chrétien and Graham are living in a foreign policy dreamworld." In contrast, *The Globe and Mail* (February 15) agreed with the Prime Minister's statement that "the war on terrorism can only proceed with a multilateral strategy." In an editorial entitled: "PM's sound advice to cool jets on Iraq", *The Toronto Star* (February 17) stated: "This is not being 'soft on Saddam.' It is being focussed, realistic, deliberate. And consensual."

### **Team Canada**

Coverage of the trade initiatives of Team Canada mission to Russia and Germany from February 12-22, and of the Prime Minister's participation in the Stockholm Progressive Summit on February 22-23 was relatively modest. Media reports on the trade mission originated almost entirely from "hot stories" such as: the figure-skating controversy; Liberal party "infighting"; Prime Minister Chrétien's comments on Iraq; and Premier Klein's "criticism" of the government of Canada's approach to ratifying the Kyoto Accord. Reports focussed more on Prime Minister Chrétien's response to these controversies than on specific trade deals signed.

Premier Klein's "attack" of Ottawa's Kyoto policy -- by "interrupting" a Team Canada press conference to read an anti-Kyoto letter signed by most of the premiers -- dominated headlines on February 16. Coverage unanimously cast Premier Klein's action as an "ambush" of the Prime Minister. While headlines focussed on the "deep divisions" on Team Canada over climate change, news items noted that Premier Klein faced criticism from all sides. Reports stated that the initiative "surprised" the premiers, particularly Premier Landry who "challenged" Premier Klein and voiced his support of the Kyoto Accord.

Media reports of the deals signed during the Team Canada trade mission increased on February 16 and 22, but coverage was buried on the inside pages.

### *Editorials and comments*

Commentary suggested that Premier Klein's "hijacking" of the press conference in Moscow likely signalled the premiers last tour with "Team Canada." Andrew Coyne of *The National Post* (February 18) stated that "the chances that they [the premiers] will be allowed to tag along on the Prime Minister's travels must be rated at zero." *The Toronto Star* (February 19) observed Premier Klein's tactics in Moscow as a



“shameful performance” and added: “next time Team Canada heads out the PM may want to leave the high sticking goons in the penalty box, here at home.”

The Team Canada mission received positive reviews in Atlantic dailies. Premier Binns’ remarks on trade opportunities generated favourable headlines and *The Halifax Chronicle Herald* (February 23) concluded that “even with the political grandstanding and reduced deal-making, Team Canada’s latest sales trip was a success in enhancing trade prospects abroad.”

### **Kyoto**

Media scrutiny of the Government’s plans for ratification of the Kyoto Accord increased sharply in February. Between February 4-6, stories in *The National Post* highlighted growing concerns in the oil and gas industry over the “lack of sufficient detail” on the cost and timeline of Canada’s signing of the agreement.

Minister Anderson’s remarks that Canada “hoped” to ratify the accord by June in time for the G8 (February 6) generated considerable criticism. Coverage cast the June deadline as “unrealistic” and based on “political” expediency. Minister Anderson’s economic impact estimate of \$500-million in annual cost to the Canadian economy (via a *National Post* interview on February 11) received significant negative reactions. Coverage characterized the government’s cost projection as “small,” and queried why ratification of Kyoto hasn’t yet happened, if it only means a loss of 0.5% of GDP.

In contrast, Minister Anderson’s response to the US announcement on climate change (February 14) -- that he was pleased with some aspects but troubled by continued US skepticism about the science -- generated positive play. Coverage repeated Minister Anderson’s message that the government would carry out consultations and present a work plan before Kyoto is ratified, but it gave limited attention to his remarks that if the government is not ready by June, it would sign the deal later.

Commentators accused the federal government of being partially, if not wholly, responsible for the confusion surrounding the “impending” ratification of the Kyoto Accord. While the government advertising campaign on climate change was singled out as a positive step, numerous writers stressed that Ottawa’s credibility was undermined due to the “meagre” groundwork done on the costs of compliance with Kyoto. Commenting on the growing criticism of Kyoto, editorials in *The Globe and Mail* and *The Toronto Star* urged the government not to “waver on Kyoto.” In a piece entitled: “Keep the train on the Kyoto tracks,” *The Globe and Mail* (February

19) called on the Prime Minister “to set out a strong, clear vision of what Kyoto means to Canada.”

The Alberta government's announcement that ratifying the Kyoto Accord will result in a \$25-\$40-billion hit to the Canadian economy attracted front-page headlines in *The Ottawa Citizen* and Albertan dailies on February 21. Coverage depicted the costs as "inflated" and focussed more on the provincial squabbling between Alberta and Quebec over the share of emission reduction costs.

Federal-provincial meetings on energy and the environment in Victoria generated considerable coverage. Minister Anderson's remarks that the government would consult with the provinces about how to meet its commitment to Kyoto and that "no region of the country would have an unfair burden" drew significant attention. Coverage highlighted Minister Dhaliwal's message that "we need a flexible plan" and provincial ministers' support of the upcoming cost analysis.

The Canadian Manufacturers and Exporters Association's (CMEA) warning that ratifying Kyoto could cost as many as 45,000 jobs by 2010, drew banner headlines on February 27. Coverage noted Minister Anderson's admission that government numbers would not be available until April and that "it would be premature to engage in a debate on numbers at this time." Prime Minister Chrétien's remarks rejecting the CMEA figures as scare tactics received notable play.

#### *Editorials and comments*

The opinion pages in national dailies unanimously criticized Premier Klein's anti-Kyoto letter "stunt". Reactions ranged from "disbelief" to "sympathy" for Prime Minister Chrétien for being "sandbagged" on the international stage. David Crane of *The Toronto Star* (February 20) observed that "Premier Klein's posturing showed him nothing more than a front for the oil industry, which has mounted a major assault on Canada's plans to reduce gas emissions." In contrast, columnist Don Martin of *The Calgary Herald* (February 19) credited Premier Klein for making "the sleepy Kyoto accord front-page news again."

Commentators overwhelmingly viewed the June deadline for Kyoto as "unrealistic." Don Drummond, writing in *The National Post* (February 20), stated that "the government could do a great deal to defuse the recent tensions over the protocol by giving a categorical assurance that ratification could not possibly be contemplated in time for the G8 Summit in June, and the late August Earth Summit in Johannesburg."

Susan Riley of *The Ottawa Citizen* (February 20) questioned the government's talk of further consultations: "there have already been exhaustive consultations since Canada signed the accord in 1997. ... More studies are underway, a government advertising campaign on climate change has started, the country's environment

ministers meet again soon and there are plans for broader public consultations. There is, in other words, everything but a credible plan to reduce emissions.”

