

Summer 2007

## In this issue

An awards program in Ottawa? We want to hear from you!.....	3
Negotiating with your audio-visual company .....	4
WANTED: PR professionals .....	5
February PD session .....	7



The Canadian  
Public Relations  
Society, Inc.

THE VOICE OF CPRS OTTAWA/GATINEAU

## President's Message

By Stephen Heckbert, APR  
President, CPRS Ottawa/Gatineau

Dear fellow CPRS members,

It is with great pleasure that I write this, my final message to you, as the outgoing president of CPRS Ottawa/Gatineau. It is with pleasure because I have been proud to work with some wonderful people for the past three years as your president, and because I think the chapter today is in better shape than it has been in many years, with a full slate of directors coming in and an increasing membership hungry to get involved.

There are many things to talk about regarding your chapter and your society at this moment. We had a successful year of professional development, we've opened new lines of communication with the government of Canada, and we responded on your behalf to a request for industry comments from Public Works and Government Services Canada on a new approach to procurement.

What have we learned together in the past three years? We've learned there is a looming shortage in communicators, and we have learned that our voice becomes ever more important as an advisor to industry and government in helping to shape the communications agenda of the day.

What more do we need to do? We still need to do more PR for PR, and we're working on a plan to bring more exposure to the important work we do as a profession. Plus we need to get more people involved, so please, join us—the society is only as good as our joint contributions.

At the same time, I want to thank all those who are volunteering and giving of themselves today—your professional association needs you, and you're delivering on the commitment.

So please, join the conversation in whatever way you can, whether as a mentor for students or as a member of a volunteer committee of the board.

Thanks again for your support of the local chapter. For my part, I will stay involved next year, but I join a long line of those who understood the role of the past president—to advise quietly and fade discreetly into a supporting role. In short, it's better to fade away than to burn out.

Stephen Heckbert  
President

### CPRS recognizes APR recipients at national conference

The Canadian Public Relations Society paid tribute recently to the six newly accredited PR professionals in attendance at the national *Fast Forward* conference in Edmonton in June. The members were treated to a champagne reception and presented with their APR pin and certificate during the awards gala.

In 2006, 23 people completed the requirements successfully to become accredited members. CPRS Ottawa/Gatineau is proud to recognize the three local recipients: **Danielle Côté**, APR; **Cindy Goldberg**, APR and **Lin Moody**, APR.

*Continued on page 3*



# WE KNOW YOU HAVE ISSUES.



MEDIAVANTAGE

Stay on top of it all with  
**MediaVantage** – a revolutionary  
media monitoring and  
issues management tool.

Scan thousands of media sources across print, TV, Internet and weblogs. Track an unlimited number of issues using unlimited pre-set or ad-hoc search terms. Get instant results you can share easily with your colleagues. Do it all from your desktop. All from a single provider. **CNW Group**. For more information visit [www.newswire.ca](http://www.newswire.ca) or call 1.866.805.9530.



Powered by DNA 13  
Manage, Monitor & Measure  
Communications – Accurately.



CNW GROUP

*Continued from page 1*

There are now 481 accredited CPRS members—30 percent of the total membership.

To be considered, a candidate must have a minimum of five years of full-time employment in the field of public relations. They must also be known for their integrity and for maintaining high ethical standards.

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.

## An awards program in Ottawa? We want to hear from you!

The Ottawa/Gatineau Member Society of the CPRS serves the needs of the local public relations community through the establishment and maintenance of professional, educational and ethical standards in public relations.

In addition to the benefits afforded by the National Office, CPRS Ottawa/Gatineau also provides

- professional development sessions and special programs for CPRS members and other interested practitioners;
- opportunities for public relations professionals to meet with fellow practitioners;
- information updates through the *Vox* newsletter and the [cprsottawa.com](http://cprsottawa.com) website;
- online jobs postings that provide information about employment opportunities available to PR practitioners in the Ottawa/Gatineau region and across Canada;
- an annual general meeting; and
- mentoring for the accreditation process.

One service not offered by CPRS Ottawa/Gatineau, which is offered by many other similar organizations and other CPRS chapters, is a professional awards program recognizing local communicators and their work.

To create an awards program that reflects what our chapter's members want, we need to hear from you. When you receive our survey via email this month, please complete it and return by the deadline posted. You would be helping us create an awards program that best reflects our chapter and ourselves. Plus, your name could be drawn as the winner of two complimentary tickets to see a 2007–2008 Great Canadian Theatre Company play at the Irving Greenberg Theatre Centre (corner of Wellington and Holland).

If you want to volunteer, please contact Laurie Murphy at [loli@loliproductions.com](mailto:loli@loliproductions.com) or [publicity@gctc.ca](mailto:publicity@gctc.ca).



**AdamsJette**  
marketing + communications  
*Compelling ideas. Exceptional results.*

Now *there's*  
**a good idea!**

At Adams Jette, our sole purpose is to deliver compelling ideas and remarkable results in a way that is simple—and effective.

From market research, strategic planning and writing and editing to graphic design, printing and distribution, we provide a full suite of services.

