



## Advancing the Profession in Manitoba

by Adam Dooley, CPRS Manitoba President



Adam Dooley, CPRS MB President

I'm very proud to be starting my term as President of the Manitoba Chapter of CPRS. I am fortunate

to be working with an excellent Board of Directors and it promises to be an exciting year.

As you'll read in this newsletter, we are planning to deliver some excellent programming to our members this year. Our luncheon program began taking shape over the summer and is sure to stimulate creativity in all of us this year.

### Great Conference

I'm also very much looking forward to our conference next February. We expect it will be one of the best public relations and communications conferences to come to Manitoba in the last decade and we have our national organization to thank for helping us get it started.

We've volunteered to have the national CPRS Board of Directors hold their February meeting here in Winnipeg. That's right: February in Winnipeg. A selected number of them will be tapped to lead our conference workshops. This gives us the opportunity to tap into some of the leading PR professionals in the country, bringing us expert insight into PR strategy, execution and measurement.

For the Manitoba chapter, the conference will be a chance to *advance the profession, advance the professional and advance the society*. It also means we'll be able to offer our members a first-class conference at a very affordable rate of \$150 per member for the full day.

Planning for the conference got underway early in 2006 and we're on track to unveil the conference line-up and venue early this fall. So stay tuned for more information and mark your calendars for February 9, 2007!

### Thriving Chapter

The future certainly has never looked brighter for CPRS Manitoba than it

does now. I feel very fortunate to be given the chance to build on the momentum that has been generated from previous boards. We have a growing membership, active new relationships with both Red River College and the University of Winnipeg and an excellent tradition of superb professional development.

Starting this fall, I'll also be starting a new tradition here in Manitoba by hosting friendly 'booze and schmooze' events at various local watering holes. They'll be a chance to share stories with colleagues, meet some new friends and do some all important networking.

As one final word, I am asking each of our members to do two things this year. First, get involved in CPRS by coming out to our events. Second, spread the word by telling your colleagues about the benefits of CPRS. The stronger our local chapter becomes, the more benefits we can bring you.

See you all soon!

Adam Dooley

CPRS Manitoba is a chapter of the Canadian Public Relations Society Inc. (CPRS), which is the only professional association in Canada for public relations professionals. CPRS Manitoba enjoys partnerships with the other CPRS chapters across Canada, and through the national association, shares alliances with the Public Relations Society of America (PRSA) and the International Public Relations Association (IPRA).

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## There's a reason to Blog

by Pam Gramiak

*Blog*: A frequent, chronological publication of personal thoughts and Web links - *marketing.com*

If you're going to blog, you better have a reason.

In this new, "I-gotta-have-it-now-and-it-has-to-be-current," information-addicted society we live in, blogs are quickly becoming a popular, and important, element of the communication age.

According to the online encyclopedia, Wikipedia, the earliest form of blogging appeared in 1994 by way of e-mail lists and bulletin board systems (BBS) and has evolved into the mainstream media, providing a forum for everyone from an arm-chair politician who needs to get her whine on to the CEOs of major corporations journaling their activities as a way of connecting with employees, shareholders and customers.

For many years, journalists and writers generally viewed blogging (also known as web logs or online journals) as a threat to their profession because by virtue of the forum, anyone can write anything about any topic without having to maintain the standard of attribution while remaining anonymous. In more recent years, however, businesses, charitable organizations and mainstream media have all recognized the value of connecting with their audiences and creating a sense of community within the greater global community.

Here at home, *Winnipeg Free Press* editor Bob Cox says blogging is an important extension of what WFP does: reach out to people.

"[Blogs] can provide information that doesn't fit in the paper," said Cox, who qualified our conversation by saying he's still very "green" in the area of blogging. "It's about communicating with people."

Cox said blogs are especially effective for television, movie and art critics to expand on their thoughts when the paper doesn't have space for further conversation or comment.

Business blogs provide owners, managers and executives the opportunity to express the personality side of their business, said Cox.

"All businesses are in the business of reaching out to people," he said. "In terms of CEOs, a blog can personalize who he or she is, it's a way to express ideas and try and explain yourself."

In Winnipeg, Cox cited the Running Room blog ([runningroom.com](http://runningroom.com)) as an example of a local blog that provides a service to its audience and connects with the local community.

"Anyone who runs can go to the Web site and find out what's going on (in the running community)."

Blogging is a great opportunity to connect with an audience and can be an effective communication tool for any business, as long as it's being used properly.

"You have to have a reason to do a blog," says Cox, again qualifying his status as a rookie in the blogging arena. "Sometimes they just don't fit."

