

September 2004

## President's Message: Up to the Challenge?

Henry Stevens, APR  
President, CPRS

This is going to be a busy and exciting year for CPRS Calgary members, and there's a role for you to play if you're up to the challenge.

Next June we will host several hundred of our peers from across the country and the United States at the 2005 CPRS national conference. We have seen the great work other members societies have done, most recently in Charlottetown and Quebec City, and several dozen CPRS Calgary members are now hard at work building a conference designed to be the most valuable and memorable in recent history. Plan on attending the conference to share your insights in discussions regarding the presentations and issues facing public relations. Perhaps you can even spare some time to volunteer.

Which brings me back to my challenge. A number of opportunities, both large and small, exist for CPRS members to make all of this year's initiatives a success and to support our profession.

There remain a couple of volunteer opportunities with the Board of Directors, and committee volunteers are needed as well. Once again, this year CPRS Calgary has an excellent Board in place. These individuals are committed to providing maximum value to the membership (Board profiled in the October Maxim). It's a rewarding experience and if you'd like to be able to help shape the CPRS Calgary member experience, please call me to discuss taking a seat on the Board, or contact a committee chair to offer your services as a volunteer.

Membership in CPRS Calgary provides you with the opportunity to impart knowledge to, and acquire knowledge from, other public relations professionals at our professional development and social events throughout the year. Make the most of that opportunity by attending our events, starting with our combined Annual Special Meeting and season opener at the Calgary Zoo on September 23rd.

Do you know anybody who should be a member of CPRS, but isn't? Make sure they know about our events, accreditation, and other benefits. Allow them to share their expertise and learn from others, and encourage them to join.

APR accreditation is a respected measure of professional experience and competence in the field of public relations. If you haven't already attained your APR accreditation, why not make this the year? Or take a look at the work you've done over the past year or so and identify any projects worthy of a national award. An additional benefit of taking either of these personal initiatives on this year is the chance to stand on stage at a national conference in your hometown and receive thundering acknowledgement of your accomplishment.

It doesn't take much to make a difference, but each contribution large or small greatly benefits us individually and collectively.

Contact Henry at 403-531-0331 or [hstevens@national.ca](mailto:hstevens@national.ca).

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## 2004 CPRS National Conference Review: CPRS Calgary brings a little Yahoo to Quebec City

By Tanya Ristoff

The lazy, hazy days of summer are over, but for Calgarians, this summer has been action packed. Our beloved Flames made it to the Stanley Cup finals for the first time in 15 years, igniting a feverish excitement that swept the city. Calgary had two – okay, three – full days of hot weather in July, and a group from CPRS Calgary brought a little YAHOO to beautiful Quebec City.

More than 300 practitioners, educators and students gathered in Quebec City June 10-12 for the 2004 Canadian Public Relations Conference. The event was an opportunity to recognize, celebrate and reflect on the public relations industry's accomplishments, advancements and outlook for the future. The conference took place at the Hilton Quebec just steps away from the historic and beautiful old Quebec City.

The conference theme was Perspective on Perspectives – How Can We Think Globally and Act Locally? Delegates from all over North America, and from as far as Italy, South Africa and the UK, participated in this forum of learning and discussion – exchanging ideas, perspectives and business cards. The Global Alliance was in full force promoting its vision of a globally united public relations profession

Throughout the weekend, delegates enjoyed presentations on topics ranging from crisis communication to recruiting trends to building relationships across cultures. Keynote speakers Virgil Scudder, Mike Granatt and Anne Gregory challenged our perceptions with eloquent and compelling presentations on ethics, accountability and two-way communication. James Grunig's much-anticipated presentation highlighted the importance of relationships and the role of public relations in strategic management.

