

September 2002

Brand and Reputation – an important distinction

By Alison Pidskalny, Weber Shandwick

Every seal you see on a vitamin bottle and tab on a toothpaste tube has one thing in common – the Tylenol tampering case in Illinois. This October marks the 20th anniversary of that frightening time. Since then, virtually every ingestible, mass-produced product (and a lot of other types of products) is distributed with a tamper-resistant seal.

For public relations practitioners, the Tylenol scare not only represents a hallmark public relations campaign by Johnson & Johnson, it helps illustrate the fundamental difference between Brand Management and Reputation Management.

These two areas have drawn a lot of attention in recent years, but the differences between the two are often confused.

“Brand and reputation are built on the same basic premises,” said Denise Carpenter, APR, executive vice president and general manager of Weber Shandwick Worldwide. “Though they are inter-related, reputation and brand are different things, and it is important to draw some distinctions between them.”

We are all familiar with the power of brand recognition – Gucci, Coca Cola and BMW all have a certain image associated with their brands. The fact that we have those associations is a result of careful marketing and product support over many years.

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CPRS • Member Profile

Henry Stevens, APR

By Terry Beeler

Henry Stevens entered the public relations field via broadcasting. After several years he felt he'd exhausted available opportunities and began exploring the possibility of moving into public relations. However he felt he lacked the depth of experience he needed and after a couple of public relations jobs that went nowhere, Stevens decided to enrol in the Mount Royal Community College Diploma program in Public Relations as a mature student.

As a former journalist making a foray into public relations, Stevens says there are certain basic skills needed for a successful career, such as knowledge of strategic planning.

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Henry Stevens (con't)

“As a broadcast journalist you see one small aspect of public relations being media relations ...but of course that's just one small part of the public relations field. There is a method to all of this, there is a very solid business objective that can be obtained by effective communication.”

Nine years after graduating from the Mount Royal College course, Stevens still regards himself as a public relations generalist, which he enjoys. He started with FWJ Communications part time while he was completing his last semester at MRC. After graduation he was offered a full time position. He accepted, then turned around and declined, because he had the opportunity to go to Boston for a year with his wife who had won a fellowship at Harvard. Stevens spent his time auditing Harvard's courses. Returning to Calgary a year later, his good luck continued. A full time consultant at FWJ left for a position elsewhere, and Stevens was offered the job. This time he accepted.

After a long and rewarding stint at FWJ Stevens recently moved to NATIONAL Public Relations where he heads the Technology Communications department. The meltdown in the dot-com sector hasn't hurt technology communications. In fact, Stevens suggests the need for effective communications for technology companies in Calgary is even greater.

“The media have become much more questioning, more savvy around the information presented by organizations whether high tech or not and the need to have effective, ethical, honest communications is probably more important now,” he says.

Henry Stevens recently completed his APR certification course and received accreditation. He describes it as a fairly intense day, since both the written and oral exams have to be completed the same day. The work sample, he stresses, has to be chosen carefully. All elements of the RACE formula must be represented in the project or program.

Henry Stevens now has another major project on his plate. He's the co-chair of the 2005 CPRS Conference Committee, along with Monique Chenier, and they are busy finalizing a number of important event details. There is no theme yet, but Stevens is sending out the call for volunteers. If you want to be involved in the planning for the 2005 CPRS Conference, you can reach Henry at hstevens@national.ca

Looking Back and Seeing Ahead

Over the past year, the Calgary CPRS Accreditation Committee has taken on a number of initiatives to further the profession and now seek new volunteers willing to continue the work.

At a June 10th wrap-up meeting, members reviewed progress made on the current workplan, and bid farewell to some of the committee's valued contributors.

“Our workplan has been aggressive and I'm really proud of the achievements we've made to date,” says Lorelei Piotto, APR, current co - chair of the committee. “Even with the progress made, there's so much more to be done.”

The workplan encompasses three basic goals, which are to:

- Encourage and assist eligible candidates to pursue their APR designation
- Increase the profile of accreditation
- Communicate local and national activities to the Calgary membership

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Calgarians Honoured at the CRPS National Awards

Six Calgary public relations professionals were awarded top honors at the national conference of the Canadian Public Relations Society (CPRS) in Toronto recently, receiving awards of excellence and merit, and the highly coveted Lamp of Service Award for outstanding service to the field of public relations and the community.

Maureen Payne, APR, Vice-President with GPC Communications and **John Francis**, APR, one of the founders of Francis Williams and Johnson (FWJ) were inducted into the College of Fellows for their long and outstanding service to the profession. The College of Fellows is reserved for those practitioners with more than 20 years of exemplary professional practice in public relations and who have served as a role model for others. There are currently only 25 Fellows in Canada.

Colleen Killingsworth, APR, with NATIONAL Public Relations, received the prestigious Lamp of Service Award for distinguished and dedicated service to CPRS both on a local and national level. Colleen was acknowledged for her leadership and dedication to accreditation, a voluntary professional development achievement that demonstrates a practitioner's commitment to sound and ethical practice, and to professional excellence. Successful accreditation candidates can use the Accredited, Public Relations designation, APR. There are more than 40 accredited CPRS members in Calgary and the designation is currently recognized in several countries around the world.

The **Alberta Beef Promotion Team**, which includes CPRS Calgary members **Jamie Leong-Huxley**, APR, of Frameworks Partners Inc. and **Joanne Lemke** of the Alberta Cattle Commission won an award of excellence in marketing communications for the Alberta Beef Ranchers Win the West campaign. **Alison Pidskalny** of Weber Shandwick won an honorable mention in media relations for the EPCOR ABC Challenge.

The CPRS annual awards program honors outstanding performance and service by members of the Society. The awards program showcases Canada's best public relations talent and offers a special opportunity to be recognized by one's peers for outstanding work and contribution to the profession.

Town Crier Awards Update

Through October and November, students from the Centre for Communications Studies at Mount Royal College will be calling members as part of a research project on the Town Crier Awards.

Why do you submit entries? Why don't you? How can we improve the program? These are among the questions that will help the Board shape the CPRS Calgary Awards & Recognition portfolio.

We need your input, so please provide your support and a few moments of your time.

Brand and Reputation – an important distinction (con't)

Reputation management is more difficult to define, and is emerging as the increasingly important and far-reaching practice area because it has proven to improve the bottom line for organizations stewarding their brands.

In the Johnson & Johnson example, Tylenol represents brand management while Johnson & Johnson's activities in response to the scare demonstrate reputation management.

"A brand focuses on consumers," explains Carpenter. "It is used to drive sales, build customer preference and inculcate loyalty."

Brand management is primarily associated with a product, while reputation management encompasses a broader reach by an organization. "If a brand is a coherent statement of meaning and personality, and its goals relate to enhancing the value of customer relationships, what then is a reputation," asks Carpenter. "In simplest terms, a good reputation is a coherent statement of a company's *character* and *values*."

In keeping with their reputational goals, Johnson & Johnson's first action was to protect public safety. The company went to great lengths to inform the public of possible safety concerns, and ultimately recalled 31 million bottles of Tylenol with a value of some \$100 million. The action was not lost on the media and numerous articles were written lauding the company for its responsible and ethical behaviour.

However, once the crisis had passed, the Johnson & Johnson had a positive reputation that enabled them to develop a massive marketing program to preserve the Tylenol brand and position it as a leading pain reliever. Rather than scuttle the brand, they rebuilt it, and it remains one of their strongest sellers to this day.

A positive reputation has benefits beyond just marketing. "Companies with strong, positive reputations have an easier time attracting and retaining the best people," adds Carpenter. "Their employees are more motivated and actively engaged in the success of the company, and this personal involvement translates into superior quality products and higher rates of customer service and satisfaction."

How important is reputation in the business world? Very. Respect is an integral component of reputation, and last fall, *The Globe and Mail's Report on Business* released the results of an Ipsos-Reid poll of 300 CEOs. An annual event, the poll listed "Canada's most respected companies" as seen from the boardroom. A few months earlier, *Alberta Venture* magazine issued its own annual list of "Alberta's most respected companies." And in the United States, *Fortune Magazine* and *Business Week* each publish their own annual "Reputation Index of major American businesses."

Carpenter concludes, "Regardless of what your organization does or whom it does it for, if you are not actively managing your reputation, someone else is doing it for you."

maxim news

Welcome back! After a busy summer, it's once again time to settle back into the fall routine. I am pleased to say we have some changes coming for *maxim*. Starting in October 2002, *maxim* will be released every two months to enable our volunteers to do the research and develop the stories that are of value to you. Look for some thought-provoking content, more articles and new features in our October/November issue. If you have CPRS news or article suggestions, feel free to send me an e-mail – your input is welcome and appreciated.

Bonnie Elgie APR, Maxim Chair, bonnie@openminds.ca

Crown: A Case Study in Branding

By Monique Chenier

Crown Industries. Crown Systems. Priess Enterprizes. RigTex. What do these four organizations have in common? These companies, in seven locations worldwide, were assembled under the Calgary-based Crown Industries umbrella in 2000 in a rapid expansion through acquisitions. Originally founded as Crown Anchors in 1987, the oilfield equipment manufacturer recently found itself at the culmination of a disjointed history characterized by numerous names and various unrelated lines of business.

What Crown needed was a consistent corporate identity to better project the image of the international leading-edge company it had become. "The Crown Industries brand was not strong enough to effectively market four different company names worldwide," explained Monique Chenier, Crown's former director of communications. "Branding the company under one identity was critical to more effectively promote and grow the company worldwide." To clearly define the privately owned company and its customers, extensive research was conducted including a competitive analysis, executive and sales personnel interviews, and legal corporate name research.

Working closely with Highwood Communications, the analysis of that research determined a new corporate name and defined the company's positioning. "Crown Energy Technologies had a huge opportunity," recalls Janay Ferguson of Highwood, Crown's account manager for the project. "All our research showed that Crown could effectively position itself as the leading provider of custom solutions in oilfield equipment manufacturing through leadership, innovation and confidence."

From a business perspective, four main goals were identified:

- build awareness of Crown Energy Technologies among its key target audiences;
- provide a consistent visual identity in all communication tools;
- differentiate Crown from its key competitors; and
- present Crown as a professional, unified business organization.

Three primary program elements were put in place as the foundation for a full implementation of Crown's new corporate identity: company name, visual identity and a comprehensive corporate standards manual. A full suite of tools and tactics including Web site and corporate video, collateral and stationary, employee newsletter, advertising, and a media relations program were then implemented to achieve the goals.

Was the program successful? Crown's positioning was stated as "the leading provider of custom solutions in oilfield equipment manufacturing through leadership, innovation and confidence." The positive feedback from various audiences revealed that Crown's new logo was seen as innovative, giving the impression that the company was a leader in its industry, positively differentiated from its competitors. The tactical company-wide implementation of the new logo ensured Crown was presented as a professional, unified business organization through a consistent visual identity in all its communications tools.

The bottom-line goal of this branding program was ultimately to create and maintain top-of-mind awareness of Crown and its services to the most profitable and sought-after clients in the world. The successful achievement of that goal will be determined in the long term by increased sales and corporate profile both domestically and internationally.

In 2001, Monique Chenier spearheaded this branding program as Crown's Director of Communications working closely with Janay Ferguson and the team at Highwood Communications. Much to her Lucy-dog's delight, Monique is currently providing consulting services from her home office in the areas of corporate, marketing and employee communications.

Co-Chair for CPRS Calgary Membership Committee

Are you interested in taking a more active role in CPRS? Would you like to have a positive impact on the direction of your Calgary Member Society?

