

Government of Canada

Ethnic Media Summit

February 24, 2005

Toronto, Canada

Cossette Média

Agenda

1. AOR Roles and Responsibilities
2. Publication Representation
3. Ethnic Publication Evaluation
4. Question Period

1. AOR Roles and Responsibilities

- Cossette Media has the mandate to buy media space and/or time for the placement of Government of Canada advertisements.
- AOR responsibilities in the media purchasing process are to
 - ✓ Negotiate, book, confirm and maintain the media bookings.
 - ✓ Investigate and develop opportunities such as:
 - Promotions and media visibility
 - Multi-media packages
 - Integrated opportunities
 - ✓ Provide Planning Cost Guides
 - AOR will issue Government of Canada planning guides for all media. The Cost Guides are a tool for the Planning Agency.

1. AOR Roles and Responsibilities

- Team responsibilities include:
 - Cynthia Rubino: National contact acting as one voice for the Government of Canada
 - Cossette Toronto: responsible for English Canada bookings.
 - Cossette Quebec: responsible for Quebec bookings and French publications outside of the province of Quebec.

2. Publication Representation

- Representation is **NOT** mandatory
- It is the sole responsibility of the Editor to decide whom will represent their publication. He/She can choose to be Independent or choose a specific Rep House.
- Once the decision has been made, the AOR requires a letter from the Editor detailing this decision.
- If throughout the year the Editor decides to change the current agreement, it is the Editor's sole responsibility to inform the AOR with a letter and the current Rep House detailing the change of publication representation.

3. Ethnic Publication Evaluation

- To ensure that all publications are offered a fair opportunity to accept Government of Canada advertising, an Ethnic Publication Evaluation will be administered by the AOR.
- All Editors have received a questionnaire for their respective publication.
- All fields of the questionnaire must be filled out and the requested documents must be submitted in order for the publication to be evaluated.
- The submission deadline is no later than **Friday March 11, 2005.**

3. Ethnic Publication Evaluation

- Once evaluated, the Editor will receive an official letter detailing the response.
- If the publication is accepted, it will be part of the new official Ethnic Cost Guides that will be distributed to all planning agencies.
- Being listed, is not a guaranty of receiving any GoC advertising.

Question Period