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CPRS announces newly Accredited Public Relations Professionals

Toronto, ON – February 17, 2009 – The Canadian Public Relations Society Inc. (CPRS) is pleased to announce that 21 public relations professionals from across Canada successfully completed the requirements for becoming accredited Members of CPRS in 2008. This brings the total number of accredited Members to 492, representing 26% of the CPRS Membership.

The APR is the highest global professional standard of excellence in public relations. Employers and clients hiring public relations practitioners with an APR are getting leaders in public relations that are recognized in and outside of the profession for their knowledge, experience, expertise and ethics. Public relations professionals who received their APR in 2008 are:

Jeremy Berry APR Calgary, AB
Monique Chenier APR..... Calgary, AB
Patrick Hammond APR Calgary, AB
Kathryn Osterberg APR Calgary, AB
Donna Christopher APR .. Dartmouth, NS
Charles Crosby APR..... Halifax, NS
Raeann English APR Vancouver, BC

Paule Genest ARP.....Montréal, QC
Shane Gerard APRToronto, ON
Sharmin Hislop APR.....Edmonton, AB
Donna Kell APR.....Burlington, ON
Jason Locklin APR.....Toronto, ON
Lauren MacDougall APR Halifax, NS
Tanya MacLean APR..... Halifax, NS
Sylvie Marier ARP.....Montréal, QC
Michael Marini APRHamilton, ON
Carolyn McCormack APR..... Halifax, NS
Greg Medulun APR.....Niagara Falls, ON
Filomena Daniela Pizzuto APR.....Montréal, QC
Nicole Rizgalla APR..... Vancouver, BC
Kim Van Bruggen APR Victoria, BC

To become accredited and earn the Accredited Public Relations (APR) designation, a candidate must engage in specialized studies, pass rigorous written and oral examinations, and submit a detailed work sample. To even qualify to take the CPRS accreditation examination, a candidate must have earned a solid reputation of integrity and high ethical standards while completing a minimum of five years of full-time employment in the field of public relations. 

Referral Program

Spread the word, reap the reward!

Do you have a friend or colleague who might be interested in joining CPRS? Thanks to the new national Member Referral Program, CPRS Calgary Members are now eligible for a \$50 credit towards the cost of national programs, services, and events each time they refer someone who successfully joins CPRS. Members can accumulate the \$50 credits (up to a maximum of \$400 each year) and apply them toward the cost of annual membership renewals, accreditation fees, awards applications, or even the national conference. All you have to do is refer the prospective member to the CPRS Calgary website (www.cprscalgary.com) to apply for membership, and remind them to list you as the “referring member” on the online application form. Once they are accepted as a full national member (and provided they have listed you as the referring member), you will earn a \$50 credit. It’s simple and rewarding, so start your referrals today!

Life Member Profile...

Janice Robertson

By Tanya Ristoff

“Ironically, I did not have the benefit of a solid education in public relations,” says Robertson. “Although I did my graduate work in communication studies with a focus in management, I did not have the basics - the tools I needed when I took over the public relations position at the hospital. I did, however, have CPRS...”

After more than 20 years in Calgary's public relations community, Janice Robertson, APR, is a pretty good candidate for the “six degrees of separation” quiz. If you haven't worked with her, volunteered with her or co-chaired a conference committee with her, chances are you or someone you know was one of her students.

From her longtime involvement with CPRS, both locally and nationally, to her 11-year tenure as Chair of the Mount Royal College Bachelor of Applied Communications - Public Relations program, Janice's passion and commitment are well recognized among her industry peers.

At its gala celebration in October commemorating the Society's 50th anniversary, CPRS Calgary honoured Janice with Life Membership, acknowledging her outstanding contributions to both the

industry and to CPRS.

Janice said she feels fortunate to have had professional opportunities that not only offered challenge, but also allowed her to give back as well.

“Ironically, I did not have the benefit of a solid education in public relations,” says Robertson. “Although I did my graduate work in communication studies with a focus in management, I did not have the basics - the tools I needed when I took over the public relations position at the hospital. I did, however, have CPRS and some wonderful mentors in our community. Through their support, much reading, the highly useful development sessions, and the conferences I attended, I grew in skill and confidence. Earning my APR in 1993 meant as much to me as earning

the Masters degree. That is why I have remained active and deeply committed to CPRS. Without a doubt, it is our best hope for the future of our profession - regionally, nationally and globally.”

Janice worked for seven years as Director of Public Relations for the Alberta Children's Hospital before working freelance for four years gaining valuable experience in the private and non-profit sectors. Years later, she would reference these experiences time and again for her students to help them understand how the basic tenets of public relations practice applied in real life situations.

For Janice, teaching in public relations would be more than just another chapter in her career. In fact, she insists she learned as much from her students as they did from her.