Of course, it wouldn't have been a CPRS conference without a healthy dose of networking, and it wouldn't have been Quebec City without a great party. French culture is well known for elaborate entertainment, and this conference was no exception. Conference committee chair, Richard Fournier, and his team, treated delegates to an array of entertainment featuring cultural dance, food and a cruise of the St. Lawrence River. The conference ended with a spectacular awards banquet celebrating the achievements of public relations professionals across Canada.

The conference was a great success, especially for members of CPRS Calgary's 2005 conference organizing committee. The group was given a front and centre opportunity to invite delegates to Calgary June 12-15, 2005 for the Energize conference, hosted by CPRS Calgary. Plans for the 2005 conference are well underway, and CPRS members won't want to miss the opportunity to energize during Alberta's Centennial Year. Register early for special pricing and be a part of what's sure to be *the* event 2005!



*Tanya Ristoff and James Grunig at the Hill and Knowlton welcome reception at the 2004 Quebec Conference. Grunig is a Communications Professor at the University of Maryland. He is the coauthor of *Managing Public Relations and Public Relations Techniques*, as well as *Manager's Guide to Excellence in Public Relations and Communication Management*.*

## Calgary CPRS members honoured at national conference

Congratulations are in order for four members of CPRS Calgary - all of them having accomplishments recognized at the 2004 CPRS national conference in Quebec City.

CPRS Calgary members have consistently made significant contributions to CPRS at the national level, and that commitment was never more evident than at the Quebec City conference. Lisa Homer, APR was acknowledged for her extensive contribution to the national board as her term as national President came to an end. She will continue to serve CPRS members across the country as Past President. Stepping up now is Colleen Killingsworth, APR, ABC, who was elected President-elect of CPRS. Colleen's election to this important position comes on top of her receipt of the CPRS Lamp of Service at the CPRS national awards gala. Colleen and the rest of the CPRS Governance Review Task Force shared the honour for their efforts in developing a new governance structure for CPRS and, as if that wasn't enough, Colleen's work with the Canadian Centre for Energy Information garnered an honourable mention in the Communications Management category of the awards program.

Jamie Leong-Huxley, APR received an award of merit in the Audio/Visual Projects category for work she did on the P.A.R.T.Y. Program (Prevent Alcohol and Risk Related Trauma in Youth). The program, run out of the Calgary Health Region but funded entirely by private dollars raised through the Calgary Health Trust, teaches grade nine students about the possible outcomes of the risks they take. Jamie worked with Team P.A.R.T.Y to produce audiovisual materials to expand the program by taking it from the hospitals and into schools.

The acknowledgements continued as CPRS honoured David McAsey, APR for his long-term commitment to CPRS and the public relations profession. David McAsey, APR is now David McAsey, APR, Honourary Fellow following his induction into the CPRS College of Fellows. David, who currently sits on the CPRS Calgary Board as its first-ever Special Counsel to the Board, becomes one of only 12 honorary members of this august group.

## UPCOMING EVENTS

### Canadian Association of Communicators in Education (CACE) 2004 Conference

**October 2-5, 2004**  
**Westin, Calgary AB**  
**Registration: \$475**

CPRS members are invited to participate in the CACE annual conference held this year in Calgary. Although some of the program is focused on education, there are many sessions valuable to the larger public relations community. The following two sessions are of particular interest and can be purchased separately:

Monday, October 2, 5:30 p.m.  
Dinner at Heritage Park  
\$60 includes dinner

- Keynote speaker Dr. William Banach. Dr. Banach is recognized in the United States for his issues management and social forecasting programs, and is considered "the godfather" of educational marketing.

Tuesday, October 3: 8:00-9:30 a.m.  
Breakfast at Westin Hotel  
Panel discussion: Getting Your Message Out  
\$35 includes breakfast

- Roman Cooney, Vice-President of Communications, the University of Calgary
- Paul Clark, Vice-President of Communications, CP Rail
- Lisa Falkowsky, Weber Shandwick

The conference will also hold sessions on crisis planning, communication planning, technology and communications, branding, employee communications, creativity, and media relations.

