

April 2001

Research study helps CPRS form sponsorship policies

By Jean Murch

CPRS executives and member societies have commended a research project by four Mount Royal College (MRC) public relations students.

Undertaken for CPRS Calgary last fall, the student team examined fundraising for CPRS from three perspectives: the Calgary society's current sponsors, the Calgary Board and other CPRS member societies. The students developed separate e-mail surveys to elicit sponsorship experiences, attitudes and recommendations from each of these groups. They also developed an annotated bibliography on sponsorship issues.

"It is a very thorough survey and many of the comments and conclusions are applicable to other branches," says Pierre Pontbriand, APR, president of the Ottawa member society. "It will be extremely useful. The research and bibliography are also very impressive," he adds. Colleen Killingsworth, APR, CPRS Calgary president,

says she has heard great feedback since the report was sent to all CPRS executives in February. She says it will be used as a building block for a national CPRS sponsorship program and for fundraising policies by individual member societies.

The study fulfilled an academic requirement for MRC students Fiona Smith, Lisa Necker, Craig Ware and Gregg Konachowicz. They were supervised by sponsorship chair Jean Murch. "It was a wonderful learning experience that can be applied in non-profits as well as corporations," says Fiona.

The study concluded that, in general, CPRS sponsors are committed to the advancement of the public relations profession. They are pleased with their current levels of giving and the recognition they receive in return. The research also showed that fundraising efforts are most effective when aimed at organizations

go to page 7

CPRS • Member Profile

Susan Elford APR

By Jodi Westbury

While Susan Elford may not possess as strong an accent as others, she'll proudly tell you she hails from Newfoundland. Susan has only lived in Calgary for a short time but has made it her home and established a solid professional reputation in the Calgary public relations community. She has also embraced many of the recreational opportunities synonymous with Calgary such as downhill skiing and hiking.

Susan grew up in Newfoundland in a family where both parents were journalists by profession. She says that while her parents enjoyed journalism, she was encouraged by her father in particular to explore a

profession other than journalism. Susan did, stating that she prefers "helping to make the news" rather than chasing down stories.

Susan completed a Bachelor of Arts at Memorial University, and then a Bachelor of Public Relations degree at Mount Saint Vincent in



Susan Elford APR

go to page 6

In this issue . . .

Go tell it on the mountain	2	Town Crier celebrates sponsors	3
PR in action overseas	4	Calling all alumni!	6

Go tell it on the mountain

By Lorelei Piotto APR

CPRS Calgary has one of the highest numbers of accredited public relations professionals among all CPRS member societies. Yet, except when attending professional development events, many of us are reluctant to put APR after our names. Why? Because people don't know what it means.

And why should they? I didn't know what CFP or CFRE meant until I asked. But now I know if I want professional financial planning advice, I should go to a Certified Financial Planner. A person with CFRE after his or her name is a Certified Fund Raising Executive. These professionals were proud to tell me about the rigorous process they mastered to attain their designations, and that they are bound to these higher professional standards through mandatory and voluntary upgrading of their knowledge and skills.

So why don't we proudly explain what APR stands for and how hard we work to attain and maintain it? We sniff indignantly when someone innocently asks what the letters stand for, assuming that if CPRS were doing enough to "raise the profile" of the designation, people would automatically *know* what it means, like an MBA. While the Society does have a responsibility to help with this, I would suggest that those who have earned the designation also have a vested interest in helping to raise its profile. Have you ever submitted a background paragraph on the designation along with your résumé, just in case the person reading it was one of those who didn't know? Do you use the APR designation on your business cards, in all business communications including your e-mail signature, on your nametag at conferences, and in all by-lines and references related to business? If not, then I boldly suggest you're not doing enough to help the Society spread the word. We're working on it, but we need your help.

Your CPRS accreditation sub-committee is currently working with the Human Resources Association of Calgary and executive search firms to begin spreading the good word on accreditation. We expect this to be an ongoing process, and we'll let you know if we hear useful suggestions.

Someone once looked at the APR after my name on a business card and said, "Oh, is your birthday in April?" It

is, but I have yet to work for an organization that believes it's okay to put birthdays on business cards. But here's an interesting thought: Maybe all the APRs could have a "birthday-like" celebration in April to honor their achievement and ongoing commitment to higher standards of public relations practice. I'm always up for a good celebration.