*The Calgary Herald* (February 21) backed Premier Klein’s demand for more data before supporting Kyoto ratification: “Until the [true economic cost] is known, the federal government is seemingly asking every province ... to take a blind leap of faith. That’s not good enough. The liberal government should follow the U.S. lead and reject Kyoto as it stands.”

Edward Greenspon of *The Globe and Mail* (February 28) stated that “it is truly mind-boggling how little preparatory work – both politically and economically – has gone into an issue that has been around for so long. But the fact of the matter is that the government has figured out neither the real costs of compliance nor the means of distributing the pain in an acceptable manner among provinces and industrial sectors.”

### ***Economy/Innovation***

Ministers Rock and Stewart’s joint announcement of the government’s innovation strategy (February 12) generated significant play, but scant front-page headlines. The announcement was overshadowed by Liberal party “infighting” and the Olympic skating controversy.

The innovation story attracted prominent play in *The National Post* as editorialists highlighted Minister Rock’s “frank” admission that “Canada is in decline.” *The Post* observed that the government’s acknowledgement of the “brain drain” was “nothing less than revolutionary.” In contrast, the innovation story received minor attention in *The Globe and Mail* on February 13, under the headline “Competitive strategy big on details, not on cash.”

Commentators unanimously agreed that the government’s diagnosis of the innovation challenge was “spot on.” However, there was no consensus on the solutions needed to meet the innovation challenge. *The National Post* (February 13) praised Minister Rock for “finally detailing the problems facing Canada’s economy.” According to *The Post*, “The main fault of Mr. Rock’s plan is that it does not explain how to mobilize the private sector, the real driver of economic growth and productivity enhancements.” *The Toronto Star* (February 13) contended that the “long-awaited” innovation papers failed to “live up to their advance billing.” While acknowledging that the innovation strategy sets sound targets, the paper argued that “it makes no hard commitments to increased funding support.”

*The Globe and Mail* (February 16) maintained that the failure to put a “price tag” on the innovation strategy means “it’s simply another exercise in blue-skying.” It suggested that “Perhaps when the economy revives and, with luck, the security agenda recedes, innovation will move back up the agenda.”

Jeffrey Simpson of *The Globe and Mail* (February 20) stated that “there wasn’t anything terribly wrong with the [innovation] papers, but neither was there anything terribly exciting, either.”

### **Health care**

Roy Romanow’s release of the interim report on the future of medicare attracted significant front-page headlines on February 7 and 8. Stories likened the report to a “counter punch” to claims Canada’s health care system is in crisis and carried Mr. Romanow’s defining quote: “Medicare needs remodelling. Medicare does not need demolishing.” Electronic coverage focussed on Mr. Romanow’s cross country consultations scheduled for March.

Reaction to the interim report was mixed. Pundits welcomed Mr. Romanow’s admission that “many things are not being met by the health act” and the report’s call to review the *Canada Health Act*. Minister McLellan’s comments that Canadians should confront the “tough questions” about what they want from medicare drew similar praise.

Coverage lamented “the lack” of details on solutions and questioned whether provincial reforms would render the final report “stale”. Premier Harris’ denunciation of the report as a “huge disappointment” on the funding side generated significant play. Coverage contrasted Premier Harris’ reaction with Tony Clement’s “measured” response, namely, that he was “encouraged” by the report. Alberta Health Minister Mar’s remarks that the Commission had done a good job “framing some of the issues” attracted significant regional play. However, headlines gave equal space to Minister Mar’s plan to “forge ahead with its own health-care reforms.”

Commentators generally labelled the report as “bland.” Many writers questioned the need of an interim report; characterizing it as a “hodgepodge of generalities.” Jeffrey Simpson of *The Globe and Mail* (February 7) cautioned that “the public debate he now enjoins Canadians to undertake risks being unfocused and thus not terribly helpful to him, the government or the public.” *The Toronto Star* (February 7) adopted a similar assessment: “Mr. Romanow was so determined not to forclose any option that he ended up giving Canadians more of a menu than a plan.”

On February 16, Minister McLellan's speech in Montreal reiterating the government's support of publicly funded health care received modest attention. Coverage highlighted the Minister's emphasis on "keeping people well" as a means of reducing demands on the health care system. Minister McLellan's testimony before a Commons committee (February 21) that "we are a nation of obese people" generated prominent headlines.

## **LES MÉDIAS DU QUÉBEC**

Les Jeux olympiques d'hiver et les controverses qui secouent le gouvernement du Parti québécois retiennent une large part de l'attention des médias au Québec. Comparativement à ces deux enjeux, le voyage d'Équipe Canada en Allemagne et en Russie fait l'objet d'une couverture modeste. On s'intéresse cependant aux commentaires du premier ministre Chrétien et du président Putin qui déconseillent aux États-Unis d'envahir l'Irak. Le conflit israélo-palestinien, l'assassinat du journaliste Daniel Pearl et la politique américaine au sujet de l'Iraq font également couler beaucoup d'encre.

La controverse entourant le processus de notification du protocole de Kyoto, le rapport du rapport Romanow au sujet de la santé et le dossier de la péréquation défraient l'actualité politique.

### **Québec**

Les tuiles s'abattent sur le gouvernement Landry au cours du mois de février. Les démissions du directeur général du Parti québécois Raymond Bréard et du ministre Gilles Baril font couler beaucoup d'encre au sujet du lobbying au Québec. Lysiane Gagnon écrit que «cela sent la fin de régime.» (*La Presse*, 12 février) De plus, les résultats du sondage de Léger Marketing plaçant libéraux et péquistes nez à nez est perçu comme «de bien mauvaises nouvelles pour le PQ» (*Journal de Montréal*, 24 février). Par ailleurs, on spécule que le gouvernement provincial n'aura pas le choix de tenir des élections partielles mais qu'il retardera la tenue d'élections générales le plus longtemps possible.

### **Kyoto**

L'annonce du plan de lutte contre des changements climatiques du président Bush le 14 février et la sortie, le 16 février, du ministre Klein lors d'une conférence de presse d'Équipe Canada génèrent un intérêt renouvelé pour le protocole de Kyoto. On souligne que le Québec est la seule province qui se rapproche de la position fédérale. On fait grandement état de la performance du Québec en matière



d'émissions par habitant de gaz à effet de serre (13%) et du fait que par conséquent, le Québec "has little to lose if Kyoto is ratified." (*The Gazette*, 19 février) On reprend généralement la thèse avancée par le gouvernement provincial voulant que «le Canada répartisse les objectifs de réduction des émissions suivant une approche territoriale, plutôt que l'approche sectorielle.» (*La Presse*, 24 février)

Les médias affirment que le gouvernement fédéral n'a pas exercé son rôle d'éducateur visant à informer la population de la nécessité de diminuer les émissions de gaz à effet de serre. J.-Jacques Samson estime que le Canada «doit continuer de se démarquer des États-Unis sur cette question.» (*Le Soleil*, 26 février) Louis-Gilles Francoeur ajoute que la crédibilité internationale et environnementale du Canada «prendra assurément une "débarque" sans précédent s'il cède devant la coalition de premiers ministres provinciaux.» (*Le Devoir*, 22 février)

Les médias francophones souhaitent l'adoption d'un accord entre les provinces et le gouvernement fédéral qui favorise une approche territoriale et déplore que depuis la sortie du ministre Klein, le dossier n'avance plus.

