

January 2001

## CPRS Calgary shines at the national level

By Simon Whitfield

The dedication and hard work of some Calgary CPRS members doesn't stop at the city limits. The Calgary member society is strongly represented by many individuals' work on National CPRS committees. Calgary CPRS members are involved in the National Accreditation Committee, the committee responsible for planning the 2005 National Conference in Calgary, and more.

Calgary CPRS President **Colleen Killingsworth APR** is also Chair of the National Accreditation Committee, which was formed after the CPRS AGM in June. Colleen, along with fellow Calgary CPRS member **Nadine Walz** and committee members from across Canada, are responsible for developing a number of recommendations to present to the National Board in February 2001. Issues surround accreditation, and include the work example, references, eligibility, timing, study guide, mandatory accreditation and the financial elements of these activities. Colleen and Nadine agree on the benefits of working with this

committee. "I've learned that the accreditation process is a complex one with room for some improvement and that there are many public relations practitioners who are dedicated to making a difference," says Nadine. "I've also learned how easy it is to get involved on a national level," adds Colleen.

CPRS Calgary *maxim* Chair **Monique Chenier** (formerly Peterson) and **Henry Stevens** have volunteered as committee co-chairs to plan the 2005 CPRS National Conference in Calgary. The committee will choose a venue for the conference, review the Operations Manual for National Conferences and Annual General Meetings and draft a planning/implementation document for the conference. If you are interested in joining this committee e-mail [monique\\_chenier@hotmail.com](mailto:monique_chenier@hotmail.com). "Planning a national conference is a great learning experience and the cross-Canada networking benefits will be unbelievable," says Monique. Calgary's involvement at the national level

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### CPRS • Member Profile

*Lisa Falkowsky APR*

By Lane Anker

Lisa Falkowsky APR, is a world traveller and a world-class communicator. She recently joined Suncor Energy Inc. as Corporate Manager, External Communications. Lisa is responsible for all external communications in Canada and as far as Australia, as well as investor relations, media relations and corporate positioning.

While, at first glance, this seems to be a huge undertaking, Lisa brings over 14 years of diverse professional communications experience. This includes marketing communications, advertising, consulting and agency, public affairs, corporate

communications, media relations, investor relations and crisis communications. "I've done everything at least once," says Lisa. "I've been involved in retail, educational, grocery, banking, telecommunications and oil and gas industries, among others." Lisa has also



*Lisa Falkowsky APR*

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## Dispelling some accreditation myths

By Sneh Seetal

If you discount the accreditation process because you think it lacks integrity you're mistaken, according to a panel of accreditation graders at a CPRS event on October 24.

Elaine Dixon APR, Jim Osborne APR, Janice Robertson APR, and Jim Wood APR debunked common myths about accreditation, provided practical advice, answered questions, and shared their views on what they look for in work samples, the written exam and the oral exam.

### 1 Myth #1: They've toughened the standards of accreditation over the past five years.

**Fact:** Accreditation standards are set high, however the standards for accreditation have not changed significantly. The marking process and grading has been standardized to ensure consistency.

### 2 Myth#2: Accreditation is one big test.

**Fact:** There are three components to accreditation.

1. Work example: demonstrates your ability to plan, analyze and execute within the context of current public relations theory. The work example should be as current as possible, within two years prior to your application for eligibility.
2. Written exam: highlights what's driving the implementation—the strategic plan. A good exam would give an outline of the strategy, indicate what type of research was used, and identify the logical audiences. The written exam shows the depth and breadth of your skills. Markers recognize and honour independent thinking; regurgitation is not rewarded.
3. Oral exam: supports both the work example and the written exam. Here graders assess how well you present and articulate your ideas.

### 3 Myth #3: The work example is marked as either a pass or fail.

**Fact:** The assessment is not as simple as a pass or fail. Applicants are marked on an eight-point scale. Each point represents a certain skill level. Four is the minimum score for a good, solid practitioner and is the average. Three graders review your work. If a discrepancy in grading

arises, the graders have to explain their mark and come to an agreement on the final score.

### 4 Myth #4: Your work is shown to members of your chapter.

**Fact:** Your work is marked by APRs from different chapters. Confidentiality is maintained and papers are shipped to other chapters. In fact, for the written exam, your name is not used; you are identified by number only.

### 5 Myth #5: Your work is shown to third graders.

**Fact:** That's three graders not third graders.

### 6 Myth #6: Don't worry about a budget for your accreditation work example.

**Fact:** This is one of the reasons people fail. A complete strategic communication plan takes budget into consideration. It doesn't cut the mustard to say the budget is confidential. The graders need to see how well you allocated the resources to support the strategy.