To all the APRs out there, Happy Birthday, and please, go tell it on the mountain.

Ten ways to use and promote your APR:

- 1 Include it on your business card.
- 2 Add it to your résumé and discuss it in job interviews. You could also provide a short background paragraph on what the APR designation means, as advised by a top executive search professional.
- 3 Include it in your e-mail signature.
- 4 List it when you register for conferences, seminars or events.
- 5 Add it to name tags at events and conferences.
- 6 Display your accreditation certificate in your office.
- 7 Tag it onto editorial bylines and business references, such as being listed in the annual report.
- 8 Include it on your invoices and proposals if you're a consultant.
- 9 Mention it in presentation materials when giving speeches or workshops.
- 10 Approach someone in Human Resources in your own organization and talk to them about what it means. **m**

The town crier celebrates the generosity of its sponsors

By Kim Aasen

Following entry deadlines for the 2001 Town Crier Awards, one may hear a sigh of relief as the perspiration is wiped from the brows of CPRS Calgary members. However, recent buzz still remains about the exciting new identity of the awards, which outwardly demonstrates the immense contributions that go into the program every year.

Success of the awards program is owed to sponsors and supporters of the Town Crier Awards, who are an eclectic mix of many generous and extremely talented organizations. Some have supported the program in past years, while others have received their first taste of a Town Crier sponsorship.

CPRS members received the first and most tangible evidence of new sponsorship when they opened the 2001 Town Crier brochure and entry form, featuring the prestigious new image for this year's Town Crier celebration. Designed by Marie Hebson of Karo Design, this year's Call for Entries, reply card and ceremony invitation, epitomize the prestige and honor of winning an award. "I really enjoyed designing the pieces for the 2001 Town Crier Awards," said Marie. "Contributing to the community is good for the soul."

When President of Karo Design, Chris Bedford was presented with the idea of donating one of his top designers time, Mr. Bedford generously agreed. Marie spent approximately 40

hours creating the invitation, brochure and logo that has reinvented the Town Crier.

2001 marked the first year of printing an official brochure and entry form. Brian Andersen of Emerson Clarke Printing generously donated the cost of printing both items plus the Award Ceremony invitations. This is the third consecutive year that the Calgary based printing company has donated their services to the Town Crier Awards.

Many of the 2001 sponsors have previously supported the Town Crier Awards, and the committee was overjoyed when three new organizations became sponsors. The following is a list of monetary supporters:

- Bowdens Media Intelligence
- Canada NewsWire
- FWJ Advertising & Public Relations
- GPC International
- NATIONAL Diamond Public Relations
- Halo Branded Solutions
- Smith & Associates

On behalf of the Town Crier Awards committee and the Canadian Public Relations Society - Calgary, a very special thank you to the sponsors of the 2001 Town Crier Awards. **m**

CPRS • Online PR Resources

By Judi Gunter APR

For an example of an online newsletter that drives people to a Web site, go to www.pci-web.com/musings for all the "back issues" of topics or "musings" that Bill Frederick has posted over the past few months.

Bill Frederick is Senior Vice President of Public Communications, Inc. Every week, from his 9th floor office in the historic Tampa Theatre Building in Miami, he shares a nugget of PR insight and wisdom with myself and hundreds of his closest friends and clients.

It takes me all of 30 seconds to read. He understands the KISS principle. I don't have to waste time scrolling through a lot of junk repeats, launching my browser or opening an attachment to get to his point.



Bill Frederick

I was hooked after the first vignette. His weekly "musing" is usually always relevant. Typically he gets his ideas from the daily news and even though he's in Florida and I'm in Calgary, I am never left feeling like I must have a bag over my head, which is often how I feel when I lurk in the Public Relations Society of America's PR Forum.

Subscribing is easy; so is unsubscribing. So take a chance!

CPRS Members: Do you have a favorite online public relations resource you would like to share with other CPRS Calgary members? Email your suggestion and what makes it an excellent resource to Simon Whitfield at simon.whitfield@kidshelp.sympatico.ca **m**

Public relations in action overseas: a first-hand account

By Susan Francis APR

I spent many of my younger years wondering how I, as a Canadian and a public relations practitioner, could contribute in some tangible way to reducing poverty and improving the quality of life for those in the poorest countries of the world. Eventually, through employment in the federal government and at a UN agency in Nairobi, UNCHS (Habitat), I was able to see first hand just how critical professional public relations is to social, political and economic progress in developing countries.