### **Santé**

Les médias font preuve de scepticisme face au rapport d'étape sur *L'avenir des soins de santé au Canada*. On note que le rapport ne propose rien de particulier. Jean-Robert Sansfaçon écrit que le rapport «laisse tout de même un parti pris en faveur de l'élargissement de la couverture des soins au pays. Reste à savoir qui paierait la facture... » (*Le Devoir*, 8 février) Gilbert Lavoie souligne que la Commission royale coûtera très cher aux contribuables mais qu'il y a un côté positif au rapport : «M. Romanow s'est commis sur les problèmes de financement.» (*Le Soleil*, 9 février)

### **Péréquation**

L'annonce du 26 février au sujet des changements dans les méthodes de calcul pour la péréquation -- laquelle signifierait une perte de 800 millions \$ pour le trésor québécois -- préoccupe grandement les médias francophones. Le «recul» du gouvernement fédéral le 28 février est accueilli positivement. On note qu'une chicane fédérale-provinciale a été évitée et que «la décision fédérale originale venait donner des munitions inattendues à Québec dans sa campagne de dénonciation du régime actuel.» (*Journal de Montréal*, 1er mars)

Les médias sont nombreux à rapporter les commentaires du ministre Dion soulignant le travail de coopération entre le ministre Martin et la ministre Marois et des résultats positifs qui en ont résulté.

## CANADA IN THE US MEDIA

Articles about security-related concerns between Canada and the U.S. were overshadowed in February by the Olympic Winter Games. A major focus of Olympic coverage in the U.S. was Canadian skaters Jamie Salé and David Pelletier and the scandal surrounding figure skating judging.

As for non-Olympic coverage, positive and negative stories about Canada's role in North American security continue. The murder of *Wall Street Journal* reporter Daniel Pearl brought up new possible connections to Canada. An article in the *Boston Globe* written by Colin Nickerson reported on an alleged phone call to Canada by one of the kidnapping suspects who "was overheard saying, *"I will complete the mission."* (*Al Qaeda connection pursued in Pearl case*, Feb. 25).

A *New York Times* story by Clifford Krauss discussed how Canada has "thoroughly overhauled its security policy" since Sept. 11 and that the "shift in policies" resulted from both "a desire to reassure the United States that Canada is not a sanctuary for terrorists" and the "economic shock" caused by border delays. (*Canada Alters Security Policies to Ease Concerns of U.S.*, Feb. 18).

Articles still refer to Ahmed Ressam, although mostly as a passing reference. An article in the *Seattle Post-Intelligencer* on bringing 40 border agents up from Mexico to Blaine, Washington says border security has been a "concern" since December 1999 "when Customs Service officers arrested Ahmed Ressam as he crossed the border from Canada with explosives in his car". (*National Guard troops to help beef up U.S. border security*, March 1)

A two-article series called "Canada's Arab Connection" in *Newsday*, a local New York City paper reported a "growing fear that the United States' greatest trading partner has become a comfortable staging base for extremists who blend in with law-abiding residents and exploit the world's longest non-militarized border." (*Northern neighbor's Muslim communities are under scrutiny*, Feb. 25).



**THE MEDIA ENVIRONMENT**

From February 1<sup>st</sup> to 28<sup>th</sup>, 2002

**L'ENVIRONNEMENT MÉDIATIQUE**

Du 1<sup>er</sup> au 28 février 2002



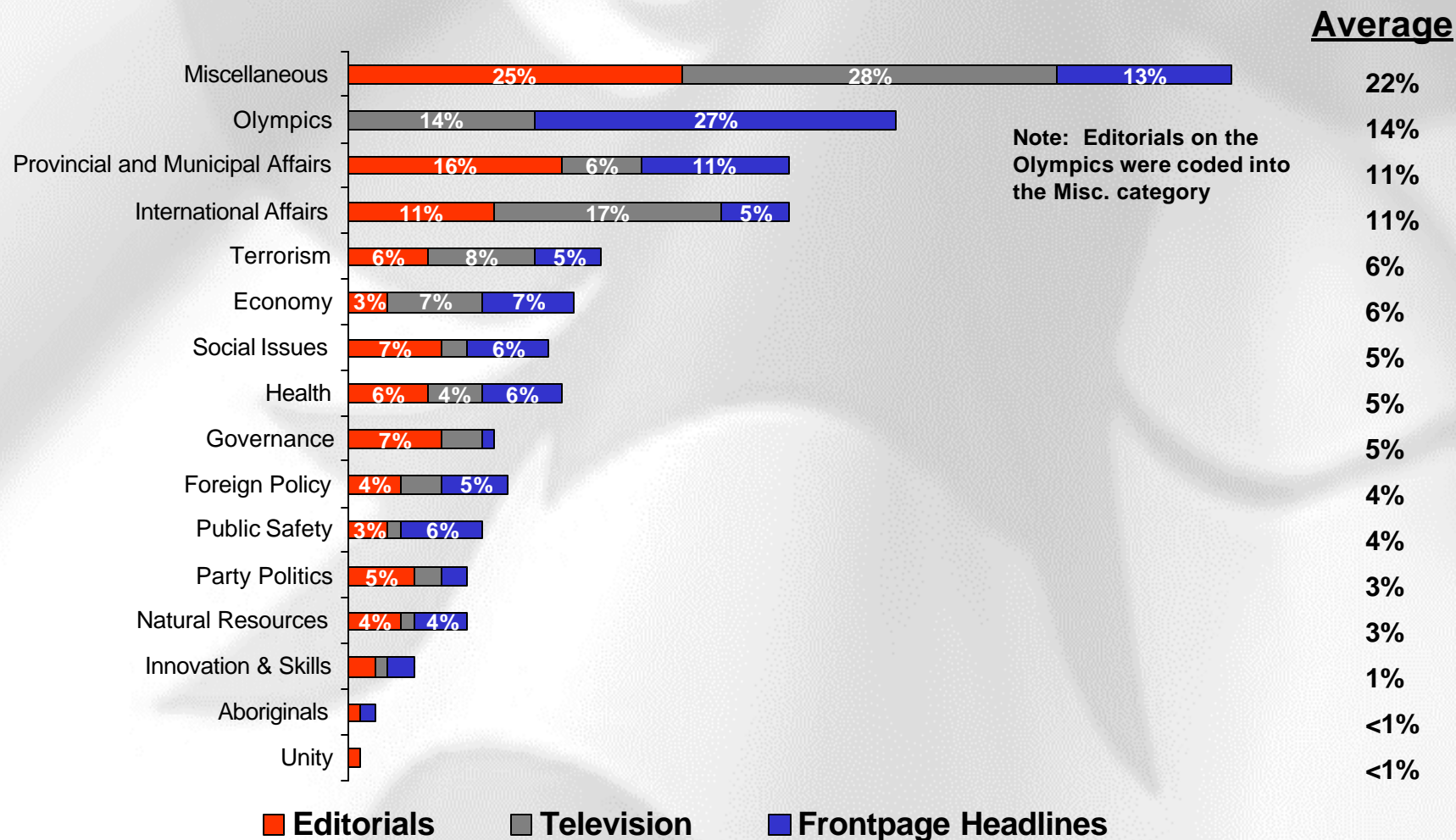
# Methodology

- Data from electronic media, newspaper headlines and editorials/columns were collected from February 1st to 28th, and put into pre-determined categories.
- A list of sources which make up the sample and a list of categories can be found at the end of the section.

# Total Coverage

From February 1st to 28th

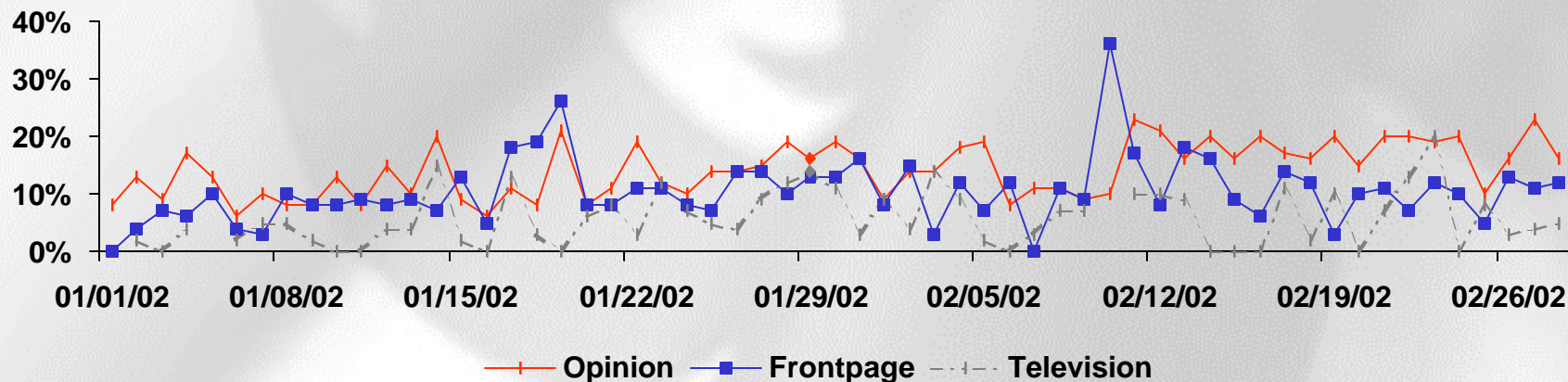
Total Opinion: 2,147 stories · Total Television: 1,290 reports · Total Headlines: 1,683 headlines





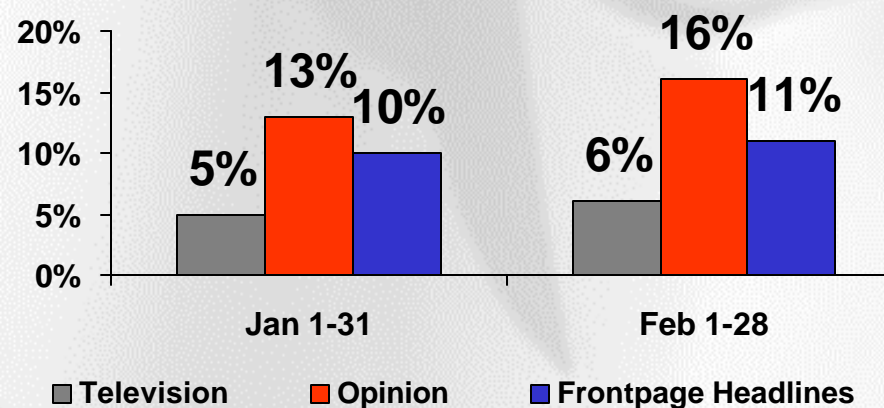
# Provincial & Municipal Issues

From January 1st to February 28th



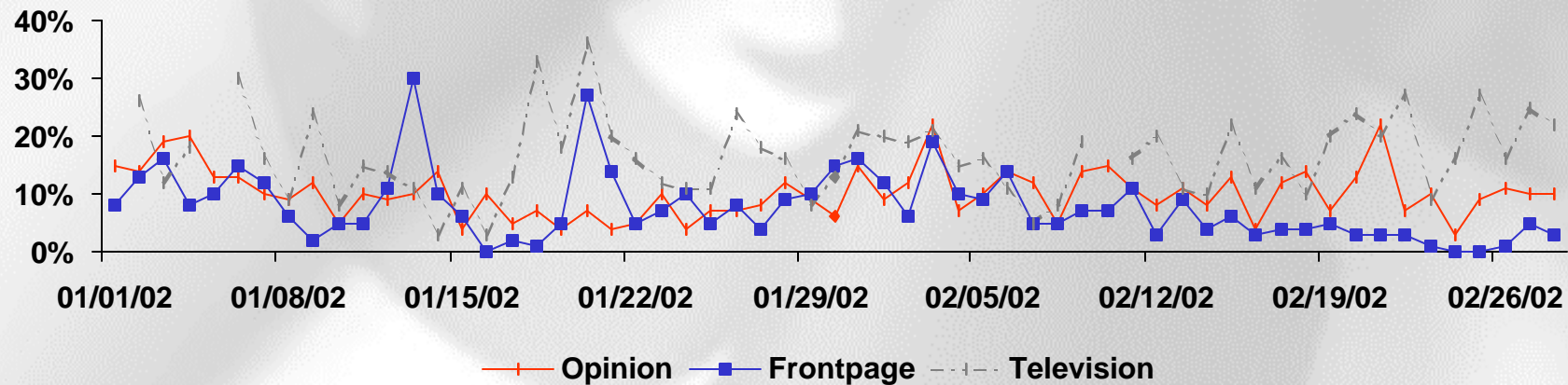
- Feb. 4 : 14,000 Alberta teachers strike
- Feb. 8-10 : PQ National Council meeting
- Feb. 11 : PQ Director General Claude Bréard resigns
- Feb. 12 : Quebec Minister Gilles Baril resigns
- Feb. 14: Ontario leadership candidate Flaherty's remarks on "jailing" homeless
- Feb. 17: Mayors endorse Kyoto
- Feb. 19: BC Budget