CACE is a national association of professionals committed to encouraging and enhancing excellence in communications in education.

For more information on the conference or to register for sessions, please contact Joanne Ramondt at [JORamondt@cbe.ab.ca](mailto:JORamondt@cbe.ab.ca) or visit [www.lrsd.ab.ca/external/cace/indexenglish.htm](http://www.lrsd.ab.ca/external/cace/indexenglish.htm)

### CPRS Student Event: PR Speed-dating

**Thursday, September 30, 2004**  
**6:00 p.m. - 8:00 p.m.**  
**Location: TBA**

Cost: Professionals \$0, Student members \$5, Non-members \$10  
\*Free admission with purchase of membership

Ten public relations professionals will meet with approximately 40 students in a speed-dating set-up. In a relaxed, casual setting, students will have the chance to ask questions about careers, issues and trends in the public relations working world.

Please contact Tanya Ristoff to register or for more information: [t.ristoff@shaw.ca](mailto:t.ristoff@shaw.ca).

## Mount Royal College Centre for Communication Studies Presents its \$5-Million Dollar Renovation

By Sara Schwarz

On Tuesday, September 14, 2004, Mount Royal College proudly unveiled its new Centre for Communications Studies. Now the most advanced communications training facility in Canada, students have access to state-of-the-art broadcasting studios, wireless and wired labs and classrooms, newsrooms and a variety of innovative communications software. With government, education and industry associates in attendance, the grand opening is a tribute to exceptional students and the future of the communications industry.

The Centre's new facilities will enhance the skills of its writers, digital media editors and producers, and communication executives. Graduates will be ready to work in the industry and their skills will even exceed its standards, an asset to any organization.

A unique communications training facility, the Centre for Communication Studies at Mount Royal College offers a combination of journalism, technical communication, broadcasting, public relations and electronic publishing degrees and diplomas. With one of only two public relations degree programs in Canada, producing specialized graduates.

Prior to the construction of the new Centre, programs were scattered across campus; now one location brings all the Centre's programs under one roof and gives students the opportunity of day-to-day contact and to learn from each other. As a graduate entering the industry, each will have experience working with students from all facets of communication.

"One of its finest features is the open student lounge," says the Centre's Director, Dr. Hilary Elliott. "In addition to providing structured curriculum, informal contact with faculty, staff and other students is critical to learning." The lounge will host informal, often spontaneous sessions with communication professionals to present diverse perspectives on communication careers.

Project rooms, an initiative put forward by the public relations faculty, is yet another feature of the Centre. The rooms reflect the prevalence of teamwork in public relations and offer a professional space conducive to small group work and client meetings.

"Faculty and staff are delighted with the new facility and the professional, yet open environment it creates," says Dr. Elliot. The Centre currently accommodates more than 500 students and anticipates a growth of up to 700 full-time students over the next three years.

To learn more about the new Centre for Communications Studies, please contact Marybeth Haydo at 440-6912 or [mhaydo@mtroyal.ca](mailto:mhaydo@mtroyal.ca).

### MEET THE MEMBERS | Student Profile | Janice Kennedy

By Tara Mason

The future of the communications field is in the hands and minds of students aspiring to be the next wave of PR professionals.

Janice Kennedy moved to Calgary from Nova Scotia in 2001 to pursue her career in public relations. Embarking on her third year in the Bachelor of Communications (Applied) – Public Relations degree program at Mount Royal College, Kennedy has just had her first taste of the "real" PR world.

Kennedy recently completed her first Directed Field Study (a four month work term worth 15 credits towards her degree) at the Alberta Lamb and Wool Commission in Calgary as Marketing and Communications Coordinator.

"Working [at the Alberta Lamb and Wool Commission] allowed me to try so many different things," says Kennedy. "I could evaluate my work and determine more effective methods for achieving better results."

