

DELTA MEDIA DISPATCH

Issue Twelve

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A DELTA MEDIA NEWS FLASH

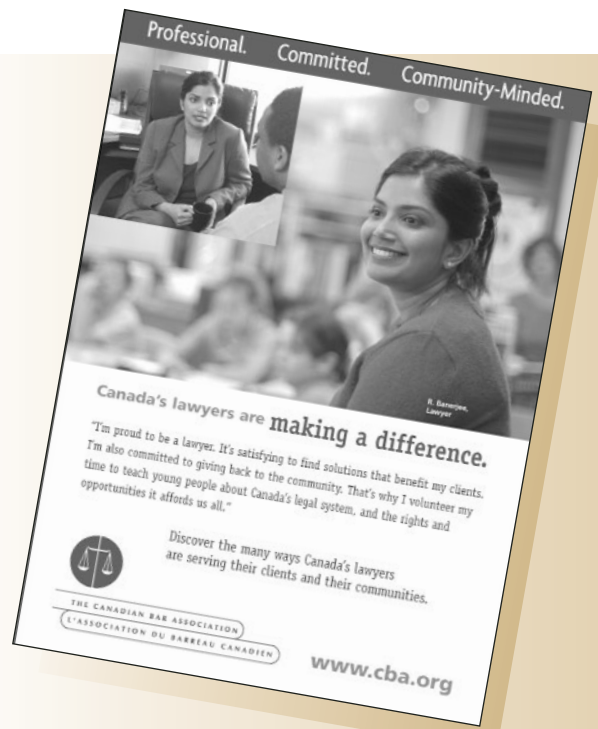
Delta Media has a new online look! On May 17th, visit www.delta-media.com for the launch of our new and improved Web site.



DELTA MEDIA JOINS IN THE FIGHT FOR HUMAN RIGHTS

Delta Media was called upon to provide Justice Canada with a poster campaign designed to raise public awareness of the epidemic of human trafficking and slavery in North America.

With less than a month for creative development, design and testing, Delta Media provided Justice Canada with a powerful tool for educating Canadians about this tragic problem, which was unveiled by the minister at the end of March.



THE CANADIAN BAR ASSOCIATION - MAINTAINING STRONG TIES

Building on a long-standing relationship with the Canadian Bar Association, Delta Media has created and placed a series of television and print ads to enhance the image of the legal profession as well as to recruit and retain members for the association. The campaign ran in Maclean's and L'actualité as well as on CBC, CBC Newsworld and Radio-Canada. The campaign is a key part of a larger communication strategy developed by Delta Media for the Canadian Bar Association and represents one of the most ambitious campaigns in the Association's history.

LINING UP YOUR MEDIA MESSAGES

Delta Media recently launched *Lining Up Your Media Messages*, a one-day workshop designed to teach participants how to develop powerful media messages. The new workshop, an extension of our popular *Positive Media Relations* spokesperson training workshop, focuses on the development of messages that respond to the needs and concerns of various audiences. Our most recent clients for this customized program include Human Resources and Skills Development Canada, Social Development Canada and the Royal Canadian Mounted Police. Delta Media's other communications workshops include *Powerful Presentation Skills* and *Strategic Communications Planning*. Our crisis communications workshop is currently under re-development and will be launched in the coming months.

ACHIEVING SUCCESS

The Department of Public Works and Government Services Canada (PWGSC) relied on Delta Media's design services to create *Achievements 2003*, a publication distributed internally to public service employees, as well as to embassies and consuls general around the world. Delta Media was hired to design the bilingual publication, which highlights PWGSC projects that demonstrate service, excellence and integrity to Canadians.



CANADIANS GATEWAY PROTOTYPES AND PROMOTION

On the Canada Site www.canada.gc.ca, visitors are invited to choose among three Gateways, including the Canadians Gateway. Delta Media was retained by Human Resources Development Canada and its Canadian Gateway Promotion Working Group to ensure an appropriate share of traffic for the Canadians Gateway on the Canada site. Delta Media developed attractive and alluring prototypes of images and words in order to enhance the site and boost traffic. As a follow-up to this work, Delta Media was hired to create a short- and long-term action plan to help promote and increase awareness of the Gateway. This plan included a customized situation analysis, a strategic communications planning workshop and a detailed action plan to be implemented in 2004-2005.

VISIONS AND CHALLENGES FOR BILINGUALISM

The Office of the Commissioner of Official Languages retained the media relations expertise of Delta Media for its March Symposium on Official Languages. Our on-site team coordinated a news conference in Toronto and provided media relations support throughout the Symposium. As a bilingual firm, Delta Media was proud to promote and participate in this important initiative. Key sector stakeholders who participated in the Symposium are now moving ahead with a strategy to double, by 2013, the number of bilingual young Canadians.



Photo: Greig Reekie

His Excellency John Ralston Saul (right) delivers commentary during the Symposium on Official Languages press conference. Other panellists included the Honourable Lyle Oberg, Minister of Learning for Alberta (left), Dr. Dyane Adam, Commissioner of Official Languages (centre) and Dr. Ian Richmond, National President of Canadian Parents for French (not shown).

RESEARCH HIGHLIGHTS

Delta Media's innovative work in Web usability testing continues with clients including:

- The Office of Consumer Affairs Canadian Consumer Information Gateway
- Industry Canada's Life Sciences Branch
- Canadian Heritage's CultureCanada.ca

Recent clients for more traditional focus groups include:

- Canadian Heritage's Expo 2005
- Health Canada's SummerActive programme

ANALYZE THIS

Vision Research was recently called upon by the Canadian Association of Speech-Language Pathologists and Audiologists to analyze survey results. Although the survey was successful at producing data, expert analysis had yet to be conducted. Vision Research organized the data, analyzed it and produced precise reports that included recommendations on maximizing case loads. The relationship continues to grow with the recent completion of a gap analysis to help the Association work towards a long-term human resources strategy. Vision Research has also been chosen to lead an on-line survey of members in regards to support personnel.

Our Core Competencies

Delta Media's three divisions provide a full range of public relations, research and government relations services.



- Strategic communications planning
- Media relations
- Crisis communications
- Special events/product launches
- Advocacy advertising
- Training
- Web architecture and development



- Strategic counsel
- Qualitative research
- Quantitative research
- Web evaluation methodologies

PUBLIC AFFAIRS STRATEGY GROUP

- Government relations
- Coalition building
- Issue monitoring
- Policy analysis

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Delta Media's partnership with Worldcom and its 100 affiliated offices gives us a worldwide reach, while remaining an independently-owned and proudly Canadian firm.

GLOBAL ACCESS. LOCAL FOCUS.