## Change since last reporting period



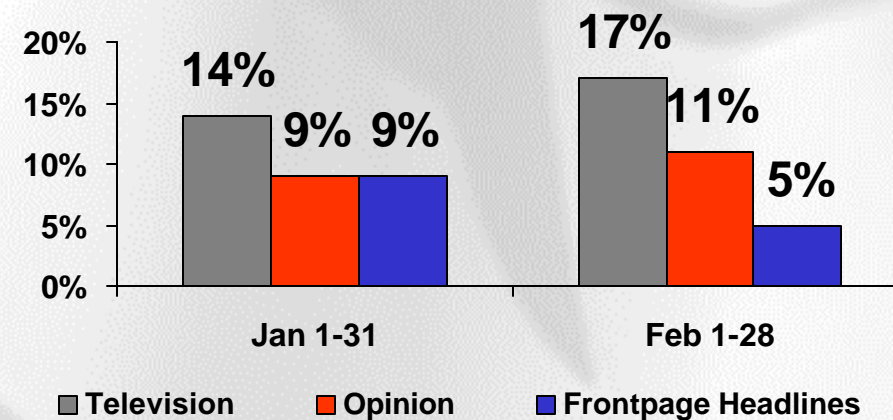
# International Affairs

From January 1st to February 28th



- February 4: US budget seeks billions for military
- February 5: Enron Auditor stonewalls Congress
- February 11: Milosevic goes to trial
- February 19: Middle East violence claims 30 lives
- February 21: Israel plans security "buffer zones"