Continued on the next page.

### CPRS Manitoba Mini-Conference Feb. 9, 2006

## On the verge...

**... of greatness or disaster.** We walk a fine line between greatness and disaster when developing communications materials for our organizations – whether it be getting the right message to the right audience or ensuring an organization has a positive image with its internal and external publics.

Join CPRS Manitoba for an incredible educational opportunity. Communications professionals from across Canada will share their expertise on strategies, methodologies and tactics on a variety of topics. Discover the latest industry trends and learn from some of the top experts in their fields during specialized workshops.

Go to [www.cprs.mb.ca](http://www.cprs.mb.ca) in October for the conference brochure and registration information.

## Winning a marathon: WHS' *Unleash the Potential* campaign

by Pam Shaw



*Charllene Pedersen, WHS Director of Development, and Past President of CPRS MB - with her dogs, Maxi and Sam.*

In March 2005, the Winnipeg Humane Society's capital campaign aimed to raise \$9.5 million for a new shelter. The high bar was made higher in November 2005, when the Kresge Foundation challenged the WHS to raise an additional \$2 million by June 2006. Charllene Pedersen, WHS

first-time donors and renewed long-time donors' commitments. The charity's staff and volunteers gained a new sense of unity in working towards one goal for the extended period.

The WHS negotiated a key partnership with CKY television that Pedersen describes as "a coup and a first" - a news anchor as spokesperson for a not-for-profit. Planned newspaper ads with the Winnipeg Free Press and a schedule of media-friendly events maintained WHS visibility for the run. Pedersen adds the Development and PR departments at the WHS work closely together at all times, since "it is imperative that we have good donor/public relations."

Director of Development successfully adapted her communications strategy, turning a 9-month campaign into a 16-month marathon.

If clarity of purpose and a well-researched public relations strategy set the winning pace, dedicated teamwork and a sense of vision encouraged it to the end. Clear descriptions of a modern, fully-equipped animal shelter, and the 10,000 animals it could assist, inspired many

On June 27<sup>th</sup> the WHS thanked its sponsors and many donors for meeting the challenge goal, raising over \$13 million. Beyond the money, the WHS can thank this tightly focused, well-paced marathon public relations campaign for a rejuvenated public profile.

*Pam Shaw is the Public Relations Coordinator at CAA Manitoba. She is currently on maternity leave until March 2007.*

## There's a reason to Blog *continued...*

By way of general guidelines, there are a few easy-to-follow ideas businesses or organizations can consider before setting up a blog. Because a blog is a more intimate way of connecting with an audience, the writing should be conversational and informal. Don't start a blog for the sake of having a blog. Ask yourself some general questions such as, "What is the purpose of the blog?" and be able to answer in 20 words or less.

Cox blogs because, "As editor, I want to explain the internal workings of a newspaper." (12 words).

After clearly identifying the reason to blog, an organization needs to decide who should be the public face

of the company, who has the time to maintain the blog and is committed to following it through. It may be hard to find the time to maintain the blog but it's made easier if it's incorporated into the work day, the same way people make time to check e-mails and return phone calls.

On the public relations front, Cox cautioned against a ghost writer.

"One of the purposes (of a blog) is that it's personal, it's human, and it has to be you."

The company blogger doesn't necessarily have to be a writer. The beauty of the beast is that it can be as long or as short as the writer wants and can be edited for grammar,

spelling and content before being posted.

While blogging has emerged as an effective communication tool in today's "gotta-have-it" environment, companies need to give careful consideration before incorporating it as part of a communications strategy.

"You have to decide if it's a fit for your company," said Cox. "It depends on where you want to put your resources."

*Pam Gramiak is the Managing Editor at We Communications, a business publishing, creative design, marketing and multi-media company in Winnipeg.*

# CPRS and student membership

by Betsy Hiebert, with thanks to Everett Martin



It was a warm summer day in July when I first heard the term Public Relations. I was working at the VIP tent at the Horse Jumping competition for the Pan Am Games when a dignitary approached me and said – you should be in PR.

What on earth is PR and if it means that I get paid to do what I'm volunteering for – sign me up – because I'm loving it!

I explored the world of communications and quickly learned that Public Relations seemed like a cool place to start.

I chose to enter the University of Winnipeg's Continuing Education Communication Program. I graduated in 2005 with a diploma in Public Relations and haven't looked back.

It wasn't until Adele Stevens (a former CPRS board member ) was one of my instructors that I was introduced to the world of CPRS.

When I graduated, I suddenly felt alone in the big PR world. I wondered how I would ever stay in touch with fellow PR practitioners and keep up-to-date on the happenings of the PR world.