The Membership Director is looking for a CPRS full member who is interested in the volunteer position of Co-Chair for the Membership Committee. The time commitment for this position is approximately five or more hours per week. This position involves sharing the Director's responsibilities in the following areas:

- Recruiting members and providing information for prospective members;
- Implementing strategies to improve benefits of membership;
- Recruiting volunteers to fill positions;
- Coordinating annual follow-up for membership renewals;
- Coordinating member communication;
- Attending board meetings when the Director is unavailable;
- Ensuring the membership list is maintained.

The Co-Chair will also be given the opportunity to join the Board as the Membership Director at the end of the current Director's term in July 2003. Any members interested in becoming involved with the Board of Directors by playing an integral role in the Membership Portfolio, please contact Sandra Sweet at 210-4624 (days), 276-2843 (evenings and weekends) or e-mail sweets@bethnaycare.com.

CPRS National Conference Coming to Calgary in 2005

The last few "i"s are being dotted and "t"s crossed for date and venue arrangements for the 2005 CPRS National Conference in Calgary.

Conference co-chairs Monique Chenier and Henry Stevens, APR say once the location and dates are locked-in, it will be time to get busy on making the 2005 conference the best CPRS has seen.

"With Alberta's centennial in 2005 and Calgary's reputation as a vibrant, energetic city with a strong commitment to volunteer effort, I believe the conference will be an amazing blend of professional development and good times," says Chenier.

The committee will initially be seeking volunteers to act as committee chairs in charge of sponsorship, program, logistics and operations and more. Watch for an advisory by e-mail, in *maxim*, and on the CPRS Calgary Web site in early October.

maxim team

Committee Chair
Bonnie Elgie, APR

Editors
Pam Brandt, APR
Melissa Rolfe APR

Contributors
Terry Beeler, Monique Chenier, Alison Pidskalny

Visit our web site at www.cprscalgary.org

Looking Back and Seeing Ahead (con't)

To help achieve the first goal, Gay Robinson, APR spearheaded the first-ever "Mentor Workshop" in Calgary on May 22nd. The workshop was to recruit and orient mentors, so they would have a clear idea of what their involvement means. "We are now at the final stage, where we provide the opportunity for candidates and mentors to connect, on the volition of the accreditation candidate," says Robinson.

In a joint project with IABC, all members of the CPRS Accreditation Committee shared the duty of scanning career ads for intermediate to senior roles in public relations. If the APR designation was not requested in the advertisement, the committee sent out a letter outlining the value of the profession and accreditation. "It's one small way that we can build profile for our profession," states Diane Rennie, APR.

Sneh Seetal and Diane Rennie developed a strategy to highlight the value public relations practitioners bring to organizations. The strategy will be one of the areas the 2002/03 Calgary Board will review this year. Sneh has also approached student representatives at Mount Royal College and the University of Calgary in hopes of promoting accreditation to up-and-coming practitioners.

Diane Rennie will act as committee co-chair with Lorelei Piotto during 2002-2003. In addition to her work on the Accreditation Committee, Sneh will also take on the role of Secretary for the Calgary CPRS Board for the upcoming term.

As goals are met, or new initiatives are taken on, the committee will continue to update the Calgary membership through *maxim* and through the CPRS Calgary website.

Many thanks to Gay Robinson, APR, and Jan Henderson, APR for their contributions over the past two years, the committee will miss their collective energy and enthusiasm.

CPRS Board

President: Shawn Kelly, APR
Past President: Colleen Killingsworth, APR
President-Elect: Mona Gauvrea, APR
Secretary: Sneh Seetal
Treasurer: Gordon Hawker, APR

Accreditation: Diane Rennie, APR
Advertising & Sponsorship: Janet Bliss, APR
Awards & Recognition: Jennifer Meads
Maxim: Bonnie Elgie, APR
Membership: Sandra Sweet
Program & Professional Development: Sandra Hatch
Website: Simon Whitfield

Student – Mount Royal: Jyl Russell
Student- U of C: TBA

Members on the move

Have you made a job change? Let your colleagues know by sending us your new job details.

