



Sept/Oct 2007

The Newsletter of CPRS Calgary

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**Message from the President**

**New CPRS Season Starts with a Bang**



Fall is always a time to refocus and re-energize. Learning also becomes top of mind. Kids go back to school; work gets back to normal; and the summer is definitely gone. This is also the time that CPRS Calgary kicks off the new “year” with new programming and opportunities for members. Check the website for the list of upcoming events. We’ve posted our events for the rest of the year, and have some exciting speakers planned.

I encourage you to think about taking your commitment to the profession to the next step: accreditation. Continuous learning is important to our growth in what we do, and accreditation demonstrates your commitment to the professionalism of the work we do. Talk to Del Simon, our Accreditation Chair, or check the website for information.

It’s also the time to think about your involvement with CPRS. As we kick off a

new year, we need volunteers to help us deliver our excellent programming and programs to members. We are looking for volunteers to help with membership, program, accreditation, awards, member communication. Maybe you have an hour to help out each month, maybe more time. You’ll find volunteering is a rewarding experience - you’ll meet new and interesting people, and you’ll be helping move the Calgary society forward. We need your help to make this year a great year for our members.

Please contact me if you have any questions, or if you’d like to volunteer on one of our great committees.

Nancy H. Arab APR, ABC  
President  
CPRS Calgary



**Media Monitoring**

**Not Just a Clipping Service**  
**Digital monitoring breathes new life into traditional clipping**

*By Tara Mason*

Whether your organization is managing a crisis or is about to launch an exciting new product, you are likely engaging in some form of media monitoring – and if you’re not, you should be.

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# A Matter of Degrees

By Jim Wood APR, MA, MCS

**The public relations profession has made great strides in the past five decades. More and more practitioners are getting “a seat at the table”, playing a pivotal role in their organizations and adding value with strategic communications.**

In 1955 Gene Harlan and Alan Scott wrote in *Contemporary Public Relations* “it would be impossible to get agreement on one definition of public relations.” Fifty-two years later agreement is still not possible.

Within our professional associations, practitioners lament the fact that anyone who chooses to be a practitioner can. All one needs is a nail, a hammer and a sign. CPRS, PRSA and even Edward Bernays himself, have all tried in vain to remedy this.

It was my expectation that by now there would be a critical mass of college- and university-educated public relations degree graduates who would overwhelm the field and, simply, make these old problems go away. They would foster a new era of professionalism and ethics. And they have.

But we are still plagued by the notion that anyone can ‘do’ public relations. We also seem to be our own worst enemies in this regard.

When I entered the field in 1984, a public relations degree was a rarity (although Mount Saint Vincent University’s first public relations graduates had entered the field three years earlier.) Most of us trained ourselves to be practitioners – on-the-job, through additional formal education, and the professional development opportunities offered by CPRS and other professional associations. Not all, but some still had but a hammer, a nail and a sign, to the continued detriment of our profession.

I recently looked at the job postings on the local and national CPRS websites. Here’s

a sampling of the educational requirements for the posted public relations jobs:

- Degree in Communication, Public Relations or a related field (lots of these)
- Degree in Communication, Public Relations, Journalism or Business (three of these)
- Degree in Communication, Public Relations, English or equivalent (a few)
- One just wanted any degree; another asked for a relevant degree.

There is no question that public relations practitioners work in a complex world affected by issues of science, politics and business. However, Trudie Richards, a Mount Saint Vincent public relations instructor, is confident of the capabilities of public relations degree graduates.

## Judi Gunter: CPRS’s Newest Lifetime Member

By Beth Diamond, Managing Partner,  
NATIONAL Public Relations

Antoine de Saint-Exupéry wrote “If you want to build a ship, don’t drum up people to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”



This is a quote about inspiration and motivation. That is what Judi Gunter does - she inspires. She inspired me to pursue public relations by showing me what it could be. Not only is she the most skilled practitioner I know, she is also the person whose approach to the profession I most aspire to. She embodies the potential of the profession to make a difference.

Judi and I have known each other for twenty years, and in 1989 we decided to form a partnership we called the Diamond Gunter Group. Our office was in the basement of a house on 14th Street SW. From the beginning, I learned a great deal from Judi about the practice of strategic public relations simply by watching her work and seeing the discipline, effort and rigour she brings to every assignment. She remains my model for the best in client service.

Judi is also the most creative public relations person I’ve ever met. She taught me how to read the newspaper – how to properly read the newspaper – so I could understand the connection between what



## Celebrating Alberta's Best in Public Relations

Brought to you by CPRS Calgary and CPRS Edmonton

# CALL FOR ENTRIES!

**November 16, 2007** is your deadline to enter the **Alberta Areté Awards**, the only provincial awards program celebrating the best in public relations.

Here's a chance to shine in front of your colleagues and clients, as well as receive valuable feedback from our illustrious roster of judges.

For details and an entry form, visit [www.cprscalgary.com](http://www.cprscalgary.com).

Richards believes that “those who enter the communications field with public relations degrees are able to make a wiser and more well-rounded contribution to the profession. They recognize the diversity of both the practice itself, and the collaborative, consensus-first approach to problem solving. While all education is of value, a public relations degree enables a graduate to think with all her brain, incorporating elements of economics, sociology, psychology and political studies to professional practice.”

We've moved well beyond press agency, so no need to hire journalism graduates. In any event, public relations graduates are prepared for a media relations role. Our public relations graduates have the writing skills needed to survive, and thrive, as organizational communicators. An English degree won't cut it.