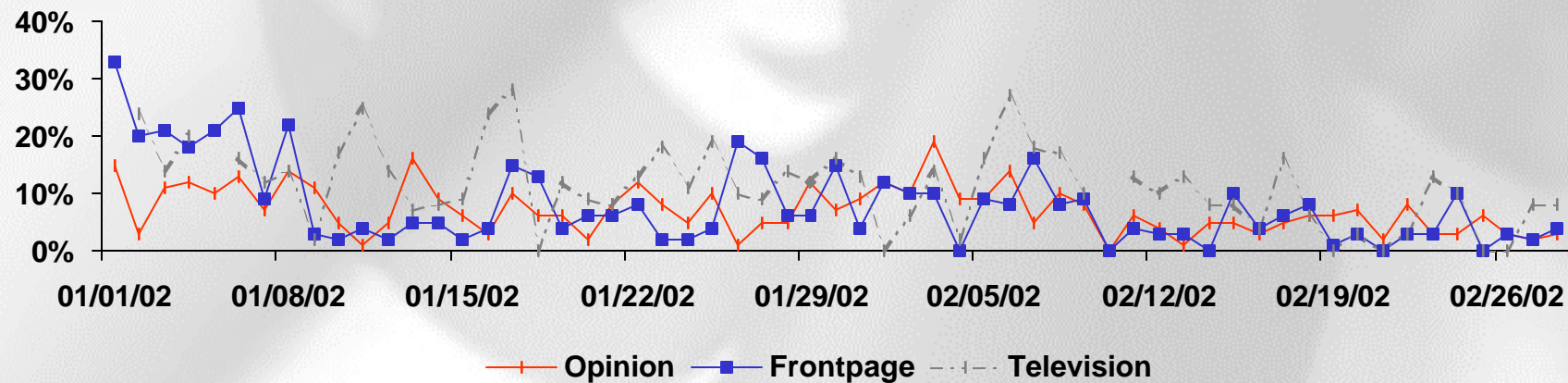
## Change since last reporting period





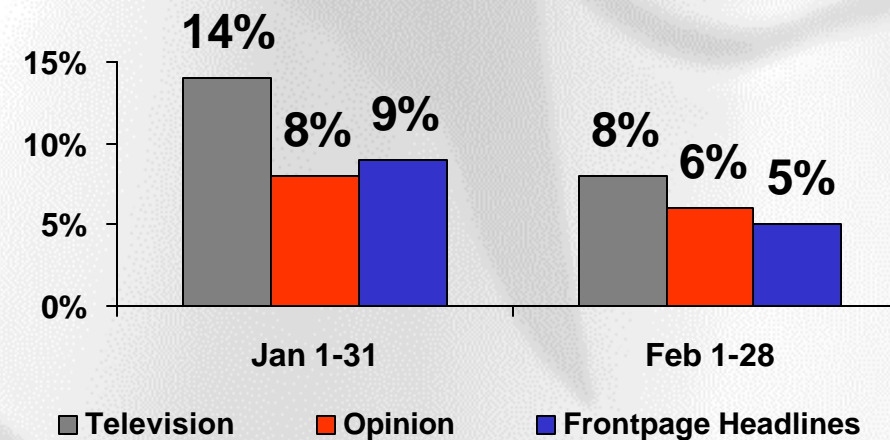
# Terrorism

From January 1st to February 28th



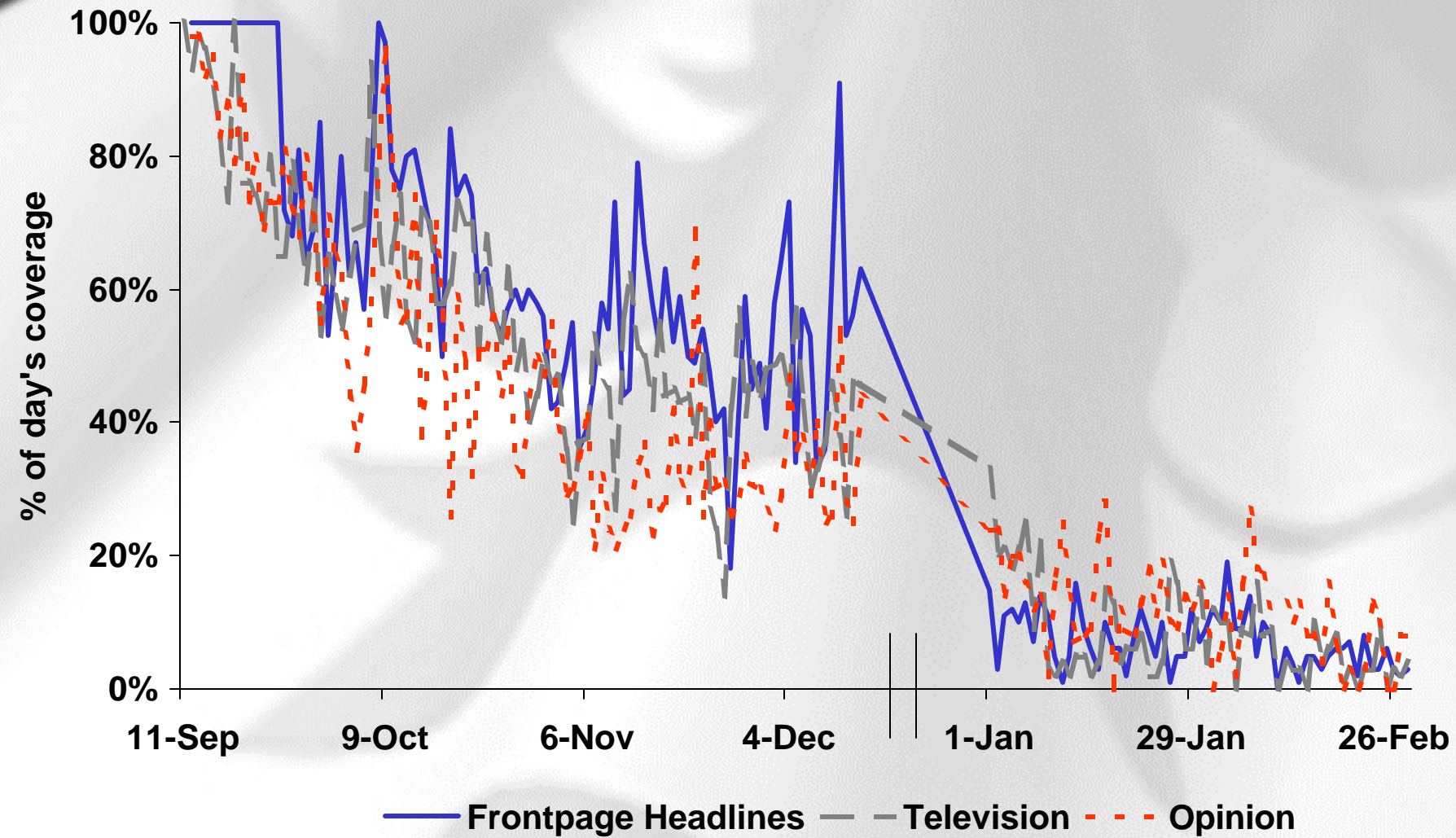
- Ongoing: Deployment of Canadian troops; controversy surrounding JTF-II, green uniforms and status of detainees in Guantanamo Bay.
- Feb. 6: US seeks regime change in Iraq
- Feb. 8: DPM Manley characterizes President Bush's comment as "bellicose"
- Feb. 10: Canadian flag raised in Kandahar
- Feb. 14: PM Chrétien cautions US against attack on Iraq
- Feb. 21: US reporter killed in Pakistan