President Nancy Arab presents Janice Robertson with life member award

“As instructors, we were fortunate each year to welcome a variety of highly motivated students with a wide range of experiences. Each brought a different perspective to the program and made the experience enriching for all of us. I think anyone who has had the honour of being a teacher and helping people reach their potential would agree that it is life-changing. It certainly has been for me.”

An accredited member for 15 years, Janice served on the Board of Directors from 1994-96 and was CPRS Calgary President

in 1996-97. For six years she was Chair of the CPRS National Education Council, which was responsible for gathering, monitoring and making available information about the variety of educational programs in public relations in Canada. She has also been an APR exam grader for many years and continues in that capacity.

Janice retired from Mount Royal College in June 2008. In addition to doing some communications consulting, she teaches one class at the University of Calgary.

Though she hasn't slowed down entirely,

Janice says she is making the most of her newly flexible schedule, enjoying her home and garden and catching up with friends and colleagues.

“Finding work-life balance has always been a challenge, so it is quite unnerving when the daily ‘work’ piece is no longer required,” she says. “However, the freedom is an incredible gift and I plan to use it wisely.”

Q&A on Areté with Lisa Frizzell

By Daorcey LeBray

Former Areté recipient, Lisa Frizzell, Director of Public Relations for Direct Energy, answers some burning questions about her CPRS award win two years ago and explains the strategy behind winning.

Q: What was the project that garnered you an Areté Award?

A: The Direct in the Community – Volunteer Citizen of the Year Awards. It is a program designed to acknowledge the contribution made by Alberta's volunteers. The program is run in partnership between Direct Energy and the Alberta Weekly Newspapers Association (AWNA).

Q: How did you come to choose that for your entry?

A: I chose to enter the Volunteer Citizen program because it's strategic, successful, and I'm proud to be a part of it. It was executed in a way that earned positive news stories in communities across Alberta, engaged widespread community participation, and supported our efforts to build positive relationships with media.

Q: Has winning the award affected your career in any way?

A: Seeing the award mentioned in local media columns was a great boost, both within the PR community and within my company. The articles got picked up by

my company's media clipping service which sends daily clippings across our North American operations. This provided great visibility for my work within Direct Energy, and prompted discussions that helped generate ideas for community initiatives in other markets where we operate.

Q: What was the most valuable result (for you) that came with winning an Areté Award?

A: The recognition that came with the award was definitely a great boost. However, I was most excited that the award recognized the Volunteer Citizen

program as being strategically strong. I think we've all seen great PR programs get cut because they're seen as “warm and fuzzy” but not particularly strategic.

Q: Do you have any tips for people preparing a submission for this year's program?

A: Don't rush it. Take the time to really think about how you can best demonstrate the impact of your work, and the strategy behind your actions.

Seek input from others. I had several colleagues review the submission, and they were a great source of ideas.

Recognize that the judges have a lot of submissions to review, and organize yours in a way that makes it easy to see strengths. The score sheets are available on-line, so you can make sure you address everything the judges are looking for.

For more information about the 2009 CPRS Alberta Areté Awards, go to www.cprscalgary.com. This year's program is presented by CNW Group.



Mark your Calendars...

CPRS Events 09

Our professional development program for the first half of 2009 is set. Please see below for details on professional development lunch speakers, teleseminars and webinars.

Visit our website at www.cprscalgary.com for more.

To reserve your spot at any of these events, register at:
<https://securegs.com/cprs/>

April 15th – Lunch & Speaker:

Cats, Kids and Cold Cuts: A crisis communications presentation

Wednesday, April 15th, 2009

11:30 a.m. – Doors open

12:00 p.m. to 1:15 p.m. – Lunch & Speaker

Speaker: Terry Flynn, Ph.D., McMaster University communications professor

Topic: *Cats, Kids and Cold Cuts: A crisis communications presentation*

Location: Westin Hotel



Price:

Members - \$40

Student Members - \$25

Non-members - \$60

Student Non-members - \$40

May 20th – Lunch & Speaker:

Wednesday, May 20th, 2009

11:30 a.m. – Doors open

12:00 p.m. to 1:15 p.m. – Lunch & Speaker

Location: Details to come

Speaker being confirmed – watch the website for more information

June 18th – CPRS Calgary Annual Meeting

FREE to all members.

Thursday, June 18th, 2009

5:30 p.m. to 7:00 p.m.

Location: Calgary Chamber of Commerce

Watch the website for more information & theme for this year's AGM

NOTE: The professional development lunches, teleseminars and webinar are each eligible for 0.5 points towards APR Accreditation Maintenance Credits.

Your 2008/2009 CPRS Board of Directors

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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

www.cprscalgary.com