With Kennedy's backgrounds in agriculture, television and radio, she was well prepared for her role. As the organization's only trained communicator, Kennedy had many opportunities to take initiative and demonstrate what she has learned in the classroom.

Kennedy's position focused on media relations, specifically promoting Alberta lamb to consumers. Through effective media strategies, Kennedy was able to gain significant local and national television coverage for the Commission.

One of her most valuable learning outcomes gained through this experience was that "it's OK to make mistakes but don't make the same ones twice," said Kennedy. The freedom she had in her position to challenge herself and try new things further supported this philosophy.

Now that Kennedy is back in school and looking forward to her second Directed Field Study beginning January 2005, she will be looking for a corporate position.

## Note from the Editor

AMY TILLOTSON

I'm excited to announce Maxim will return to a monthly format for the 2004/2005 season. Tara Mason, Maxim committee lead, and I have many exciting features planned for the upcoming year. We plan to incorporate professional development pieces into each issue including articles discussing emerging trends, case studies and question and answer pieces from senior practitioners. We welcome ideas and content submissions from all CPRS Calgary members. If you are interested in volunteering on the Maxim committee or discussing ideas, please contact me at 403-531-0331 or [atillotson@national.ca](mailto:atillotson@national.ca).

# NEXT ISSUE!

- Meet the 2004/2005 Board
- 2005 Conference Preview
- Intro to Accreditation (first article of series)

## 2004/2005 CPRS Calgary Board

### President

Henry Stevens APR  
e-mail: [hstevens@national.ca](mailto:hstevens@national.ca)

### Accreditation

Shirley Popadiuk APR  
email: [shirley.popadiuk@calgary.ca](mailto:shirley.popadiuk@calgary.ca)

### Awards & Recognition

Alison Pidskalny  
e-mail: [APidskalny@cawst.org](mailto:APidskalny@cawst.org)

### Maxim

Amy Tillotson  
e-mail: [atillotson@national.ca](mailto:atillotson@national.ca)

### Membership

Sarah Nichols  
e-mail: [sarah@sasscommunications.com](mailto:sarah@sasscommunications.com)

### Program & Professional Development

Alison Pidskalny: co-chair (see Awards & Recognition)  
Bonnie Elgie: co-chair  
e-mail: [bonnieelgie@shaw.ca](mailto:bonnieelgie@shaw.ca)

### 2005 CPRS National Conference

Monique Chenier  
e-mail: [mpchenier@shaw.ca](mailto:mpchenier@shaw.ca)

### U of C Student Rep

Nekolina Berlie  
e-mail: [nmberlie@ucalgary.ca](mailto:nmberlie@ucalgary.ca)

### President-elect

TBD

### Secretary/Communication

TBD

### Special Counsel to the Board

David McAsey, APR, Honourary Fellow  
E-mail: [mprsoar@shaw.ca](mailto:mprsoar@shaw.ca)

### Sponsorship and Promotion

Henry Stevens APR  
e-mail: [hstevens@national.ca](mailto:hstevens@national.ca)

### Treasurer

Deanna Hansuk, CMA  
e-mail: [dmhansuk@shaw.ca](mailto:dmhansuk@shaw.ca)

### Web Site

Henry Stevens APR  
e-mail: [hstevens@national.ca](mailto:hstevens@national.ca)

### Past President

Mona Gauvreau APR  
e-mail: [mona.gauvreau@hillandknowlton.c](mailto:mona.gauvreau@hillandknowlton.c)

### Mount Royal Student Rep

Tanya Ristoff  
e-mail: [t.ristoff@shaw.ca](mailto:t.ristoff@shaw.ca)

### Mount Royal Student Rep

Sara Schwarz  
e-mail: [saschwarz81@yahoo.ca](mailto:saschwarz81@yahoo.ca)

The Calgary CPRS chapter website is:  
[www.cprscalgary.org](http://www.cprscalgary.org)

The national CPRS website is:  
[www.cprs.ca](http://www.cprs.ca)