## Change since last reporting period



# Terrorism

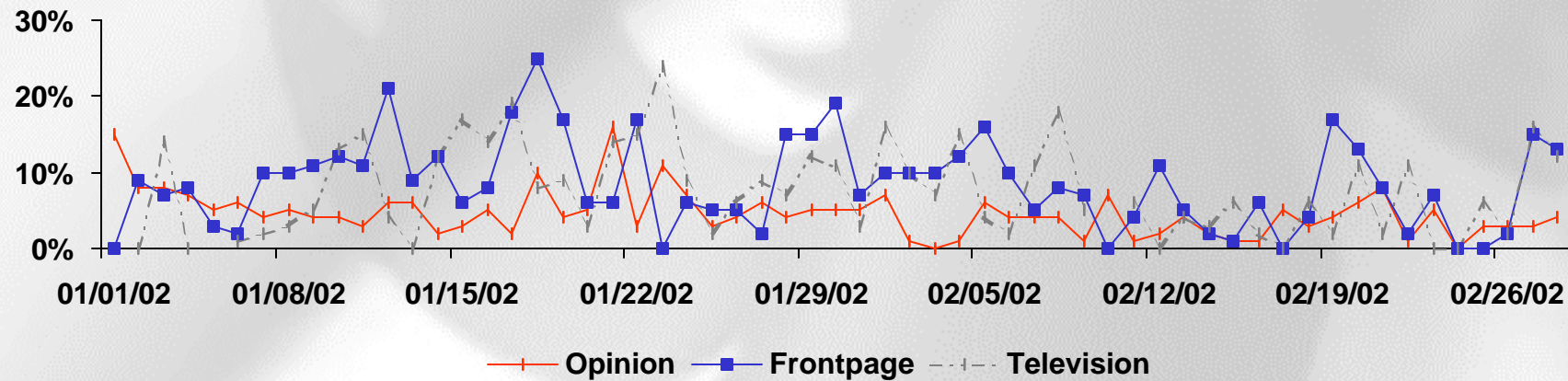
Since September 11





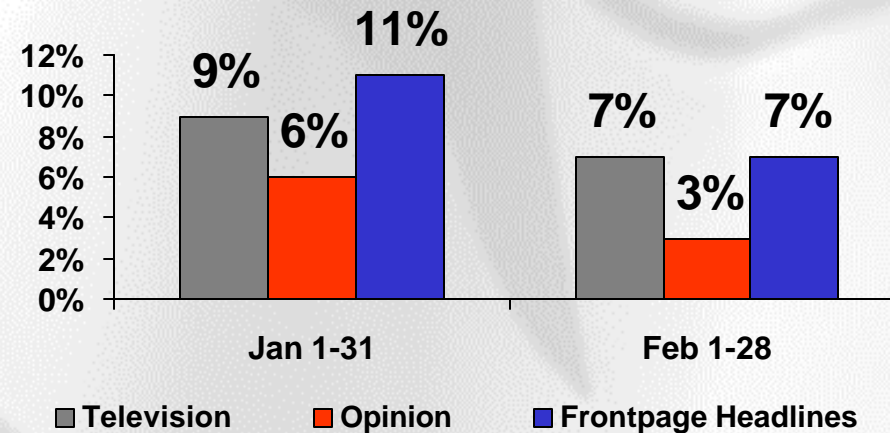
# The Economy

From January 1st to February 28th



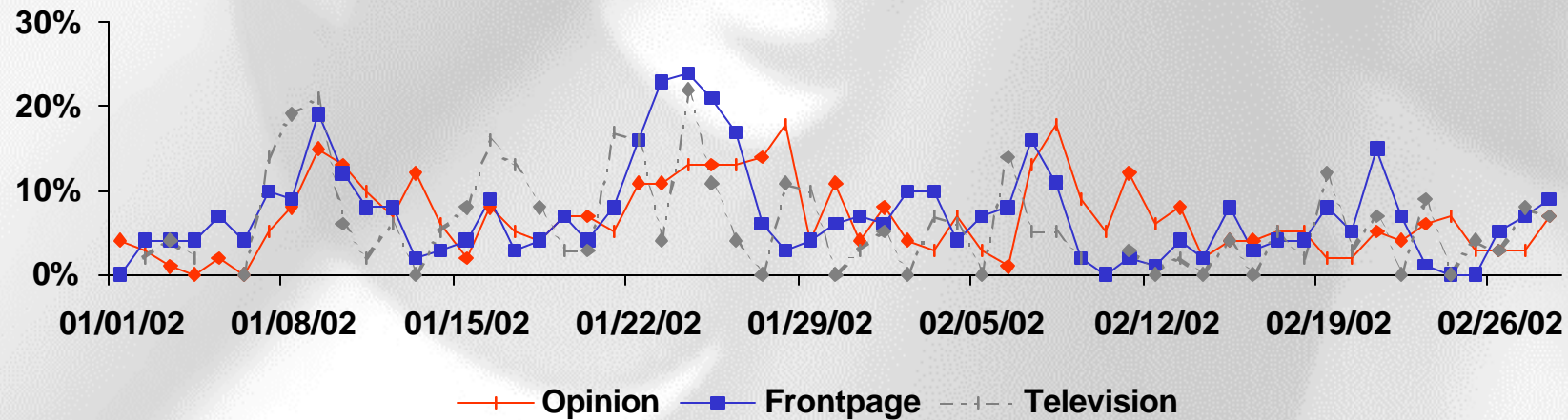
- Feb. 8: Statistics Canada numbers show unexpected job growth
- Feb. 12: Release of Innovation & Skills strategy
- Feb. 27: Ottawa announces reduction in transfers to Quebec

## Change since last reporting period



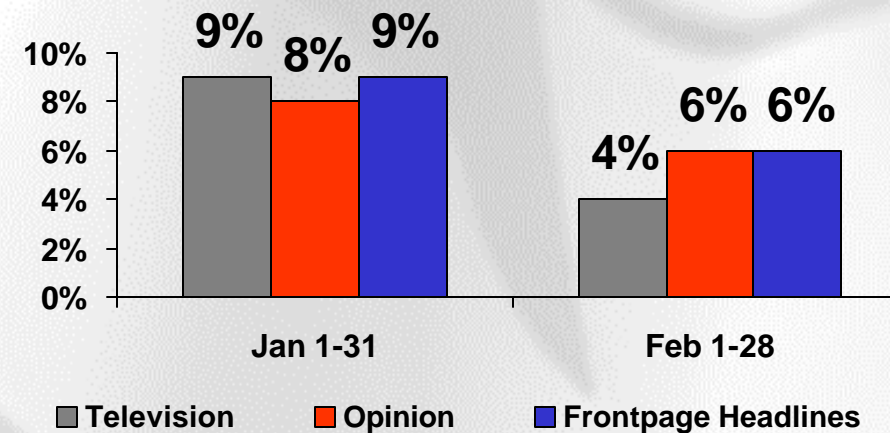
# Health

From January 1st to February 28th



- Feb. 2: Minister McLellan states that there are no limits to debate over medicare
- Feb. 6: Release of Romanow Commission's interim report
- Feb. 21: Minister claims obese Canadians imperil health system