### 7 Myth #7: It's impossible to prepare for the written exam.

**Fact:** Since timing is tight, it's a good idea to practise writing a few old exams first. Time them and go back and see where you were missing parts. A word of caution, however. Avoid looking at exams older than three or four years. You can also form study groups with other candidates and read, read, read! Talk to your local accreditation chair about other ways to prepare for the written exam.

### 8 Myth #8: The written exam is open book—so it can't be that difficult.

**Fact:** The written exam is long. Candidates rarely have time to open their books. It's important to manage your time. Make sure you *read* the question and figure out your approach before you start writing. An alarming number of candidates don't read the question—sometimes there are two parts to it. Figure out what has the most weighting and spend the bulk of your time on things that are important. This is where writing practice exams really come in handy. Talk to any accredited member—they'll tell you!

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## CPRS Calgary shines

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continues with **Lisa Homer APR**, Treasurer of the CPRS National Board. Lisa has been involved with the National Board for about four years, first as CPRS Calgary President, then moving to the National Executive, first as Secretary and now as Treasurer. Lisa agrees with her fellow CPRS members from Calgary that a benefit to being involved nationally is the chance to build relationships across the country and the "opportunity to see other member society perspectives on key issues such as accreditation, member communication, professional development and PR for PR." Lisa says the priorities for the National Board this year include addressing governance and succession planning, improving the Web site, and strengthening CPRS's position as a professional society.

A recent appointment at the national level is **Janice Robertson APR**, who was selected as Chair of the Education Committee in September. Although Janice is still learning this complex portfolio, she has already dealt with a variety of concerns from around the country on several education issues. CPRS by-laws state the committee's purpose is to "foster awareness and understanding among academics/administrators within Canadian universities, community colleges and trade schools that public relations is a management/business function and a growing industry with a collective pool of knowledge. Janice looks forward to the challenge this committee brings. "There's much to be done and I am pleased to facilitate the steps. The work is important and I look forward to communicating with many of you as we move forward on these issues."

As well as these dedicated CPRS Calgary members, many more are involved at the national level including **David McAsey APR**, the presiding officer for the Resource Library Committee, and **Jean Murch** with her enthusiastic group for the PR for PR Task Force.



## Upcoming events

### Re-Branding a Political Party: A Case Study of the Canadian Alliance

Hyatt Regency Hotel, 700 Centre Street South

Thursday, January 18, 2001

Registration: 11:45 a.m.

Presentation & Lunch: 12:00 p.m.

Join CPRS Calgary for a fascinating case-study look inside the re-branding of a national political party. From conception through implementation of the United Alternative, key strategists for the Canadian Alliance provide an in-depth look at one of the most hotly debated re-branding initiatives in Canadian politics.

Alliance strategists Richard Anderson, Senior Strategic Advisor and Morten Paulsen, Director of Organization, will examine the sensitive and often stressful processes of organizational change and cultural transformation from strategy and research through to messaging and delivery.


\$45 CPRS Members  
\$65 Non Members  
\$40 Student Members  
\$45 Student Non Members

RSVP before Monday, Jan. 15 to CPRS Info-Line: 230-6800 or [events@cprscalgary.org](mailto:events@cprscalgary.org).

**Also mark your calendars for February 15 when CPRS Calgary looks at Media Mega Mergers!**

## Charitable speakers

CPRS Calgary is pleased to donate \$25 to the charity of choice of speakers at CPRS events, in lieu of traditional speakers' gifts.

For November's event on Aboriginal Affairs, CPRS Calgary made two donations: the Mustard Seed Street Ministry received a donation in the name of Brian Plesuk of Gulf Canada Resources and the Calgary Native Women's Shelter Society received a donation in the name of Bee Shadeck-Calliou, an aboriginal affairs consultant. 

## 2001 CPRS national conference



Combine your professional development and a holiday with your family at EXTREME PR @ WHISTLER in the beautiful mountains of British Columbia. The Vancouver and Vancouver Island member societies are working together to co-host the national conference—the first to be held at a resort.

Speakers include Dr. Mark Kingwell, Canada's most significant social and cultural theorist since Marshall McLuhan, Evan Solomon, Editor of Shift magazine and host of CBC's Wired World, and many other outstanding national and international presenters. Workshops follow three tracks: Extreme Communications, Extreme Stakeholders and Extreme Me.

Outside the meeting rooms, you can take yourself and your family off to hike, bike, flight-see, paraglide, horseback ride, fish, play tennis, water ski, snow ski, or play golf—just

some of the activities available at Whistler.

Get complete details and register on-line at <http://www.2001whistler.com> or mail your registration forms and cheques to the Canadian Public Relations Society, 250 Consumers Road, Suite 301, Willowdale, Ontario M2J 4V6, Phone: (416) 496-2010 Fax: (416) 495-8723 Email: [cprs@netcom.ca](mailto:cprs@netcom.ca).