E-mail bonnie@openminds.ca with the information.

Upcoming events

Visit the CPRS website for more details:

www.cprscalgary.org

CPRS Volunteer Opportunities

There are many ways to get involved in your CPRS Chapter. Volunteering is a great way to meet new colleagues, try different experiences and truly make a difference to the success of CPRS Calgary and the public relations profession. Here are a few of the current volunteer opportunities:

MAXIM COMMITTEE

Committee Co-Chair: 1 person

This is not a Board member position, but does serve as a back-up to the *maxim* Chair.

- Back up for all functions of committee Chair.
- Ensure that enough articles are always in progress to avoid delays when expected articles don't materialize.
- Distributes newsletter to membership.
- Potential candidate to run for a CPRS-Calgary Board position (possibly assuming the *maxim* portfolio)

This is a great way to gain experience in a leadership role and potentially move into a Board position in the future.

Design Team: 2 persons

- Each person would then be responsible for designing every other issue
- Would allow time for designers to also contribute articles
- Involves layout of articles/graphics Microsoft Word template

Show your creative side and gain valuable experience in publication layout, as well as build pieces for your work portfolio!

Contributing Writers: 3 – 4 persons

- Research story ideas, write articles, and obtain related photos/graphics on local and national issues, member profiles, book reviews, professional development events, etc.
- Involves writing articles for both *maxim* and the CPRS Calgary web site

This position is well-suited to those who love to write. Build your portfolio and increase your profile within the society by writing articles for both the web site and *maxim*. It's also a good way to meet some of Calgary's leading PR professionals!

For more information, contact Bonnie Elgie at bonnie@openminds.ca

PROGRAM AND PROFESSIONAL DEVELOPMENT COMMITTEE

Speaker liaison: 1 person

Time per month: 5 hours (1 hour committee meeting, 2 hours liaison prior to event
2 hours - day of event)

- CPRS contact for speaker
- Assess Audio Visual needs of speaker and relay them to P & PD chairperson
- Compile short biography/topic information which will be used for event notices and introduction
- Act as host to speaker day of event.

Registration hosts: 3 persons

- Time per month: 2 hours : 1 hour committee meeting, 1 hours day of event
- Process guests at registration desk day of event

Evaluation tabulation: 2 persons

- Time per month: 2 hours: 1 hour committee meeting, 1 hour tabulation
- Collect evaluation forms from each meeting and record comments for next committee meeting

For more information, contact Sandra Hatch at shatch@jdrf.com

CPRS Volunteer Opportunities (con't)

MEMBERSHIP PORTFOLIO

In addition to the following volunteer opportunities, the membership portfolio often has need for individuals to assist with phone calling to contact members on various issues such as membership renewal. If you can not commit to a full volunteer position but would like to get involved, please consider phone calling as an option.

Membership List Coordinator: 1 person

Benefits to volunteer: Contact with Board members, exposure to members through contacting to update information, experience with cold calling to gain confidence, the opportunity to gain committee experience.

- Enter new members into membership list and track down any missing information.
- Update records for contact information, job status, volunteer work, APR status, awards received, etc.
- Distribute monthly or quarterly list of members to Board of Directors. Distribute e-mail list to the person in charge of e-mailing members.
- Provide updated lists to New Member Coordinator.
- Forward updated fax numbers to Canada News Wire and update fax numbers when appropriate.

New Member Liaison Coordinator and Assistant: 1 person

Volunteer Benefits: Exposure to members at all levels, access to Board members, experience with networking.

- The New Member Liaison Coordinator matches new members with a CPRS member to help the person over the networking hurdles of attending the first event. The Liaison and the new members can work out how long the relationship will go on – one event or more. Liaisons are for members only – not those who are interested in joining.
- Recruit members, at various levels, who would be interested in being a Liaison.
- Keep a list with their information so you can match them with new members when possible.
- The liaison is responsible for making arrangements with the new member to meet at the next event.

For more information, contact Sandra Sweet at sweets@bethanycare.com