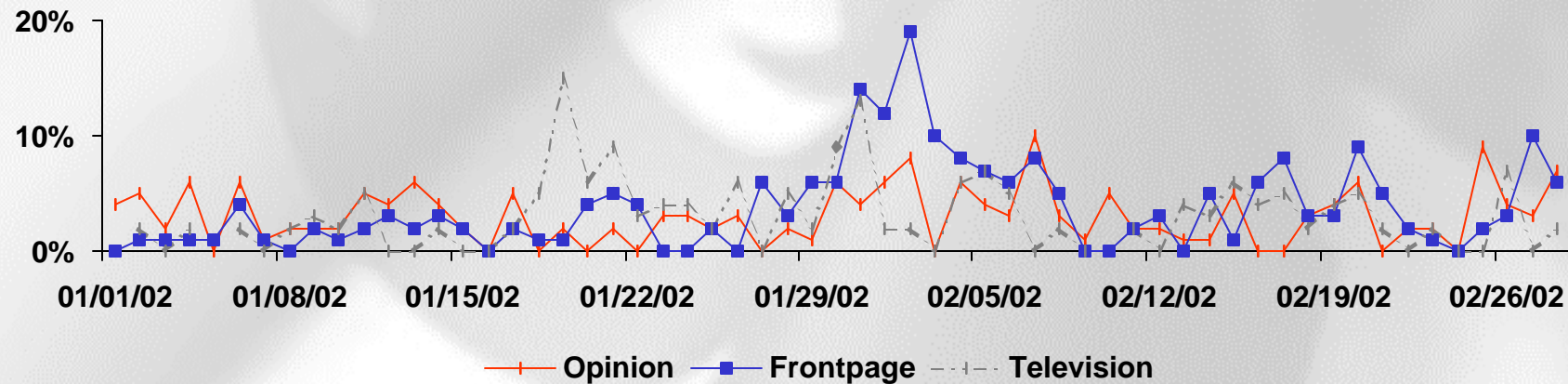
## Change since last reporting period





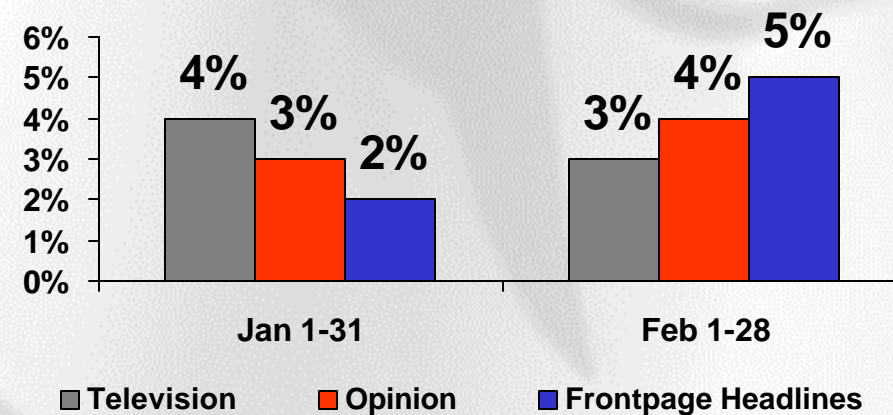
# Foreign Policy

From January 1st to February 28th



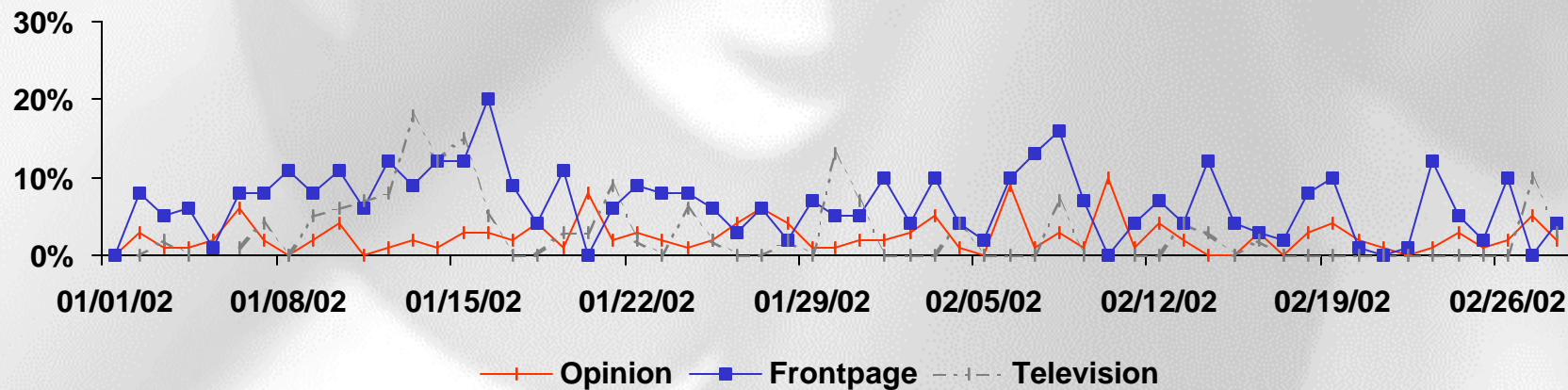
- Feb. 12-22: Team Canada mission to Russia and Germany
- Feb. 14: Prime Minister rejects attacks on Iraq
- Feb. 21: Announcement of major foreign and defence policy reviews
- Feb. 25: Canada states position regarding Zimbabwe.

## Change since last reporting period



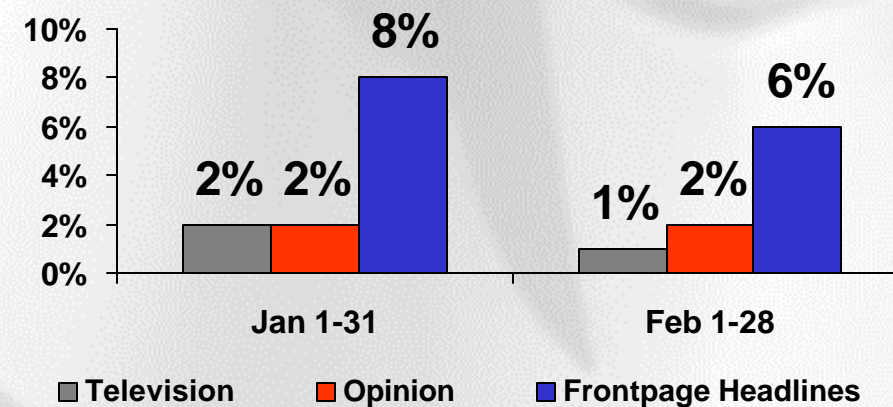
# Public Safety

From January 1st to February 28th



- Feb. 13: Federal government and provinces agree to set up sex offender registry

## Change since last reporting period





# Regional Media

## Top Issues in Newspaper Headlines

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Olympics	17%	22%	29%	38%	35%
Terrorism	1%	2%	9%	2%	1%
International Affairs	1%	7%	7%	1%	2%
Provincial and Municipal Affairs	10%	19%	7%	5%	14%
Economy	11%	6%	7%	8%	9%
Foreign Policy	4%	6%	6%	4%	3%
Public Safety	9%	3%	5%	6%	10%
Health	6%	4%	4%	6%	7%
Party Politics	1%	1%	4%	0%	0%
Social Issues	13%	3%	4%	12%	5%
Governance	0%	2%	2%	0%	1%

**Note:** Totals exclude Globe & Mail and National Post

# Regional Media

## Top Issues in Opinion and Editorial Pages

Issue	Atlantic	Quebec	Ontario	Prairies	BC
Provincial and Municipal Affairs	13%	18%	11%	10%	37%
International Affairs	8%	17%	8%	9%	5%
Party Politics	2%	3%	8%	7%	4%
Terrorism	2%	4%	7%	9%	4%
Social Issues	8%	8%	7%	8%	5%
Governance	1%	11%	4%	10%	5%
Foreign Policy	5%	2%	4%	4%	3%
Health	7%	8%	3%	9%	2%
Natural Resources	10%	3%	3%	6%	4%
Economy	5%	5%	2%	3%	2%

**Note:** Olympic editorials/opinion stories were coded into Misc; Totals exclude Globe & Mail and National Post





**APPENDIX**

**ANNEXE**

# Sample Details

- Opinion: n=2,147 editorials/columns
- Frontpage headlines: n=1,683 headlines
- Television: n=1,290 reports
- Missing Television data:
  - CBC: Feb. 10, 12 and 14
  - CTV: Feb. 3, 5, 10, 12, 17 and 24
  - SRC: Feb. 10, 12 and 17
  - TVA: Feb. 10, 14 and 20

## CATEGORIES FOR QUANTITATIVE MEDIA ANALYSIS

<b>Abo</b>	Aboriginals
<b>Eco</b>	Economy / Jobs / Fiscal issues / Taxes
<b>FP</b>	Foreign Policy / International Assistance / Immigration / Defence (including preparedness) / International Trade
<b>Gov</b>	Governance / Parliament / Ethics / Appointments / ATIP
<b>H</b>	Health
<b>IA</b>	International Affairs
<b>I&amp;S</b>	Innovation & Skills / Hi-tech / R&D / Industry / Transportation and Infrastructure
<b>Misc</b>	Miscellaneous
<b>NR</b>	Natural Resources / Environment / Energy / Fisheries / Agriculture
<b>Oly</b>	Olympics
<b>PP</b>	Party politics
<b>P&amp;M</b>	Provincial and municipal affairs / politics
<b>PS</b>	Public safety / Justice / Organized crime
<b>Soc</b>	Social issues / Education / Culture
<b>Ter</b>	Campaign against terrorism / Canadian contribution and new security measures (including Can-US border negotiations) / U.S.-led military strikes / Investigation of Sept. 11 attacks
<b>U</b>	Unity