**Conference rate as of January 1, 2001 is \$749 (includes GST).**

The Coast Whistler Hotel is providing accommodation for the exceptional rate of \$129.95 for a double room. Call the hotel directly and make sure you identify yourself as attending the CPRS EXTREME PR conference. Coast Whistler Hotel, Phone: 1-800-663-5644 (8-5 PST) Fax: (604) 932-6711 Email: [reserve@direct.ca](mailto:reserve@direct.ca).

*If early registrations are an indication, the 2001 Conference will be an overwhelming success.*

*Make sure you are part of it! **m***

Mount Royal College's Vision for 2005 is to become Canada's leading undergraduate college educating and training individuals for success in the new economy. Join us in realizing our Vision through fostering our students' success and satisfaction in pursuit of their educational goals in a progressive and innovative environment.

The Centre for Communication Studies currently offers a Bachelor of Applied Communications degree with majors in Electronic Publishing, Journalism, Public Relations, and Technical Writing. As well, the Centre offers a diploma in Broadcasting and a post-degree certificate in Freelance Writing. The Centre is seeking approval for a post-degree certificate in Applied Communications - Journalism and for an expansion of the Bachelor of Applied Communications - Public Relations program. The Centre invites applications for a:

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If you have any further questions, please contact Hilary Elliott, Director, Centre for Communication Studies at (403) 240-6412 or via email at [helliott@mtroyal.ab.ca](mailto:helliott@mtroyal.ab.ca)

Applicants should send a complete dossier (including c.v. references, and evidence of teaching excellence, if applicable), quoting the competition number to: Department of Human Resources, Mount Royal College, 4825 Richard Road S.W., Calgary, Alberta, Canada T3E 6K6, Email: [humanresources@mtroyal.ab.ca](mailto:humanresources@mtroyal.ab.ca), Fax: (403) 240-6629.



Visit us online at [www.mtroyal.ab.ca](http://www.mtroyal.ab.ca) for detailed information on this position.

Deadline for applications is February 15, 2001. In accordance with Canadian immigration requirements, preference will be given to applicants who are either Canadian citizens or landed immigrants in Canada. Mount Royal College thanks all applicants for their interest. Only applicants selected for an interview will be contacted.

## Electric Avenue now Electronic Avenue

By Sean French

With the proliferation of communications and “dotcom” companies immediately south of the CPR tracks on 10<sup>th</sup> and 11<sup>th</sup> Avenues in Calgary, the strip known as Electric Avenue could be renamed Electronic Avenue. Gone are the bacchanalian, all-you-can-drink nightclubs of yore. Many of the bars have relocated, replaced with the trendy, stylish offices of communication companies and Internet firms.

So what's the big attraction? National Diamond Public Relations was one of the first firms to relocate to the area. Managing partner Beth Diamond says, “It's an interesting space and conveniently located near most of our clients. It has all the advantages of downtown without many of the hassles of parking, traffic and higher rents. Because we were the first tenant [in the Vintage Building], we had input into the leasehold improvements that a smaller company like ours doesn't always get—and we've been able to design the space to fit our unique requirements.”

Beth also found that clients enjoyed the short trip from their offices to hers. “Our clients like to get away from the downtown core and come to a space that's a little different, without being a half-hour drive away. Most of them walk to our offices. We get many more clients visiting us here for meetings than we did in our previous space which was a little too far away to be convenient for them.”

Flexibility in design, cheaper rent, proximity to downtown, ample parking and the enhanced creativity engendered by open workspaces seem to be big drawing cards. Larry Clausen of the Downtown Association echoed these thoughts when asked about why so many communications firms are setting up shop in the area. “Closeness to downtown, more affordable rent, and funky layouts,” were the reasons he listed as being responsible for the trend.

As Electric Avenue continues to morph into Electronic Avenue expect to see some changes. There are still many late nights put in by the denizens of the strip—but they're meeting deadlines, not friends. And while creative pitches are still offered to potential partners—they're prospects in business rather than in romance. **m**

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Please contact Simon Whitfield at 229-3887 or [simon.whitfield@home.com](mailto:simon.whitfield@home.com) for details or to book space. Next deadline is Jan. 22, 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](http://www.cprscalgary.org)

## Dispelling myths

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**9 Myth #9: For project work to be eligible, you have to have completed all the elements yourself.**

**Fact:** As long as you clearly define your role within the project, external support is not an issue. For example, if you hired an agency—or a contractor—indicate what their role was in the production and execution of the work sample. However, remember that overall you must be responsible for the strategy.

