

newperspective

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Volunteers Help Make CPRS Toronto ACE Awards a Success

A hard-working team of volunteers, lead by chairperson, Reena Dar, ensured this year's ACE Awards celebration was a resounding success! Thanks to all participants, judges and committee members for their commitment to the ACE Awards program. Look for our next issue for highlights from the evening.

ACE Awards committee members sitting from left to right: Parm Chohan, Natasha Carr, Joseph Cariati.

Standing from left to right: Beth Daniher, Shannon Mitchell, Mikaela LeFaive, Farah Altoumah, Amanda Petriglia, Carly Heffernan (MC) and Reena Dar (Chairperson).

Missing from photo: Heather Agnew, Miranda Germani and Andrea Sluga



Media Relations Demands Custom Approaches

By Christine Smith



Seasoned PR pros, junior practitioners and students who attended February's Crafting Coverage: Create and Control Your Media learned that when it comes to media relations, one way definitely doesn't fit all situations.

Panelists Kevin Sack, City of Toronto, Tanya Bruckmueller-Wilson, Toronto Hydro, and Stephanie Nadalin, Optimum Public Relations, delivered this sage advice to a sold-out crowd at the professional development event.

Speakers shared tons of tips for successful media relations. Among them:

- preparation is key
- know your audience
- know your key media
- don't ignore ethnic media

- make key messages memorable
- don't confuse your already skeptical audiences
- really know your story
- don't underestimate the intelligence of reporters
- before you send out a news release, see if it passes the "so what?" test

Bruckmueller-Wilson, Media and Public Affairs Consultant, doesn't believe in blanketing the media with news release after news release. "Don't cry wolf; we're moving away from sending out so many releases to grizzled reporters. Most of the stories Toronto Hydro gets are the result of us pitching them. Sometimes, I'll call a reporter before a formal pitch to ask: 'What do you think of this story?'"

She believes the quality of news coverage and the quality of your relationships with journalists are more important than the quantity.

Media Relations PD session

Another key piece of advice she shared? Don't underestimate the value of monitoring the media. "As a junior, I hated doing the clips. Now I realize how important monitoring the media is in moving the needle towards story pick-up."

The City of Toronto, under the direction of Sack, Director, Strategic Communications, uses the news release as part of its media relations arsenal, along with news conferences. His overriding goal is to provide readers with a context to understand complex city issues and events. "My goal is to provide the public with context. Anyone can get hard stuff on Twitter or elsewhere. I want them to understand what led up to decisions, the background, the context."

Sack strongly believes in preparation – understanding what makes news, understanding key media and planning

for Q and As. One method that works for him? "I like to preface my comments to reporters with this phrase: 'The single most important thing readers need to know is...'" (That most important thing will vary depending on whether he's talking to a reporter from The Sun or The Toronto Star.)

Reminding everyone that the "media outlet is the gateway to your audience," Nadalin, an Accountant Director, provided a three-step process for key messages:

1. Develop the message (minimum of three clear, concise ones).
2. Support the message (with more details, analogies, examples).
3. Develop Q & As.

"Above all, make sure your key messages aren't boring, dry, too long, confusing, full of jargon, off topic or too generic," she said.

President's Message:

A Memorable Year

By Martin Waxman, APR



It's hard to believe CPRS Toronto has just finished another fiscal year. We began with our 60th anniversary celebration in June, featuring many of our past presidents sharing stories and reminiscences about the profession and how it has evolved. I think their honesty, candour and good humour made it a truly memorable night.

As you know, I'm a big proponent of the APR and, under the guidance of Vince Power, it's my great pleasure to welcome our seven new APRs, many of whom will be receiving their certificates and pins at our upcoming AGM: Natalie Bovair, Mark Dottori, Julie Lepsetz, Elizabeth Netto, Lindsay Peterson, Jeffrey Rohrer and Andrew Wagar. Congratulations on the accomplishment! I hope the process gave you a really good taste of CPRS and I encourage you to continue to be involved in the organization.