Whether you are selling a product or an idea, we can help you *get more people to buy—or buy in.*

Contact us NOW by calling **613.235.5445** or by visiting us at [www.adamsjette.com](http://www.adamsjette.com) to find out how.

# Negotiating with your audio-visual company

As a public relations (PR) practitioner you may be called upon to purchase audio-visual services for news conferences, special events or meetings. But getting the services you want without going over budget may seem impossible. Multi-media support has become integral to how we present ourselves, so negotiating the best solution is an important skill.

Skilled negotiators rely on a position of strength but some PR practitioners inadvertently put themselves in a weak negotiating position. They may send out pre-determined equipment lists then resist bidders' suggestions. They may request quotations and make decisions too close to the event, almost assuring that the best equipment and staff are not available. They may even choose the lowest bid but then, have to add either equipment or labour at the last minute.

Here is a list of actions that PR practitioners can take to maximize success:

- Start the process early and seek proposals rather than quotations, particularly for large events. You'll benefit from the AV specialist's knowledge of the newest technology applications.
- Include the event's objectives, format and type of audience with your request for proposals to help the supplier determine the right balance of style versus content.
- Include an event agenda with the RFP so that the bidders can accurately plan labour costs.
- Provide a budget. Competitive forces will drive suppliers to offer their best value for dollar, often resulting in contracts below the budget limits.
- Request meetings with bidders to draw out justifications for equipment and labour choices, debate the proposed solutions, and explore alternatives.
- Include the successful bidder as a team member for the event.

Try some of these suggestions in your negotiations. You will be pleasantly surprised at how well your meetings will run and how much more value you will get for the same money.

*This article was brought to you by Duocom Canada Inc., CPRS Ottawa/Gatineau sponsor.*

## Staging and Rentals

- Data/video Projection
- Sound & Lighting
- Webcasting Services
- Videoconferencing
- Simultaneous Interpretation
- Audience Response Systems
- Equipment Rentals

**duocom**  
Canada's Leader in Audio Visual Solutions

Whether it's for a business meeting, conference, trade show, training session or entertainment, you can count on Duocom to ensure your event is a success.

[www.duocom.ca](http://www.duocom.ca)      1-888-338-6266      (613) 247-7044

We use only the best **NEC** projection and plasma display products

# WANTED: PR professionals

by Mélanie Lamoureux and Claudine Gagné (students) and Jean-Maurice Lafond (professor), la Cité collégiale

## Growing expectations in the labour market

No matter their field of expertise, businesses large and small depend more and more on public relations to reach their objectives. But what do employers expect of these in-demand communication professionals, and how does college training address these needs?

According to research conducted by the chair of the *Centre d'Études national sur l'industrie des relations publiques* at the University of Quebec at Montreal, managers in particular rely on PR professionals for their strategic communications, writing, crisis management, media relations and business communication needs.<sup>1</sup>

To develop trusting relationships within an increasingly demanding and media-driven environment, the PR professional must be proactive in using adapted and integrated communication tools. In addition, better research and analysis skills, as well as the ability to empathize will allow for a better understanding of various stakeholders and the issues that affect them.

## The college answer to best practices

To meet market needs, Ottawa's Cité collégiale offers a two-year training program on the practice of public relations and the use of effective communication tools.

The first year is dedicated to public relations basics: writing, communication techniques, research, information tools, media relations and marketing. After their first year, students are quickly submerged in a professional work environment where they develop and apply work principles and methods and gain a good understanding of the CPRS code of ethics.

During the second year, which includes many practical internal and external projects, these future public relations professionals gain a better understanding of business communications, advertising basics, event organization and agency and project management as well as crisis management. French, English, culture and media courses complete the training program, which ends with a seven-week, hands-on placement in a work environment.

## A program that lives up to expectations

The *Cité collégiale* program not only ensures future public relations professionals understand current job requirements, it also enables them to meet these requirements in a concrete manner.

Of course, it's more than having knowledge and understanding methods. A public relations professional also needs to be curious, have a sense of values, good self-knowledge and an understanding of others. Team spirit and a desire for excellence need to be front and center. Public relations work in 2007 is demanding, but exciting. Becoming the best PR professional you can be is the challenge of a lifetime.

Public relations is playing an increasingly significant role within business communication strategies, while advertising purchases are falling. Is the training of new public relations professionals up to the task?



*La Cité students and professor looking pleased with good media coverage (seated, from left to right): students Véronique Mathurin-Gendreau, Valérie Charron and Éric Desrivières-Labonté. Standing: Jean-Maurice Lafond, professor.*

<sup>1</sup> "Enjeux de la communication d'entreprise : les tendances canadiennes," *Bulletin Recherche RP, Centre d'Études national sur l'industrie des relations publiques, University of Quebec at Montreal, June 2006.*

« Ce qui se conçoit bien s'énonce  
clairement et les mots pour  
le dire viennent aisément »

—NICOLAS BOILEAU

*“Whatever we conceive well  
we express clearly,  
and words flow with ease”*

Chez Dyade, c'est cette recherche fondamentale qui nous inspire et qui anime notre volonté d'offrir des services de qualité inégalée. Qu'il s'agisse de services linguistiques, de communication visuelle ou de relations publiques, nous croyons que le succès réside dans la quête d'idées nouvelles et de meilleures pratiques.