During the 1990's, non-governmental organizations (NGOs) brought tremendous pressure to bear on the UN and other international institutions to encourage stakeholder and grassroots participation in decision-making. One objective was to ensure that those people who would be directly affected by those decisions would have a voice. This has resulted in a revolution in the way these institutions work and communicate. Today most major international development projects include a critical communications and stakeholder relations component.


Last year, while working at the University of Calgary, I became involved in one such project - the Nile Basin Initiative (NBI). Under the lead of Agriteam Canada Consulting Ltd., a Calgary-based international development company, we submitted and won a bid for a Canadian International Development Agency (CIDA) contract to plan and implement the short-term communications project for the NBI.

The NBI was initiated by the nine countries of the Nile Basin - Burundi, DR Congo, Egypt, Ethiopia, Kenya, Rwanda, Sudan, Tanzania and Uganda - and is being supported in its early stages by a partnership of the World Bank, UN Development Program and CIDA. The Nile region has a long history of war and ethnic conflict, famine, environmental degradation, floods, severe drought and disease. Many of the 160 million people of the region live in grinding poverty. The Shared Vision of the Nile Basin Initiative is to achieve sustainable socio-economic development through the equitable utilization of, and benefit from, the common Nile Basin water resources (see www.nilebasin.org for more information).

The short-term communications project is one of four main 'pillars' of the NBI and is funded for about 16 months. What is particularly exciting about the project is that its success is central to the underlying reasoning

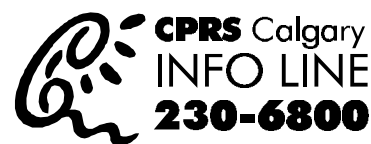
behind the Nile Basin Initiative - that cooperation between countries of the Nile region on issues related to the Nile River will build trust and confidence between peoples of the region, eventually leading to social and economic development. This 'peace-building' objective is as much directed at preventing potential future conflicts over scarce water resources in this volatile region, as it is to address current issues of poverty and environmental instability.

One unique and particularly challenging aspect of the communications project is the ambitious objective of fostering "confidence-building and stakeholder involvement" on Nile water issues within and among the bordering countries. This is to be facilitated by "achieving broad awareness of the challenges and opportunities of cooperation among the Nile Basin countries" on national, regional and global levels.

With limited resources and time, I and my colleagues, Melissa Innes and Alex Schumacher of Agriteam, worked closely with CIDA and official representatives of the Nile countries to focus our efforts where we could have the most impact. For a review of some of the challenges we faced and how we approached them, visit the CPRS Web site at www.cprscalgary.org. 

Upcoming events

Contact the CPRS info line for all the details on upcoming events.



Or visit the CPRS Calgary Web site at

www.cprscalgary.org

Still time to register for EXTREME PR

The Canadian Public Relations Society presents EXTREME PR @ Whistler - the CPRS National Conference, June 23 - 25, 2001, at fabulous Whistler Mountain, BC.

Leading-edge, evocative and controversial speakers and panelists will give insight into the future of the profession within three conference streams: Extreme Communications, Extreme Stakeholders and Extreme Me.

The conference offers great outdoor and social opportunities: Dine-Around, Partners Program and a Buddy Program. Don't miss the Trade Show or the CPRS National Awards Gala.

CPRS Whistler's impressive line-up is led by Sunday's keynote speaker, Dr. Mark Kingwell, whose topic is "The PR World We Want." An assistant professor of philosophy at University of Toronto, Dr. Kingwell is one of Canada's most important social and cultural theorists. He has authored several best-selling books including *Dreams of the Millennium: Report from a Culture on the Brink* and *Better Living: In Pursuit of Happiness from Plato to Prozac*. He also contributes to *Harper's*, *Saturday Night*, *New York Times Magazine*, *Adbusters* and *Shift*.

Dr. Kingwell will challenge attendees to pose the "big" questions and resist the temptation to rely on quick fixes. His blend of humour and comedic timing will have you re-examining life's important questions. Dr. Kingwell will then lead some of Canada's top PR practitioners in a panel discussion on "The PR World We Want."