I joined shortly after and here I am on the board – WOW!

Let me give you the Reader's Digest version of just some of the benefits to you as a student.

## Networking

I never understood the value of networking until I started my first full-time job. WOW – this is your opportunity to meet people from all walks of life. Establishing business relationships gives you the chance to learn from each other, develop friendships and maybe even one day help you find a job.

## Learn from the pros

As a student I was hungry for knowledge. I soaked up everything like a sponge that had been dry for years. That desire has not left me and I marvel at the experiences seasoned PR professionals share. There is much to absorb that can be transferred to my own place of work. I often walk away challenged to set new goals for my own career.

## Keep up-to-date

I may be dating myself here – but remember picking teams in gym class? This vivid reminder of the same kids being picked last for team sports - reminds me that nobody likes to be left in the dust.

CPRS newsletters, luncheons, mini-conferences and our new Web site will keep you in the know. Our goal is to provide timely information that helps you stay in the loop of the latest communication tools and trends.

So I bet you're wondering – how can I become involved and join this great group? Keep reading because I think you'll find some answers to a few of your questions.

## How much does it cost?

A student membership costs \$40.00 per year and you must be a student when you apply. Upon graduation you can keep your student membership for one year from the date you applied before having to decide whether a full membership is up your alley.

## How do I apply?

You can apply by visiting our Web site at [www.cprs.mb.ca](http://www.cprs.mb.ca) and filling out the application form. Follow the instructions for payment.

## Are there any restrictions?

Yes. You must be enrolled in a recognized PR-related program. We accept both full-time and part-time students, even people taking one course at a time, but students must **NOT** be deriving their income from the practice of PR, Communications, Marketing, etc while in school. The rationale is the employer should cover the cost of a full membership should the applicant qualify.

If you have questions regarding student membership, contact our Director of Membership, Everett Martin at [membership@cprs.mb.ca](mailto:membership@cprs.mb.ca) or at [emartin@wcb.mb.ca](mailto:emartin@wcb.mb.ca)

*Betsy has five years experience working in Communications. She is currently the Director of Communications and Community Safety at the Manitoba Safety Council. As a very new member to the CPRS board, she is excited about her shared Communications position with Bonnie Gauthier.*

## CPRS's fall speaker line up

This year's luncheon sessions will be held at the Fort Garry Hotel again and, as usual, we've lined up a great selection of speakers for you. Come out and listen to knowledgeable speakers while enjoying a meal and connecting with fellow communicators.

**September 20: *From Satellites to Sombreros - Managing International Media at the 2006 Western Premiers' Conference and North American Leaders' Summit***

What happens when 108 international media descend on a small town whose claim to fame is a really cool Icelandic festival and gift shop? And what about the Prime Minister, Premiers, US senators and their respective entourages? Where do you put them? How do you meet their needs? What is Stephen Harper's infamous "List" and just what do you do with it? These are some of the issues that popped up at the 2006 Western Premiers' Conference and North American Leaders' Summit held in Gimli.

Graham Gork from Communications Services Manitoba and Riva Harrison from the Province of Manitoba's department of Intergovernmental Affairs and Trade will share their thoughts about how a successful event was

created in an environment rife with technical and logistical challenges – not to mention the occasional gatecrasher or two.

**To register for the September session**, please send an e-mail to [rsvp@cprs.mb.ca](mailto:rsvp@cprs.mb.ca) and watch for reminders with more details.

Non-members (\$35)  
Members (\$25)  
Student members (\$20)

### Coming soon:

**October 18** – Diana Soroka from MLCC and Correy Myco from ChangeMakers will discuss the MLCC's award-winning "Be Undrunk" campaign and the innovative use of target driven creative elements in the campaign.

**November 15** – Guy Regnier from Deschenes Regnier will let us in on what every graphic designer wished communications professionals knew about the design process. Learn how to reduce frustration and save time and money as you make creative projects come alive with your design team.

## CPRS Manitoba Web site launch:

Go to [www.cprs.mb.ca](http://www.cprs.mb.ca) on September 25<sup>th</sup>!

by *Bonnie Gauthier*

It's the same old address with a whole new look. The launch of our highly anticipated Web site is finally here. On September 25<sup>th</sup>, you'll be able to register for CPRS events on-line, find out how to become accredited in public relations, and discover what courses are available to hone your skills. Members will have access to a Members-Only Area to view job opportunities, read archived editions of our Insight newsletter, and more.

### You asked. We delivered.

Last fall, we distributed a survey to our members and potential members to find out what they wanted in a Web site. We discovered that respondents were looking for a site that is

functional and will enhance their knowledge of the communications industry in Manitoba. Members will now be able to update their contact information and volunteer for CPRS initiatives on-line, as well as post job opportunities on the site.

The new site will also give you a better perspective of our entire organization. Some of the main sections include: About Us, Professional Development, Membership and Members-Only Area. You'll learn more about CPRS as a whole and delve in to governance issues, register for monthly luncheons, and find out about the value of membership.

### We'll make you want to come back for more.

In addition to our regular updates, we plan to include one new section every month from now until January. Here is what you can expect to see:

**October:** Mini-Conference Promotion  
**November:** Recommended Readings  
**December:** PR Links  
**January:** Winter Edition of Insight Newsletter

For more information on our Web site, please contact Bonnie Gauthier at [info@cprs.mb.ca](mailto:info@cprs.mb.ca).

# The CPRS accreditation process

by Terry Aseltine, APR

The purpose of the CPRS accreditation process is to assess a member's depth of experience and competence in the professional practice of public relations and to recognize this achievement through the designation of accreditation.

Benefits of the APR designation include:

- Improved career opportunities and advancement;
- Potential for higher career earnings;
- Increased knowledge and understanding of your profession;
- Enhanced professional image and peer recognition;
- A clear demonstration to employers about your commitment to your profession.

Once accredited, members must remain current in the profession. As a candidate for accreditation, you must pass a three-part accreditation exam process with an overall average score of 65 per cent and subscribe to the CPRS Code of Professional Standards.

Upon successful completion of the three-part process, work sample, written and oral exam, you will be recognized as an Accredited Public Relations practitioner and authorized to use the "APR" designation. Each year thereafter and, as a member in good standing, you are authorized to use the "APR" designation.

The accreditation process is a measure of the extent of your practical experience and competence in the field as judged by peers. You may pursue the APR designation once you have satisfied the following eligibility requirements:

- 1) You have been employed full-time in a public relations position or have owned for at least five years your own public relations business; \*
- 2) You spend at least half of your professional time involved with specific public relations activities; and
- 3) You are a member in good standing of the Canadian Public Relations Society.

\* *Equivalent work credit (up to six months) may be awarded for a public relations practicum or cooperative education experience successfully completed while attending a recognized college or university.*

## Application and prequalification process

Applications, along with the application fee for the accreditation process, must be received by the CPRS national office by **December 1, 2006**. Your application must include the names, addresses and phone numbers of three people familiar with your work who are willing and able to attest to your eligibility and professional conduct. Your references may not include members of the CPRS National Council on Accreditation, The CPRS National Board of Directors, or your immediate supervisor or subordinates. **Two of the three references must be accredited members of the Society.**

## Your application must be accompanied by:

- 1) A current resume outlining in detail your experience in the field;
- 2) A work sample overview, explaining the nature and scope of the proposed work sample and the extent of your role (ownership) in the program or project; (note: the work sample is one part of the three part evaluation process, which also includes both written and oral exams)
- 3) Certification from your employer or client(s) that you are currently employed as a public relations practitioner;
- 4) Confirmation of your length of employment. (Please note: In order to preserve the confidential nature of the application for accreditation, CPRS does not require candidates to disclose to their employers the reasons for requesting this confirmation. This requirement is necessary to ensure that candidates can satisfy requirements for length of employment).
- 5) The \$400 application fee.

For more information on the merits of accreditation and the process for getting your application in this year, please contact Terry Aseltine, APR, Accreditation Representative, MB Chapter at [tasetline@winnipeg.ca](mailto:tasetline@winnipeg.ca).

## We welcome your story ideas and submissions

If you have story ideas, or comments/ suggestions to improve the CPRS MB newsletter, let us know. You can reach us at [info@cprs.mb.ca](mailto:info@cprs.mb.ca) or CPRS Manitoba, PO Box 441, Station Main, Winnipeg MB R3C 2H6.

## Welcome new CPRS Manitoba members



**Bruce Leslie – Joined June 2006**

Bruce Leslie is Vice President, Community and Public Relations for CanWest Global Communications Corp, where he is responsible for public interface for CanWest's national and international operations. This includes

contact with media, financial analysts, shareholders, and government. He also administers community relations, through the philanthropy of the CanWest Global Foundation.

Before joining CanWest in 1998, Bruce was a senior consultant with the government and public relations firm of GPC Canada. He has also held similar positions in a major Canadian utility company and the Alberta legislature.

A former journalist and communications professional with 20 years experience, Bruce was a reporter/editor for several news operations within the CBC. He has a B.A. from the University of Calgary, and a M.A in Journalism from the University of Western Ontario.

### Janine Harasymchuk – Joined May 2006

Janine Harasymchuk is the Communications Officer at the Manitoba Centre for Health Policy, a research unit at the University of Manitoba. While employed, she has been hard at work completing the Public Relations Diploma Program (part-time) at the University of Winnipeg since 2002, and is looking forward to graduating in October.



Janine enjoys volunteering at her children's schools, the local community club, and the Manitoba Children's Museum. Janine is married with three children (aged 18, 15 and 12), and her family includes the "spice girls" Pepper and Ginger, the family dog and cat.



**C. Lee Crawford – Joined April 2006**

Lee Crawford manages the Government of Manitoba's writing unit. She has an honours degree in Journalism from Carleton University (1977) and now also teaches management communications at the University of Manitoba

part-time. She does seminars on everything from media relations and speech writing to using Myers Briggs typology in corporate team building.

Lee has more than 20 years' journalism, writing and editing experience with many of Canada's top media outlets, including Women's Television Network, The Globe & Mail, The Financial Post, CBC Radio, TV Guide, Western Living and more. For fun, Lee sings do-wop and country rock with various bands and occasionally puts her creative skills to the songwriting test.

### Michael Bouliane – Joined August 2006 (via CPRS Toronto)

As Public Affairs Coordinator at MTS Allstream, Michael Bouliane is responsible for the planning and execution of the company's PR and communications strategies.

He acts as a spokesperson and manages issues, media relations, marketing PR, and internal communications.

As Public Relations Manager at Sears Canada in Toronto, he developed the corporate social responsibility and community investment programs, and was responsible for media relations and issues/crisis communications. Michael has also worked in PR for Delta Air Lines (Central America) and Nike Canada.

Michael has an Honours Degree in Communications and Political Science from Wilfrid Laurier University and a Post-Graduate Certificate in Public Relations from Humber College. He loves cooking and dining, travel and languages, running, and "adrenaline sports."



Continued on the next page.

## Welcome new CPRS Manitoba members Continued...

### Pam Gramiak – Joined May 2006

Pam Gramiak is the Managing Editor at We Communications, a business publishing, creative design, marketing and multi-media company in Winnipeg. She is responsible for all corporate and client-based news releases, as well as newsletters and numerous communications strategies.



Pam is a Red River College graduate in Creative Communications, and is pursuing a Communications degree at the University of Winnipeg. She returned to school in 2003 after dedicating ten years to raising her two children, now aged nine and ten. Her community spirit is displayed in a number of volunteer activities, and she enjoys reading, bike riding and spending time with her family.



### Rhiannon Leier – Joined August 2006

Rhiannon Leier, a recent Creative Communications graduate, is an Account Manager Assistant with Fusion Communications. She joins the world of PR after retiring from a successful competitive swimming career that saw her

represent Canada at dozens of events around the world, including two Olympics in Sydney (2000) and Athens (2004). She is a three-time Canadian record-holder in breaststroke and a 2001 nominee for Manitoba Female Athlete of the Year.

As an award-winning student at RRC, she also served as Student Director on the 2005-06 CPRS Manitoba Board. Rhiannon holds a Bachelor of Health Sciences from the University of Miami, and has spent time as both a motivational speaker and a closed-circuit TV host at Winnipeg Children's Hospital.

### Shawna Forester – Joined July 2006

Shawna Forester is the Communications Associate for the Winnipeg Regional Health Authority, where she provides a full range of communication, promotion and advertising support, both to the general public and internally to over 28,000 employees. She has also done communications and marketing work for Rice Financial, the WCB of Manitoba and Endearing Records.



Already a graduate of Red River College and the University of Winnipeg, Shawna plans to enter the Master of Public Administration program at the University of Manitoba. Her academic interests include public organizational management and administrative theory, while she spends her free time on graphic design, creative writing, reading and freelancing for the music industry. Shawna also volunteers her PR services with Teen Touch.



### Siobhan Kari – Joined May 2006

Siobhan Kari coordinates a range of projects as Public Affairs Specialist for the University of Manitoba. She oversees the annual report; administers promotional publications and key web pages. She also liaises with

academic and administrative departments; and provides communications advice and media referrals while actively contributing to communications policies and planning.

Prior to joining the department, Siobhan spent a couple years working in communications for the Canadian Women's Health Network. She earned her MA in anthropology from the University of Manitoba and holds a BA (Hons) in Political Science and a BA (Hons) in Anthropology, both from Laurentian University. In her spare time, she likes to put her mountain biking skills to the test on Winnipeg's "monkey trails." And she recently just bought a house!