**10 Myth #10: You are on your own.**

**Fact:** You're never on your own—unless you choose to be. You can form a study group with others and even get in touch with a mentor. In fact, there's a mentoring program being set up. Keep reading *maxim* for more information and talk to your local accreditation chair.

**11 Myth #11: Once you get your APR you're home free.**

**Fact:** There's a mandatory maintenance component in earning your APR. Maintenance requires that over a five-year period, practitioners earn 15 points through activities like professional development, volunteering and teaching.

**12 Myth #12: Spelling doesn't loose you marks!**

**Fact:** Hmmm – enough said!

For more information on accreditation, please contact contact Lorelei Piotto APR at 234-5650 or lpiotto@home.com. 

### 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 269-7874.

## Members on the move

### Members on the move

Monique Chenier (formerly Peterson) has accepted the position of Director, Communications at Crown Industries Inc., a manufacturer of high-tech, custom oilfield service equipment.

Eileen Dooley, formerly of the Bethany Care Society, is the new Internal Communications Specialist at SAP Canada Inc.

Lisa Falkowsky APR, is now Corporate Manager, External Communications at Suncor Energy Inc.

Lorelei Piotto APR, formerly of ENMAX, is now External Relations Advisor at Chevron Canada.

Shirley Popadiuk is now a Communication Consultant with William M. Mercer Limited, a global human resources consulting firm.

Lisa Rushka, formerly of the Calgary Vocational Centre, is now a consultant with National Diamond Public Relations.

Simon Whitfield is now with the Kids Help Phone as an Account Executive, National Accounts.

Correction from November: Peter Hunt is Director, Corporate Communications for Gulf Canada Resources Limited (not Points West as listed - we regret the error).

### New members

Wanda Catchpugh, Gibson Petroleum Company  
Elijah Farrell, Columbia Basin Trust (Invermere)  
Karen Perl-Pollard, Zi Corporation  
Susan Soprovich, SJSoprovich Communications  
Cherie Tellier, BURNCO Rock Products

### New local affiliate member

Gordon Knight, TransCanada Pipelines Limited

### New student members

Kelly Aldingr, Mount Royal College  
Carrie Baumgardner, University of Calgary  
Lesley Cesmystruk, Mount Royal College  
Jennifer Lo, Mount Royal College  
Lynne MacNicol, Mount Royal College  
Jill Peacock, Mount Royal College  
Joann Robinson Reger, Mount Royal College  
Katherane Sidenius, Mount Royal College  
Chandra Swainson, Mount Royal College  
Amy Tillotson, Mount Royal College

## Falkowsky APR

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worked overseas as Communications Manager at AT&T Hong Kong and as Marketing Communications Director at the Hongkong and Shanghai Banking Corporation Limited (HSBC). She also had her own consulting firm in Pusan, South Korea. Diverse experiences and working abroad has given Lisa the insight to look at organizations in a more complex manner. "It helps you think of others who aren't like you," says Lisa. "Often in PR you're dealing with people from different socioeconomic backgrounds and cultural groups, and have to take more things into consideration, like religion, language, cultural sensitivities and legal issues."

"However, you don't have to leave Calgary to deal with diversity, but you have to think outside of where you live," continues Lisa. "One of the most difficult tasks is to implement a communications or marketing

strategy when you're not there, especially if it's in another country. Where do you start?" One way is through professional associations, according to Lisa, who often relies on her IABC and CPRS contacts for inside information and advice.

In fact, Lisa has held board-level positions with IABC in Hong Kong and CPRS in Regina and Calgary—winning a national CPRS Appreciation Award for her work in the Regina chapter—and widely recognized for her excellent work heading the local *maxim* and Treasurer portfolios. She strongly recommends that students and professionals alike get involved in CPRS and other professional associations.

Lisa also complements her varied professional life with a broad educational background. She has a Public Relations Diploma from Mount Royal College, a Bachelor of Arts Degree in

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# Therapy for Multimedia Phobia


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## Falkowsky APR

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Sociology and Journalism from the University of Regina, and is currently taking her MBA at the University of Calgary. "I took the next step in developing my managerial skills and to fill in the blanks in HR and finance," she explains. "The MBA also helps to boost one's position with top-level management. It gives me the knowledge and language and understanding of senior-management issues and therefore I have more in common and more credibility with senior management." 

## Volunteer opportunities

### **maxim newsletter - Layout and Design**

We're looking for 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.

### **maxim newsletter - Writing**

We're also looking for writers to develop news articles of interest to CPRS Calgary members.

Contact: monique\_chenier@hotmail.com or phone 203-8429 for all *maxim* opportunities.

### **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@home.com. 

## CPRS Calgary Board

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