Workshops are designed around three themes covering some of the latest industry influences and developments. This year, you'll also have a chance to focus on yourself and your career with some one-on-one coaching and mentoring.

Early-bird conference fees were extended to April 7: CPRS members - \$749 (CDN) plus GST / Non-members - \$949 (CDN) plus GST. After April 7, conference fees increase by \$50.

For registration and other information, visit the Conference Web site: <http://www.2001Whistler.com> 

maxim team

Committee Chair

Monique Chenier
monique_chenier@hotmail.com
203-8429

Editors

Monique Chenier
Melissa Rolfe APR
Sandra Sweet

Production

Kim Aasen

New Design

Vaughan Wallace

Contributors

Kim Aasen Susan Francis APR Judi Gunter APR
Jean Murch Lorelei Piotto APR Andrea Timmer
Jodi Westbury

Advertising

Please contact Simon Whitfield at 229-3887 or simon.whitfield@home.com for details or to book space. Next deadline is May 15, 2001.

maxim is distributed monthly to over 200 CPRS members and professional communications practitioners in Calgary and area.

Visit our Web site at:
www.cprscalgary.org

Going to the CPRS National Conference?

Attend for at least 2.5 days and you've earned 1.5 units under your Maintenance of Accreditation Program. That's half the units you need to collect each year!

For more information on the CPRS Maintenance of Accreditation Program, call Lorelei Piotto, APR at 234-5650.

Susan Elford APR...

from page 1


Halifax. When asked why she chose public relations as a profession, Susan indicated that she looked forward to the flexibility it afforded as PR crosses industries, allowing for a varied career.

As Calgary's newest accredited CPRS member, Susan is glad to have that work behind her, as at present she is focused upon getting through her first pregnancy due in June. Susan cites the achievement of her APR as one of the most memorable accomplishments in her professional life.

"When I look back, the most memorable experiences within my professional life seem to be those that required the most work or were the biggest learning experiences," says Susan. She also looks back fondly upon her first full-time job after graduation from Mount Saint Vincent. In that position Susan worked for a provincial government minister in a job that included a variety of PR functions,

particularly media relations and issues management. At present Susan is a Senior Communications Specialist with TransCanada PipeLines. Susan says she truly enjoys her current position because it draws upon her experience and plays off of former roles.

"At TransCanada we have to communicate a variety of messages to a wide range of audiences. Communications planning and counsel are a large part of my role."

Susan has been an active member of CPRS Calgary since her move to Calgary in 1998. She is presently a Board member, chairing the Awards and Recognition Committee - the committee responsible for the Town Crier Awards. Susan believes that the networking opportunities afforded by CPRS are a great membership benefit. She says the opportunity to meet people was most beneficial when she first moved to Calgary, as it accelerated her introduction to and establishment within the PR Community here. 

Calling all alumni! Help celebrate Mount Royal College's 90th reunion

By Andrea Timmer

Mount Royal College will celebrate its 90th reunion on Saturday, June 2, and you're invited! The College is planning a number of activities on campus during the day, including faculty open houses being held from 10:00 a.m. until noon.

It is likely that the open house period will be an informal time of mixing and mingling, complete with opportunities to tour the facilities.


As the Department of Communications is one of the faculties participating in the reunion celebrations, the Public Relations Advisory Committee is lending a hand in organizing the events related to the public relations programs.

A social event is being planned in the evening to gather together as many past public relations alumni as possible. The College's reunion celebrations will be a great opportunity to establish contact with a vibrant and dynamic group of alumni.

An event this size does require volunteers and assistance is required in the following areas:

1) The reunion sub-committee will organize all aspects of the planning for the day. If you're interested in participating, please contact the sub-committee chair, Andrea Timmer (Grad '00) by email at The Salvation Army andrea.timmer@sallynet.org or by phone at 403-268-9829.

2) A current list of alumni will be necessary to send out word of the event. At least one person in each year is required to find their peers and to help populate the database. If you can help, please contact David Annesley by email dannesley@home.com or by phone at 403-281-7374. Information required for each graduate includes name, year, email, phone, fax, address, and current work affiliation.


Please mark June 2nd on your calendar and plan to join in the fun. More details will be forthcoming! 