In January, we held our 17th annual CEO Communicator Award lunch and this year's recipient, Porter Airlines founder and CEO, Robert Deluce, gave an inspiring talk on how he uses communications to help build his business. Thanks to Lawrence Stevenson and his team for organizing the event and all the past-presidents for making the selection.

By the time you read this, the ACE Awards will be over and I'd like to congratulate everyone who entered and, of course, all the winners. There were a lot of deserving honourees; I'm pleased to report that we've had a 30 per cent increase in entries over last year. Thanks to Reena Dar and the ACE Committee for another great job.

We have been working on a new website design that better reflects who we are and our use of new social communications tools. We hope to launch it sometime in the summer. I look forward to your ideas and feedback.

In any volunteer organization, you really are only as good as your members and we have some stars. I think everyone on the board and all our volunteers have really stepped up to the plate. Thanks to all of you.

I would especially like to call out this year's student rep, Matthew Kofsky, who tirelessly engaged a new batch of PR students and encouraged them to join and become active in the Society. He planned many successful events and networking sessions. I wish him continued success as he begins his career.

And, of course, where would we be without Lois Marsh, who's always there, behind the scenes, making whatever needs to happen seem effortless.

I hope you enjoy this edition of the newsletter. Thank you to Mary Jane Martin and her committee for keeping it fresh and topical. That's a big job.

Next year, we're looking to continue providing programs, events and networking opportunities that will be of real value to you. And we're hoping our new website will spark even more conversations about the state of our industry. I'd be very interested to hear your ideas or thoughts, so please email me at mwaxman@palettepr.com, find me on Twitter or LinkedIn or say hello at an event. Looking forward to it!



Student Section

360° Event Review

Passport to PR

By Matthew Kofsky



On February 10, public relations students from across Toronto took the morning off from school and toured Toronto-area public relations agencies and offices to get a look at public relations from the inside.

Now in its fourth year, Passport to PR gave students the opportunity to visit such diverse offices as NATIONAL Public Relations, Canada News Wire, Greenpeace, the Ontario Hospital Association, TD Bank, Porter Novelli and many others.



Students met with senior public relations professionals to learn about day-to-day responsibilities of an intern, interesting personal stories from the professionals and helpful tips for when the students head out into the real world of public relations.

"Passport to PR is a valuable learning experience for both students and practitioners," explained Kristian Foster, CPRS Toronto Student and Mentoring Co-Chair. "It's an opportunity for students to learn about their chosen career and the chance for practitioners to hear what new practitioners will be bringing to the table in the near future."

Mid-Winter Student Mixer a Success

Seneca, Humber, Ryerson, Centennial – these are just four of the post-secondary schools currently offering public relations programs in the Toronto area. As students, we carry heavy course loads and many hours of study; top that off with fulltime jobs and we barely have the opportunity to hang out with our friends and family, much less students from other programs.

So, the Student Steering Committee organized its first Mid-Winter Mixer pub night this past February. Over 100 students and young professionals from all over the Toronto area came out for a night of mixing, mingling, food and drink.

But students have a social conscience as well. They donated \$275 to the Canadian Red Cross Haiti Earthquake Relief Fund through a raffle, with great prizes donated by Proctor & Gamble, Dancap Productions, Sears and the Fairmont Royal York.

The event was so successful the committee has decided to organize an end-of-school pub night this spring, with proceeds from the raffle to be donated to the Parkinson's Society of Canada.



Matthew Kofsky is the CPRS Toronto student representative for 2009 to 2010 and a class representative for Humber third-year students, where he is currently completing his three-year advanced public relations diploma.

CEO Award of Excellence in PR Gala



Mr. Robert Deluce, chief executive officer of Porter Airlines receives the 17th annual CEO Award of Excellence in Public Relations from CPRS Toronto president, Martin Waxman, APR at a gala luncheon on January 19th.



A number of CPRS Toronto past presidents were in attendance at the gala.

BACK ROW (l-r): John Muldoon APR, FCPRS, L.M.; Lesley Spencer APR, FCPRS(H),L.M.; TAG Watson APR, L.M.; Christina Marshall APR; Mark Hunter LaVigne APR,FCPRS; Blair Peberdy APR.

FRONT ROW (l-r): Barbara Sheffield APR, FCPRS L.M.; Don McKibbon APR; Susan McDougall APR; Nicholas Volk APR; Brigid O'Reilly APR, L.M.

Senior Communicator Profile – Sheila Corriveau

By MJ Martin



Sheila Corriveau established our Senior Communicator Profile for New Perspective. In this issue, we turned the tables and interviewed Corriveau about her more than two decades of experience in the public relations industry.

She joined the KPMG Global Resource Centre as the Head, Global Program Delivery in January 2010. Corriveau and her team support global marketers to ensure high quality and efficient implementation and production management of marketing projects. She works in close collaboration with internal clients, onshore vendors and offshore resource centres.

Prior to KPMG, Corriveau was Partner and Co-Founder of AgencyLink Inc., a consultancy that conducts marketing agency searches, delivers workshops and consults to improve client-agency relationships.

For almost 12 years, she worked for Porter Novelli, one of the world's largest public relations agencies. She was Partner, President and CEO at the Canadian operations and was then promoted to Global Network Director to ensure consistent client service standards.

Previously, she spearheaded marketing communication initiatives at The Dynacare Health Group and at Retail Council of Canada, where she helped launch and manage editorial for Canadian Retailer. Corriveau was the editor for Canadian Automobile Association's employee newsletter, and also had the job of promoting the Town of Goderich.

An active volunteer with industry associations, local colleges and countless not-for-profits, she has served as an executive board member, mentor, editor, awards judge, guest speaker and media relations consultant. The Canadian Public Relations Society named her PR Professional of the Year in 2005. She has also been recognized by the International Association of Business Communicators, Who's Who of Canadian Women, International Who's Who, Ontario's Premier, Durham College, and the Big Brothers Association.

Martin: What needs to change in our industry?

Corriveau: We need to increase the integration of our marketing communications efforts to deliver more impact. I also think we should market our value more and demonstrate how we save money, improve

quality, increase productivity, ensure consistency and share knowledge with a fresh perspective. Communications should never be perceived as just another cost centre. I also believe we need to work better with our business partners, particularly agencies and vendors. Any thinking agency wants early engagement. For a relationship to be effective, it is important to build trust, share information, resolve problems, establish process, set expectations, determine measurement and commit to developing the relationship.



Martin: What is your proudest accomplishment in your career?

Corriveau: Developing public relations campaigns to promote blood drives to help find bone marrow donors for cancer patients.

Martin: What is your management style?

Corriveau: I expect versus inspect. I haven't met anyone in communications that thrives in a micro-managed environment. It is important to be accessible and provide guidance, but I prefer to collaborate with my colleagues to find best solutions as opposed to management by dictation. I never wait until a formal performance review to provide coaching, as I think it is more valuable to give constructive criticism and praise in real time.

Martin: Who has had a major influence on your career and why?

Corriveau: Stan Didzbalis, the former President of Porter Novelli Canada. He taught me that a real leader is not measured by their number of followers, but rather by the number of followers they helped turn into leaders. Stan is genuine. He never suffered fools gladly, but he demonstrated every day the importance of recognizing strengths in colleagues to create a winning team.

Martin: What is your advice to new communicators?

Corriveau: 1) Be discreet. If you hear office gossip don't pass it on; 2) Never post anything online that you wouldn't share with your boss or grandmother; 3) Dress for the job you want not the job you have; 4) Find a mentor; 5) Get involved with an association like CPRS and volunteer within your community. You always get back more than you give; 6) Social media has had a major impact on business writing skills. Hone your skills and pay close attention to detail, including grammar and spelling; and 7) Never assume.

Martin: How can people achieve work-life balance in a world that is so connected?

Corriveau: You are often the engineer of your own destiny so develop solid time management skills and prioritize every day. We all have demands in our professional and personal lives. Lucky for me, KPMG is an employer-of-choice and offers a series of programs that support our goal of being a firm that fits with your life, both at work and at home.

Martin: If you had not had a career in PR, what would you have done?

Corriveau: A restaurant or film critic.

Martin: Why are you a member of CPRS Toronto?

Corriveau: CPRS Toronto provides a forum to hone skills, develop your career, seek advice, leverage resources, share ideas, build a rolodex, secure new business relationships and make friends.

Mary Jane Martin, APR, principal, MJ Martin & Company. She can be reached at mjmartin@primus.ca.

Canadians Migrate to Online Media

By Diane Williams

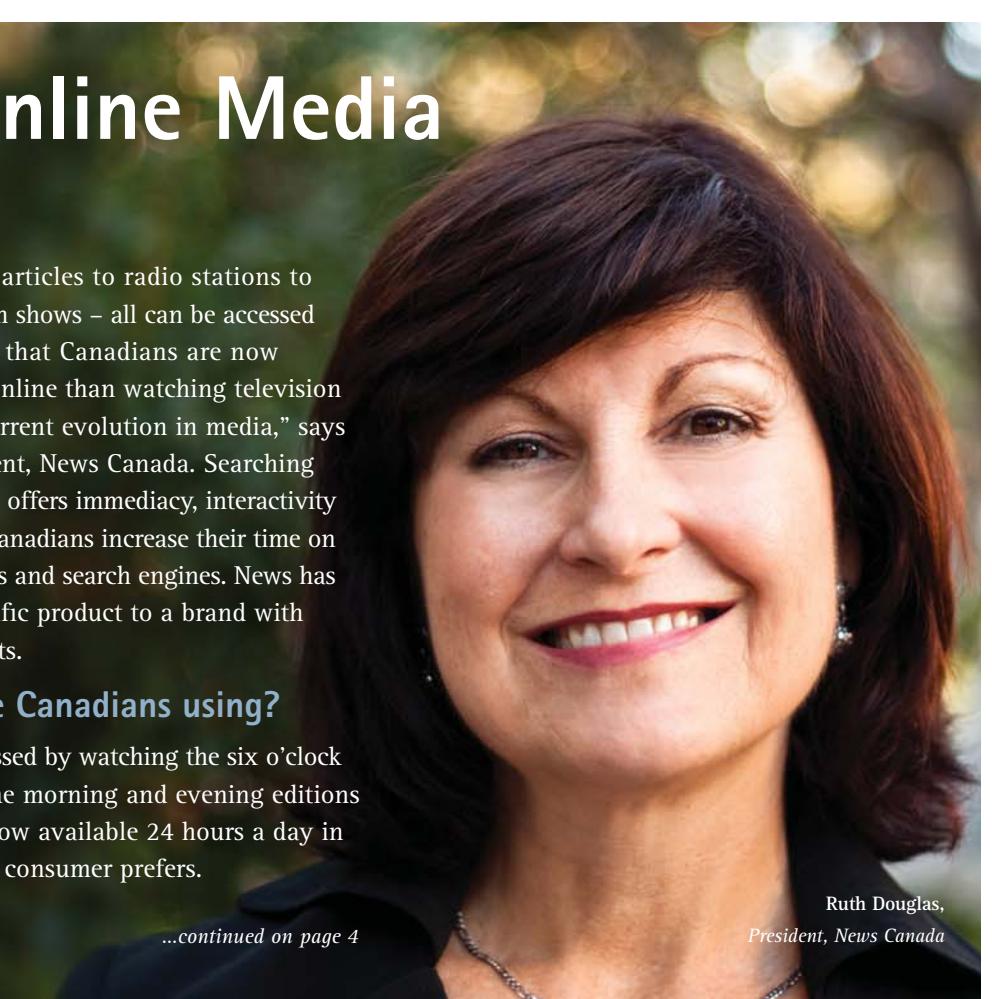
With advances in – and the availability of – electronic technology, Canadians today choose how and when they will consume news. It is available in a variety of formats, and throughout the day consumers move back and forth between mediums according to their needs and accessibility.

Canadians looking for news before they dash off to work will switch on the television, flip through the newspaper or listen to the radio. The same holds true once they get home for the evening; at this point, however, there is more time to spend on the medium of their choice, or they may use a variety at the same time. During the day, when consumers want information, they turn first to the Internet. "With the Internet, media consumers enjoy a range of mediums via 'one-stop shopping' on their computer. From

news or information articles to radio stations to their favorite television shows – all can be accessed on-demand. The fact that Canadians are now spending more time online than watching television is indicative of the current evolution in media," says Ruth Douglas, President, News Canada. Searching online for information offers immediacy, interactivity and ease. Each year, Canadians increase their time on media websites, portals and search engines. News has morphed from a specific product to a brand with many different formats.

What media are Canadians using?

The news – once accessed by watching the six o'clock news or by reading the morning and evening editions of a newspaper – is now available 24 hours a day in whichever format the consumer prefers.



Ruth Douglas,
President, News Canada

...continued on page 4

Canadians Migrate to Online Media

...continued from page 3

Newspapers

- 73% of Canadian adults read daily newspapers each week. (*NADbank 2008 readership*)
- 74% read their community newspaper. (*ComBase 2008-2009 study*)

Online

- Canadians view the most content in the world, averaging 4,000 pages per visitor per year. (*comScore 2009*)
- Canadians spend more time online – almost 100 more minutes per day than any other country in the world. (*comScore 2009*)
- Canada is ranked # 1 in searches. (*comScore 2009*)
- Canadians watch more videos than any country in the world. (*comScore 2009*)
- Broadband usage now tops 90%. (*comScore 2009*)
- Canadians spend more than 18 hours a week online. (*Ipsos Reid Study Mar '10*)

Radio

- Reaches 90% of Canadians every week. (*Radio Marketing Bureau 2010 Research*)
- Daytime listening levels are now on par with evening drive time, and listening during the workday has increased 40% compared to previous years. (*Radio Marketing Bureau 2010 Research*)

Television

- Canadians watch 16.9 hours of television a week, a rise from 15.8 hours in 2009. (*Ipsos Reid Study Mar '10*)
- Canadians are also watching more TV online as we have experienced with reading the paper online.

Diane Williams is sales manager, Digital Services, at News Canada. You can reach Williams at www.pr.newscanada.com



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Book Review

THE WHUFFIE FACTOR



Excerpt: "The term 'whuffie' was coined by Cory Doctorow, creator of the popular blog Boing Boing, to describe social capital in his futuristic science fiction novel, *Down and Out in the Magic Kingdom*. whuffie is the residual outcome – the currency – of your reputation. You lose or gain it based on positive or negative actions, your contributions to the community, and what people think of you. The measurement of your whuffie is weighted according to your interactions with communities and individuals."

Authors: Tara Hunt

Why this book: Like "Generation X," whuffie is a term coined by an inventive author to capture the essence of a social phenomenon. In this case it is the reputation we build for ourselves online. Author Tara Hunt promises that by connecting with your customers through online communities, you'll raise social capital, create demand and sell more product. She provides a great read and convincing argument for reaching target audiences of a "certain" age and Internet dependence.

Recommended by: Lynn Fenske, PR writer & editor

Availability: Hardcover \$28.95. Also available in audio book and e-book formats.

AGM May 18th

Be sure to attend your CPRS Toronto Annual General Meeting

Tuesday, May 18, 2010 at 5:30 pm

Metropolitan Hotel, 108 Chestnut Street, Toronto

Our guest speaker is the Honourable David Peterson, chairman, Cassels Brock & Blackwell LLP and, chair of the successful Toronto 2015 Pan American Games bid.

There is no fee for this event. To register please go to upcoming events at www.cprstoronto.com.

Some highlights include:

- 45% indicated that their publication had reduced pages in the past year
- 53% answered that there is more content published on their website than printed in their publication
- 48% post videos on their website
- 84% of those who use syndicated content use News Canada content
- 41% prefer articles of varying size to choose from
- 76% rated the topic of the article somewhat to very important when choosing material

To review the full survey please go to:

www.pr.newscanada.com/pdf/en/mediasurvey.pdf

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What's New in Marketing Communications?

Four Trends that are Shaping the Industry

1. The Emergence of the Selfsumer

Dr. David Jacobson, PhD, BSc (Eng), Director, Emerging Technologies, Advisory Services at PricewaterhouseCoopers in Toronto, sees a significant trend occurring in marketing communication – a move from the consumer, who in the past shopped in stores and online and chose products that were designed and advertised by others, beyond the prosumer, who shopped online, helped design products and enjoyed targeted, personalized advertising, to the selfsumer, who searches for and discovers bits and pieces of offerings and advertising of products from multiple sources.

"This emerging trend will require marketing communicators to think more creatively about the development of new promotional content and e-commerce channels to service the selfsumer," said Jacobson. "Marketing communicators will have to adapt more and more to purchasers' new online skills and tastes enabled by search, discovery and social networking technology."

2. Rise of online video

If YouTube was a standalone site, it would be the second-largest search engine after Google, and larger than Yahoo. Online video will see high growth, as spending in this area is forecast to increase to \$4.6 billion in 2013 – a sevenfold increase from 2008. Experts predict that by 2012 more than four out of five Internet users will watch online video ads, an increase of two-thirds from 2008.

3. The Semantic Web

"The semantic web, long predicted as the holy grail of the Internet, is finally taking shape as a significant factor in online searches," said Jacobson. "These technologies let computers process the meaning of web pages instead of simply downloading or serving them up blindly. Indicative of the rising importance of the semantic web are two products – the search engine Powerset, acquired by Microsoft in 2008; and the web organizer Twine, based on semantic technology."



you want." Twine is "powered by semantic understanding, which means Twine gets to know you. It automatically learns about your interests and makes connections and recommendations tailored to you." Powerful information for the marketing communicator.

4. The growing influence of bloggers and social networks

Blog readers as a group grew by nearly 50% over 2007. According to Josh Bernoff, Forrester Research Inc., one in three online adults now read blogs at least once a month, while 18% comment on them.

Interestingly, among blog readers (who are exhibiting selfsumer behaviour), blogs have become a more important tool than search engines for identifying new content. In a BuzzLogic study, reported in PR Newswire, 38% of frequent blog readers said blog links were the top tool for discovering new blog content, as compared with 34% who voted for Web searches. Blogs also have more impact than social networks, with frequent blog readers saying they trust relevant blog content for purchasing decisions more than content from social networking sites.

To read Jacobson's full report, please go to:
<http://www.pwc.com/ca/en/emerging-company/social-networking-in-business.jhtml>

The rise of the selfsumer will change the ways in which companies reach and convince their customers and clients to purchase their goods.

The selfsumer will decide on the fly when to buy, what to buy, what combinations to buy and where to buy it. Selfsumers will collaborate through social networking and access "advertisements," rather than commercials as we know them today.

On its website, Twine describes itself as a "new way for you to collect online content – videos, photos, articles, web pages and products – and bring it all together by topic, so you can have it all in one place and share it with anyone



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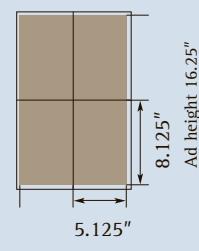
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Maryjane Martin, APR, Editor

Your contributions are welcome. Contact Maryjane Martin, APR at mjmartin@primus.ca.

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