Finally, in looking through a number of university calendars, I'm stymied as to what an equivalent or related degree might be. Public relations degree holders are public relations practitioners. That can't be said of the holder of any other degree.

To eliminate the field's tensions we need, more than ever, to be credible, relevant and ethical. The quickest way for this to happen is to ask, when seeking employees and writing your job ad, “Do I want a public relations practitioner?” If the answer is ‘yes’, then isn't it a no brainer? Under educational requirements write “degree in public relations”. Period.

Jim Wood *APR, MA, MCS*  
Instructor, Public Relations  
Centre for Communication Studies  
Mount Royal College



I was reading and the work we might be doing for our clients. She taught me to see connections between current events and a client's business objectives and to define opportunities for the client to tell their stories in unique and different ways.

One of the qualities I admire most about Judi is her work ethic: it is not unusual for Judi to get immersed in a client's issues and work day and night to resolve them. Judi becomes absolutely invested in her client's success, and the work that comes out of her desire to help that client is truly inspiring.


One of Judi's great strengths is her

ability to understand her clients... their businesses, their competitors, the financial context for their businesses. She knows more about the world around her than any other practitioner I have ever met. She reads everything: small publications she finds in coffee shops, newspapers, magazines, a million on-line sources – and she reads them intelligently. She's a curious, informed person, and that's one of the things she taught me: we can't help clients if we don't know what they do – if we can't, at least for the time that we work for them, become immersed in what they do.

Judi is also an extremely generous mentor. There are numerous people in Calgary

who have been mentored by Judi (whether or not she knows it) and she has helped endless practitioners become better at their work. She has served the profession in many ways, including hundreds of hours devoted to CPRS, including two terms as the president of the Calgary chapter. Her commitment to excellence and an absolute rigour around ethics are what set her apart.

Judi Gunter defines our profession.

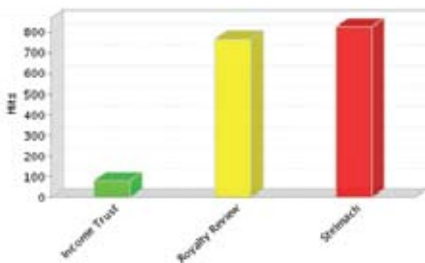
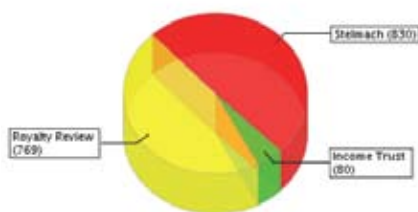
Congratulations to Judi on receiving this membership for her outstanding contribution to the Calgary chapter and to public relations in general, and I wish her continued success. 

In Calgary, there are two main media monitoring providers, Cision (formerly Bowdens) and CNW Group. Both organizations offer:

- Calgary offices and local account representatives
- Print, television, Internet, blog, and radio monitoring
- Web-based portals to manage your monitoring from anywhere
- Summaries, analysis and measurement
- Live streaming broadcast content and transcripts
- International media monitoring
- A range of additional communications services

Cision boasts coverage of more than 130 major daily newspapers, 1,100 ethnic and community papers and 850 business, consumer and trade magazines in Canada alone. Cision also monitors more than 650 Canadian news-related Internet sites and blog sources.

"Our clients typically think of print, radio and television when they come to us for media monitoring," says Nicolas Sleeth, Vice-President of Sales and Marketing at Cision Canada. "Many companies aren't thinking about monitoring the Internet for things like blogs quite yet."



Graphs and information provided by CNW's MediaVantage, a revolutionary media monitoring tool. For more information, go to [www.newswire.ca](http://www.newswire.ca).

CNW Group takes a different approach. Through partnerships with industry-standard content aggregators, CNW Group is able to provide extensive print, broadcast, and Internet monitoring, including blogs. Subscribers to CNW's MediaVantage service can simultaneously monitor content from several providers such as FPinfomart, CEDROM-SNI, Thomson Dialog, and others. Current subscribers to these services can simply import their subscription into their MediaVantage portal to expand their content base.

**“... within four minutes of a newscast airing you are able to view clips on your desktop.”**


– Nicole Guillot, Vice-President, New Products, CNW Group

"CNW Group's MediaVantage service allows our clients to search live streaming Canadian television, Canadian and international print publications as well as Internet and weblog content," says Nicole Guillot, Vice-President, New Products, CNW Group. "For example, within four minutes of a newscast airing it will alert you via e-mail on your Blackberry or desktop and you are able to view and distribute the clip immediately."

Knowing about media pickup is one thing. Analyzing that coverage is another. Your monitoring solution should help you assess your coverage for quantity, tone, and adoption of key messages, ultimately helping you understand the mood of your audience and the success of your strategies.

"(An)... important part of media monitoring is evaluation," notes Sleeth.

"It will allow you to answer questions like - is your brand successful in the market place and were you successful at getting the type of coverage you wanted?" adds Guillot.

For more information on media monitoring services visit Cision Canada at [www.ca.cision.com](http://www.ca.cision.com) and CNW Group at [www.newswire.ca](http://www.newswire.ca) or contact your local representative. 

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If you are interested in submitting an article, have a story idea or would like to volunteer on the HOTwire committee, please contact Doug Lacombe at 403-444-3400 or [communications@cprscalgary.com](mailto:communications@cprscalgary.com)

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