Research study. . .

from page 1

that have an affiliation with public relations, such as suppliers and PR agencies. Survey respondents agreed that these types of organizations were most appropriate for sponsorship arrangements with CPRS.

Jean has used the findings to develop a more thorough and consistent approach to sponsorship for CPRS Calgary. The 2005 CPRS National Conference committee will also use the research in planning its sponsorship strategy for the Calgary event.

If you would like a copy of the report, e-mail Jean at murcho@telusplanet.net. 

Therapy for Multimedia Phobia



DIR, AVI, PPT
WAV, HTM
JPG ...

or...



88 productions inc.
expert media solutions

tel: 256-3367

www.88productions.com

Members on the move

New Members

Leanne Christie, Consultant
Sarah Geddes, Enslin Associates
Amber Wecker, Health Authority 5 (Hanna, AB)
Charlotte Wolters, PPI Financial Group

Transferred Members

Charlene Gaudet-Sleep, National Energy Board
(from New Brunswick)
Jane McNichol, Stoneman Communications
(from Edmonton)

Affiliate Member

Terry Beeler

Graduate Student Members

Chaerine Badwi
Sean French
Andrew Laycock
Catriona Miller
Kelly Moon
Tara Sukut
Andrea Timmer

New Student Members

Suzanne Chennells - Mount Royal College
Jeff Gabert - Mount Royal College
Lily Nichols - Mount Royal College
Karen Schiewe - Mount Royal College
Renee Wassick - University of Calgary

Our thanks to our sponsors

CPRS – Calgary is grateful to the organizations that generously support our Town Crier Awards program.
Your support helps us to honour excellence in communications and public relations in Calgary.

Bowdens Media Intelligence	Canada NewsWire
FWJ Advertising & Public Relations	GPC International
NATIONAL Diamond Public Relations	Halo Branded Solutions
Smith & Associates	Karo Design
Emerson Clarke Printing	

Volunteer opportunities

Program & Professional Development

An intermediate to senior event planner is required to take a lead role planning and implementing professional development events. Contact Lisa Rushka at lrushka@national.ca for more details.


maxim newsletter - Editor

We're looking for an intermediate to senior practitioner to edit this newsletter. Approximately six hours every second month would be required. Contact Monique Chenier at monique_chenier@hotmail.com for further details.

maxim newsletter - Layout and Design

We're looking for one to two people for layout and design of this newsletter. It's a great way to network and develop valuable newsletter design skills and portfolio pieces. Five to six hours are required every second month. Layout is done in Microsoft Word. Contact Monique Chenier at monique_chenier@hotmail.com for further details.

Archives

Assist with cataloging, organization and maintenance of CPRS Calgary's Archives - representing 40 years of history. Two to three hours a month are required. Contact Eileen Dooley at eileen.dooley@home.com for further details. 

Attention all members!

Do you have new contact information? Have you changed your job, location or your name? Please send us a note and we'll update our records so that you'll receive timely notices of our upcoming events and all issues of *maxim*.

Contact Mona Gauvreau APR
Membership Chair
mona@prworkscanada.com
or by fax at 269-7874. 

CPRS Calgary Board

President

Colleen Killingsworth APR 266-7733
colleen@fwj.com

President Elect

Shawn Kelly APR 204-7786
shawnk@wi-lan.com

Secretary/Treasurer

Eileen Dooley 298-7678
eileen.dooley@home.com

Sponsorship

Jean Murch 247-6143
murcho@telusplanet.net

Membership

Mona Gauvreau APR 269-5957
mona@prworkscanada.com
Jim Wong 244-0354
wongj@mailandnews.com

Events

Lisa Rushka 259-8225
lisar@tkcs.ca
Nadine Barber 231-0509
nbarber@upri.com

Accreditation

Lorelei Potts APR 234-5650
lpotts@home.com

Maxim

Monique Chenier
monique_chenier@hotmail.com

Awards & Recognition

Susan Elford APR 267-6213
susan_elford@hotmail.com

Web

Tabitha Beaton 750-4288
tbeaton@eyewire.com

Student Liaisons

MRC: Amy Tillotson 278-2486
amis_25@hotmail.com
UofC: Carrie Baumgardner 210-0650
carrie1221@hotmail.com

Past President

Judi Gunter APR 263-0216
judigunter@home.com