*Dyade is inspired by this fundamental research and motivated by the will to offer services of unparalleled quality. Whether you seek our services in linguistics, visual communication or public relations, we believe that success lies in the quest for new ideas and best practices.*



**DYADE**

CRÉATEUR DE NOUVELLES PERCEPTIONS  
CREATOR OF NEW PERCEPTIONS

[www.dyade.com](http://www.dyade.com)

## February PD session

On February 27, CPRS Ottawa/Gatineau held a professional development session called *Planning for the things you can't control: A case study for Winterlude 2007*.

Guy Laflamme, Vice-President of National Programming, Communications and Marketing for the National Capital Commission, provided attendees with a behind-the-scenes look at the NCC's preparations for an alternative scenario for a warm Winterlude.

Thanks to years of planning and the cooperation of staff and local organizations, contingency plans were ready to be launched at a moment's notice, including the possibility of using local museums and opening Colonel By Drive to rollerbladers.

Luckily, Mother Nature cooperated, making this year's event one of the most successful ever, with 1.6 million visits recorded at the three main Winterlude sites and an economic impact to the region estimated at \$151 million.



*Despite preparing for alternative scenarios, Guy Laflamme still needed to promote the traditional Winterlude. So, to counter perceptions prior to this year's event that the weather would not be very wintry, Laflamme wore a cozy winter hat during every television interview. It was a great visual reminder that Ottawa was ready, that conditions were consistently improving and that it was indeed cold in the nation's capital!*

*From left to right: Lucie Caron, Acting Director, Strategic Communications; Kathryn Keyes, Media Relations Advisor; Guy Laflamme, Vice-President, National Programming, Communications and Marketing; Chantal Comeau, Media Relations Officer and Marie-Ève Létourneau, Media Relations Advisor.*

## Welcome to our newest members

The CPRS Ottawa/Gatineau board of directors would like to extend a warm welcome to the newest members of our chapter. We invite new members to join us at our professional development events throughout the year. If you have any questions or concerns, please feel to contact the Executive Director, Carmen Marson-Awad, via email at [info@cprsottawa.com](mailto:info@cprsottawa.com) or by phone at 613-843-0150. We look forward to seeing soon.

- Frances McRae,  
Privy Council Office
- Isabelle Des Chênes,  
Forest Products Association of Canada
- Philip D. Newton,  
Canadian Paralympic Committee
- Mark Salter,  
News Canada Inc.
- Annie Cuerrier,  
Industry Canada
- Krista Kealey,  
Ottawa International Airport Authority
- France Clost,  
The Children's Aid Society of Ottawa
- Daniel-Robert Gooch,  
Canadian Airports Council
- Caroline Grondin,  
CRTC
- Léa Werthman,  
Service Canada
- Yoan St. Onge,  
Construction de Défense Canada
- Johannus (John) C. Olsthoorn,  
Canadian Health Services Research Foundation
- Martin Sampson,  
Fleishman-Hillard Canada Inc.
- Diane Riddell,  
Royal Canadian Mounted Police
- PJ Vankoughnett-Olson,  
Canadian Blood Services
- Lorna Tessier,  
Canadian Blood Services

# CPRS Ottawa/Gatineau 2006–2007 Board of Directors

Feel free to contact any of our board members with your ideas, thoughts or offers to help out!

## President

### Stephen Heckbert, APR

Thornley Fallis Communications  
Phone: 613-231-3355 x225  
Email: heckbert@thornleyfallis.com

## President Elect

### Tim Power

Summa Strategies Canada  
Phone: 613-235-1400  
Email: tpowers@summa.ca

## Secretary and Vox Newsletter

### Aurélie Walsh

Blueprint Public Relations  
Phone: 613-237-7400 x23  
Email: aurelie@blueprintpr.ca

## Student Liaison

### Frances McRae

Privy Council Office  
Phone: 613-957-5153  
Email: fmcrac@bnet.pco-bcp.gc.ca

## Accreditation

### Robyn Osgood, APR

Blueprint Public Relations  
Phone: 613-237-7400 x25  
Email: robyn@blueprintpr.ca

## Sponsorship

### Danielle Côté APR

BKT Health Promotion  
and Communications Inc.  
Phone: 613-565-5600  
Email: dfcote@bkthealth.com

## Marketing

### Keelan Green

Thornley Fallis Communications  
Phone: 613-231-3355 x260  
Email: green@thornleyfallis.com

## Members-at-large

### Annie Cuerrier

Industry Canada  
Phone: 613-947-1969  
Email: cuerrier.annie@ic.gc.ca

### Laurie Murphy

Phone: 613-421-0544  
Email: publicist@loliproductions.com

## Executive Director

### Carmen Marson-Awad

eMediat Communications  
Phone: 613-843-0150  
Email: info@cprsottawa.com

---

## Our Sponsors:

