



newperspective


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In this issue

President's Message • Book Review • Senior Communicator Profile – Jacqui d'Eon • Profile on Marketwire • So You Want to Win an ACE Award? • Career Outlook for 2010 • ACE AWARDS: What Makes a Winning Submission? • Ruth Hammond Scholarship Winner Announced • Surfing the Net • Profile of the Canadian Press • Students and Professionals Connect Over Dim Sum at the CPRS Open House

Robert Deluce CEO of the Year Award Winner

CPRS Toronto will present its 17th annual CEO of the Year Award to Robert Deluce, president and chief executive officer of Porter Airlines. "Mr. Deluce is regarded as one of Canada's most knowledgeable and respected airline owners and operators," said CEO of the Year Award selection committee chair, Lawrence Stevenson, APR. "Mr. Deluce has led Porter since its inception three years ago as the airline redefined short-haul air travel and became the leading regional carrier in North America."

The award highlights the growing role that communications plays in organizations across Canada. "The spirit of the CEO Award, first created in 1991, is to commemorate communications excellence and to advocate that a successful CEO must be an excellent communicator who can express a clear mission and shared values with a broad range of stakeholders," explains Stevenson.

Past recipients include Galen G. Weston, executive chairman of Loblaw Companies, Frances Lankin of the United Way of Greater Toronto, Michael Budman and Don Green of Roots Canada, Piers Handling of the Toronto International Film Festival, and Charles Baillie of TD Bank Financial Group.



Please join us at a gala luncheon as CPRS Toronto honours Mr. Robert Deluce, chief executive officer of Porter Airlines with the 17th annual CEO Award of Excellence in Public Relations

Date: Tuesday, January 19th, 2010
Time: 12 noon (lunch and award ceremony)
Place: Royal York Hotel

Tickets are now available by contacting Lois Marsh in the CPRS Toronto office at 416-360-1988 or marshl@marsh-executive.com or registering online at www.cprstoronto.com/ceo/ceoaward.aspx

Members: \$60
Non-members: \$75
Students: \$45
Tables of 10: \$600 (Members and Non-members)


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Social Media 101 with CPRS Toronto

By Lizanor Barrera



CPRS Toronto president, Martin Waxman, APR, moderated the panel discussion at the "Get Connected" event. Panellists seated left to right: Michael O'Connor Clarke from Thornley Fallis, William Young from Cabinet Office, Government of Ontario and Eden Spodek from iStudio.



It is inevitable. There is no way to stop it and after, nothing will ever be the same. Social media will – and has already begun to – drastically alter the communications industry we live in today.

To help communicators prepare for the future, CPRS Toronto presented Get Connected: Building Virtual Relationships to Expand Communities. Hosted October 15th at the Metropolitan Hotel, the professional development event featured a panel discussion on ways to expand virtual networks using social media tools.

"A really solid understanding of the social media landscape is essential for professional communicators today," said Michael O'Connor Clarke, vice-president, Thornley Fallis Communications and one of the speakers. "Millions of conversations relevant to you and your clients are taking place online every day and as stewards of our clients' reputations, communicators need to know how to pay attention to these conversations, learn from them and, when appropriate, engage."

O'Connor Clarke was joined on the panel by fellow Web 2.0 experts Eden Spodek, digital strategist, iStudio and

William Young, senior issues analyst, Cabinet Office, Government of Ontario.

The night began with O'Connor Clarke presenting his guide for developing social media strategies, which he refers to as LOOP:

- **Listen:** actively research your customer base and audience online
- **Organize:** plan your approach and make sure you have thought through policies, procedures and internal workflow processes before you engage
- **Optimize:** many organizations dabble in social media tactically before fully thinking things through, but take the time to plan an optimized presence
- **Play:** when you dive into social media, fully engage and do so with a sense of experimentation, authenticity and playful candour.

Spodek then offered several in-depth case studies demonstrating how blogs, Twitter and video can help clients engage with online communities and how to measure the success of these programs. She also stressed the importance of communicating quality content through social media and striving to connect with audiences without "corporate speak."

...continued on page 2

The Changing Role of our Profession

By Martin Waxman



As we look back on 2009, we can reflect on a year that many of us will be glad is coming to an end. It started with the economic meltdown and was followed by a summer-long municipal strike in Toronto and then the flurry of activity around H1N1.

Yet, as challenging as it was from a business and personal perspective, I think we learned a lot (I know I did). And, out of the maelstrom, I believe we glimpsed the rise of positive changes that will shape our profession for years to come.

Certainly, business is more focused on transparency and ethical actions. And that's a good thing. For our profession, which is often tasked with being the guardians of reputation, it means a bigger responsibility as well as an opportunity to take on a leadership role.

No one can deny the media landscape has been altered – traditional outlets have cut people and content. And PR practitioners have empathized with our journalist friends and have had to readjust our outlook to media relations. At the same time, many

of us have been self-educating in the practice of social media and getting away from corporate-speak as we communicate directly with consumers and other audiences.

Our age of conversation reminds me of James Grunig's model of two-way symmetrical communications (APR recipients and candidates will know what I'm talking about). We have even more tools that enable us to listen to our 'publics'. And that's the first step on the path of doing what our name says: creating and nurturing relationships.

I hope you enjoy the current issue or our newsletter. The newsletter team of volunteers worked diligently to assemble a range of stories that inform, engage and educate. You'll see highlights of past programs, a profile of two of our sponsors and an interview with Deloitte's Jacqui d'Eon who has some interesting things to say about the industry and work-life balance.

And on behalf of the board and Lois Marsh, I'd like to wish all of you and your families a lighter, brighter, more social 2010!

Social Media 101

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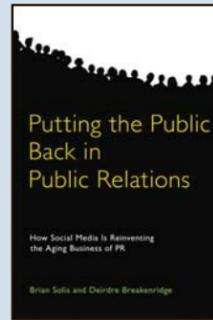
Finally, Young dispelled myths regarding bloggers as an insignificant community. Instead, he encourages marketing and public relations professionals to monitor conversations on blogs, Facebook and other social media because these discussions have a tremendous impact on an organization's public profile.

"It's great that CPRS Toronto offers us learning opportunities like this event," said Lynnette Visaya, a PR professional who attended. "The communities where we exist are always evolving, which is why there is a growing need among clients for a social media presence. Learning how to engage within these spaces and how we measure our voices are vital to a holistic PR strategy."

Lizamor Barrera is a communications specialist working for a telecommunications company. Contact Liz at lizamor.barrera@gmail.com.

Book Review

For good reason I own (and frequently reference) several books by Deirdre Breakenridge. She is an accomplished PR practitioner and author who writes comprehensive guides to strategic and tactical use of the Internet.



PUTTING THE PUBLIC BACK IN PUBLIC RELATIONS

Excerpt: "The easy answer is that PR has to go where the customers are, using the channels of influence that reach them. Subscribing to PR 2.0 or new PR philosophies, we now know that these channels will span traditional, social, and new media landscapes. We will look to influencers, and we can also look at reaching customers directly."

Authors: Brian Solis and Deirdre Breakenridge

Why this book: This book is a commentary on how social media is reinventing our industry and changing the way we research, plan and provide PR services. Interestingly, Brian Solis wrote the foreword to Breakenridge's book PR 2.0 New Media, New Tools, New Audiences (see our review of this book in the Summer 2008 issue – Ed.) which he ends with the statement "PR 2.0 is about putting the 'public' back in Public Relations." So here we have a valuable sequel about the power of social media to radically influence public relations. Only now the message is more personal – an encouraging word, advice to us all to stop being publicists in favour of becoming social catalysts. Available from online book retailers.

Recommended by: Lynn Fenske, PR writer & editor

ci-sion ['si-zhən] **1. n.** a media intelligence services company that provides public relations and marketing professionals with information and technology to help develop more effective and efficient communication strategies. **2. n.** an innovator in the PR software industry and winner of the **2009 CODiE Award for Best Online News Service** by the Software and Information Industry Association (SIIA). **3. v.** to **monitor media outlets** worldwide – including print, broadcast and Internet publications – to keep clients informed of their coverage and that of their competitors. **4. v.** enabling businesses to take more informed communication and marketing actions, and monitor and **evaluate their brand** in the media.

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Senior Communicator Profile – Jacqui d'Eon

By Sheila Corriveau



With more than three decades of well developed business acumen, Jacqui d'Eon, P. Eng., ABC, MC, CMC, is a successful professional engineer, a specialist in public and consumer relations, and the chief communications officer of Deloitte – the first person to hold this pivotal role.

In addition to leading the firm's internal and external communication programs, she consults daily with Deloitte's partners on risk and reputation matters. This PR veteran also acts as Deloitte's national spokesperson with the media, professional institutions, government agencies and other stakeholders.

From 1997 to 2002, she operated JAd'E Communications Ltd. serving a number of clients including Deloitte.

Previously, she held several progressive positions with Procter & Gamble Inc., Canada's leading packaged goods manufacturer. Her responsibilities included product development, consumer affairs, product performance issues, crisis communications and human resources.

A long-time member of Canadian Public Relations Society (CPRS) Toronto, she is also a volunteer with the International Association of Business Communicators (IABC). In 2008, she was honoured with the Master Communicator designation by IABC Canada. d'Eon also makes time to mentor a group of professional women as a MasterMind facilitator at the Verity Club in Toronto.

Corriveau: What has been the single biggest change in our industry during your career?

d'Eon: I will call it the “democratization of media”. This means that with the networking tools we each have at our disposal, anyone, anywhere can act as a reporter. For communicators, the speed with which this happens, and the lack of accountability in these new media, requires extra vigilance and skill.

Corriveau: How do you measure success?

d'Eon: I measure my success in the network of friends and colleagues I have in our profession. I am especially proud of the accomplishments of the people I have mentored over the years.

Corriveau: What is the best advice someone has given you in your career?

d'Eon: The same advice I gave my daughter – find something you love to do and have a talent for, and then find someone to pay you to do it. When you find something you love to do, you will never ‘work’ again.

Corriveau: What is your advice for new communicators?

d'Eon: Build your network and do it by taking a genuine interest in people and what you can do to help them, not just what you can learn from them.

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

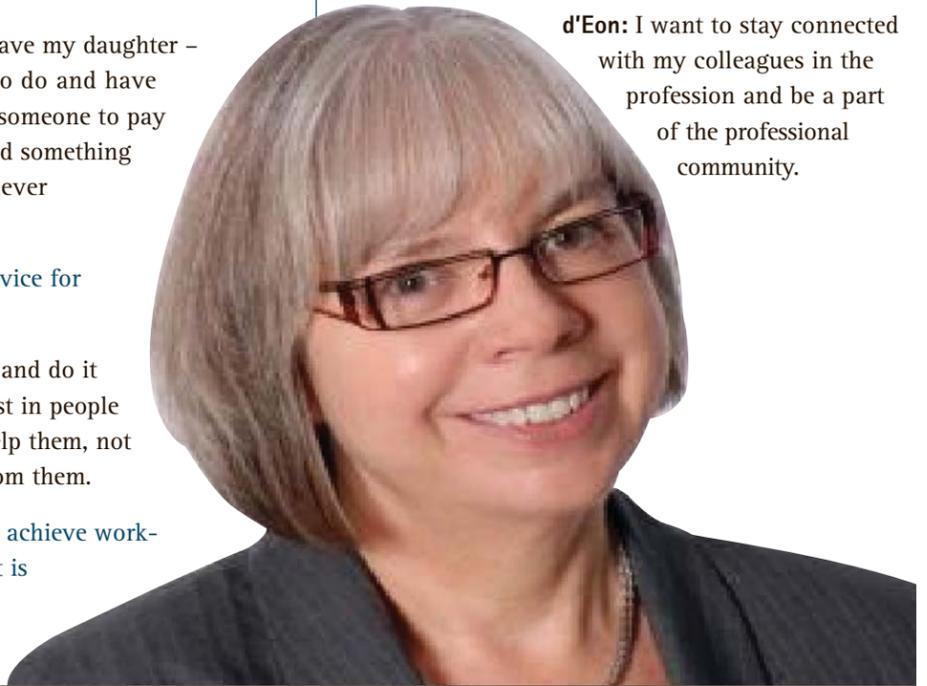
d'Eon: Each person has their own sense of balance and that can change with time over the course of a career. If you set your personal and work boundaries, you also have to be willing to accept the consequences of those boundaries. For example, if you have opted to work more, you need to be prepared that friends and family might feel slighted; conversely, if you choose to keep strict hours, you may miss out on some career opportunities. The “balance” is achieved over the long haul, not necessarily day-to-day.

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

d'Eon: I would have been a teacher of some sort – likely a figure skating coach.

Corriveau: Why are you a member of CPRS Toronto?

d'Eon: I want to stay connected with my colleagues in the profession and be a part of the professional community.



Sheila Corriveau is a partner in AgencyLink Inc. (www.agencylink.ca). The marketing consultancy conducts agency searches, consults, and delivers workshops to improve client-agency relationships and performance. She can be reached at sheila@agencylink.ca.

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Dave Scholz Vice President • 416-815-0330 • dscholz@legermarketing.com

Profile on Marketwire

By Joanna Nicholson



Marketwire's Canadian headquarters in Toronto.



As CPRS Toronto members and communicators, you've seen the Marketwire logo in e-blasts, in this newsletter and at events. You may have personally used the company's services for a campaign you were working on. For those unfamiliar

with Marketwire, we spoke with Lisa Davis, director of marketing and Michael Nowlan, president and CEO at Marketwire, to learn more about the company, the services it provides and its long-time relationship with CPRS Toronto.

Nearly 27 years after it was founded, Marketwire, a global newswire, remains Canadian-owned and has over 300 employees and 20 offices around the world. It continues to thrive by delivering innovative

products and services, which Davis explained in greater detail. "Marketwire provides public relations, marketing and all communications-specific solutions," explained Davis. "We provide everything from press release distribution to complete work flow management that bundles many services used by PR professionals into a single solution," she said.

The company's products and services fall into four categories:

Distribution: Delivery of news releases, multimedia and photos to traditional media anywhere around the world.

Multimedia: By using more than just plain text in news releases, Marketwire tells a more engaging story to its many audiences.

Media Management: Marketwire connects communications professionals to targeted audiences so their messages have the most impact. The company uses contact information from the Matthews Media Directories and online databases, such as Mediahub, that has over 600,000 contacts.

Monitoring: Tracking competitors is important to Marketwire and the company's News Dashboard is able to provide clients with a 360-degree view.

Superior products and services coupled with a strong commitment to client service are strong company values, according to Nowlan. And the feedback he receives from clients is proof that Marketwire continues to thrive. "The proudest moments I have as president of Marketwire are when our clients express their gratitude for the hard work and professionalism on behalf of our dedicated staff," said Nowlan. "I get phone calls, letters and e-mail from clients who compliment exemplary client service, and this proves to me our customer service culture is thriving."

Marketwire has also had a supportive role with CPRS – a relationship that is mutually beneficial. "Because Toronto has such a high concentration of agencies and practitioners, we have become incredibly active with the Toronto Chapter, and are proud to continue as Platinum sponsor," said Davis. "The Chapter continues to set the bar for excellence with the ACE and CEO of the Year awards, and by offering informative, hands-on professional development. Students, too, benefit greatly from their participation in the CPRS and we are extremely pleased that our continued support of the Chapter helps make this possible."

Joanna Nicholson currently works in communications at Industry Canada. She can be reached at: Joanna.nicholson@gmail.com

So You Want to Win an ACE Award? An inside look at what the judges want

By Amanda Petriglia



Winning an ACE Award is one of the highest honours a PR campaign can receive, and each year CPRS Toronto receives many ACE Award submissions. But what really sets a winning entry apart from the others?

We sat down with some of the ACE Award judges to find out what it takes to submit a winning entry.

In order to give a fair and objective view of each entry, judges come from a variety of sectors including academia, corporations, non-profits and agencies. Judging criteria are based on the RACE acronym: research, analysis, communication and evaluation.

One crucial element is a comprehensive plan. "Entries should demonstrate an understanding of the communication planning process," says Andrea Tavchar, professor at Humber College. "The objectives, strategies, tactics and evaluation should link to the audience effectively."

Having a solid objective is key. Judges are looking at how the entrants arrive at their campaign objectives and how measurable they are. "If objectives are not aligned with business goals, then the campaign will not have an impact on the business," says Leslie Wood, senior vice-president at Fleishman-Hillard.

Consideration is given to how well the communication tools support the campaign's strategies and objectives. Has the campaign embraced new technologies such as social media? Do the communication tools start conversations, connect people, tell a story?

For judges like Dave Scholz, vice-president at Leger Marketing, the quality of the research and evaluation components is significant. "We need to see that someone has done upfront research that leads to the decisions they make and that the research supports the final actions they've taken," says Scholz.

Creativity and innovation are essential components for any award-winning campaign, but judges are looking to see that this aligns with the strategies

and objectives set out in the initial plan. "Creativity for creativity's sake is of no value," says Wood. "Think strategic creativity."

So where do you go from here? There's no exact "winning formula" when it comes to the ACE Awards, but the judges have put together a few tips for you to keep in mind when submitting your entry:

- *Ensure objectives, strategies, and tactics are distinct and interrelated*
- *Present a well-done submission, as it makes it easier for the judges to mark. Ensure it is organized and well thought-out, but brief*
- *Make sure your research supports your decision-making. Quality research doesn't necessarily have to be too costly or sophisticated.*

The final deadline for ACE Award submissions is January 29, 2010, so start your submission early. Stay tuned to find out which entries have come out on top at the 2010 CPRS ACE Awards!

Amanda Petriglia is co-chair of media and marketing for the 2010 ACE Awards committee. To contact her and the ACE Award team go to <http://www.cprstoronto.com/ace/index.aspx> and click on the ACE Team.

Career Outlook for 2010

By Christian Hasse



News stations are telling us the economy is turning around. Does that mean 2010 will be a good year for PR people to make a career change?

While we're hearing about economic green shoots, many companies are still being careful about expenditures. We are starting to see companies staffing up for projects in the new year, but to get one of these coveted positions, you need to be proactive. It's a buyer's market and employers are seeking the best and brightest.

Job boards, association listings, and agency and corporate websites continue to post open jobs. While you should apply for these positions, don't hold your breath and wait for a call. Listings can draw up to 900 applicants! How do you like your odds at 900:1?

How do you improve the odds?

Be prepared for your job search. Update your resume to clearly list responsibilities and accomplishments, and ensure your portfolio highlights strategy, tactics and results for each project.

Next get out and network. The hidden job market comprises upwards of 60 per cent of open positions. Tune into what's happening in the industry, take part in events and look for ways to grow your network. In an age of instant messaging and email, you need to break out of the electronic mode and meet people face-to-face.

In this market, you must be proactive. You need to stand out from the crowd or risk losing your dream job.

Christian Hasse is a PR specialist and former recruiter. He can be reached at christian_hasse@yahoo.ca.

Ruth Hammond Scholarship Winner Announced



Amber Lonie, a fourth year Public Relations student at Mount Saint Vincent University, is the 2009 winner of the Ruth Hammond Scholarship.

Lonie has studied in a Chinese exchange program through Gingling College, Nanjing, China, has participated in a French Explore Program through Université Laval, Québec, and holds a communication arts diploma in advertising and public relations from Lethbridge College, Alberta. In 2008, she was on the Mount Saint Vincent Dean's List and in 2007 received the Millennium Excellence Award.

A member of the Canadian Public Relations Society, Lonie has served as treasurer of the Mount's Student Public Relations Society.

The Ruth Hammond Scholarship was established by Ms. Hammond's friends and colleagues in the Canadian Public Relations Society (Toronto) to honour her lifetime commitment to public relations education in Canada. The Scholarship, currently awarded by Mount Saint Vincent University, acknowledges a student who has completed at least two public relations co-op work terms and who has demonstrated outstanding academic achievement, leadership abilities and dedication to establishing a career in the public relations field.

Surfing the Net

Doing business in Singapore but not sure if or what you should take as a gift to the potential clients you are meeting?

Just joined a company and can't understand a word your colleagues are saying because every other word is an acronym?

Here are two sites that will appeal to public relations practitioners: the first is www.ExecutivePlanet.com, a site that provides valuable tips on business etiquette, customs and protocol for doing business worldwide.

The second is www.acronymfinder.com, a site that will not only help you find the meaning of an acronym a new boss or client uses, but also provides detailed background information on the term. Just for fun look up one of our society's acronyms: APR and see what it stands for and the qualifications needed to achieve this international designation.

ACE AWARDS: What Makes a Winning Submission? Perspectives from the 2009 ACE Award winner

By Aaron Ly



Cohn and Wolfe team – winners of best campaign last year.



After winning the Best PR Campaign of the Year at the 2009 ACE Awards, Dita Zemanek and her team at Cohn & Wolfe admits that winning the award "allowed us to celebrate, alongside our clients, the exceptional work that we do." Dita and her team submitted the "Crock-On: Revitalizing the Crock-Pot brand" campaign that not only generated interest in what used to be an "old-fashioned cooking method," but significantly changed the behaviour of its consumers. With creativity in leveraging social trends, such as the local food movement and "100 mile diet," Cohn & Wolfe was successful in creating and implementing a campaign that saw sales rise 137% in its first year, and 117% in its second year. So what makes a memorable and award-winning campaign?

Developing an effective PR campaign is more than just about how many media hits you get, or the tools used to getting the message to your audiences. Being passionate about the story and believing the message allows you to become a champion for the product. The result is a PR campaign that is honest, open and sincere. A campaign that does more than just telling a story

will effect change in the actions of your intended audiences. This is what public relations is all about.

Submitting an entry for the ACE Awards is an opportunity for you to showcase the exceptional work that PR practitioners carry out. In addition to the recognition received by winning an award, participation allows for further development with your peers, clients and audiences.

While completing your entry, always keep in mind the requirements and guidelines. The submitted campaign should then go above and beyond those minimum requirements. Be selective in which campaign you choose to submit for the ACE Awards, as the entry process can be a long one. Start as early as you can, as it could take anywhere between 20 to 30 hours to prepare the initial executive summary.

Keep in mind that the early bird deadline is January 22, 2010, and the final deadline is January 29, 2010. This is your opportunity to showcase the great public relations campaigns that you have put together in the past year.

Will there be any repeat winners from last year's ACE Awards? You'll have to wait until the 2010 ACE Awards to find out!

Aaron Ly is co-chair of media and marketing for the 2010 ACE Awards committee. To contact him and the ACE Award team go to <http://www.cprstoronto.com/ace/index.aspx> and click on the ACE Team.

Profile of the Canadian Press

By Emma Huang



The Canadian Press (CP) is not only a news service with 250 journalists that serves newspapers, radio and TV stations from coast to coast, nor a wire service from which PR professionals can send out news releases, but also a great sponsor of CPRS Toronto. Every time CPRS has an event, CP's image department sends a seasoned photographer.

"When I started at CP in 2001, CP had already started to sponsor the CPRS national conference," recalled Thuy Anh Nguyen, CP's marketing manager. CP continues to sponsor the national conference today. "We provide photography services for the entire conference and give delegates and conference organizers access to the photos online, so they can download the photos and order prints. The organizers also use the photos in marketing material to promote the following year's conference."

CP has been a CPRS Toronto sponsor for over five years, providing photographic services at a variety of professional development seminars, the ACE Awards, and other special events.

"The CPRS Toronto sponsorship provides CP with invaluable marketing and networking opportunities," says Nguyen. "This includes meeting clients face-to-face during events."

CP is Canada's national news agency, trusted by print and broadcast media since 1917. With its wire service, CP can reach thousands of journalists – editors and reporters – at more than 600 newspapers, radio and TV stations across Canada. It provides Command News, a media monitoring service, and news alerts to PR professionals as stories happen and before they hit the headlines.

This year, CP provides a new service – The Canadian Press Mobile application, which delivers updated news from a number of Canada's top news organizations (including CTV, The Globe and Mail, The Toronto Star, Transcontinental, Winnipeg Free Press and The Associated Press) that can be downloaded to BlackBerry smartphones, the iPhone or iPod Touch.

Emma Huang is a Toronto-based public relations professional with a decade of experience as an international journalist. She can be reached at emmahuang2008@gmail.com.

Students and Professionals Connect Over Dim Sum at the CPRS Open House

By Matthew Kofsky



Vince Power, APR, 2nd vice president and chair of the Accreditation committee, meets with students at the CPRS Toronto Open House.



On October 6, CPRS Toronto hosted its annual Open House, an event designed for students and practitioners to mix, mingle and network.

It was also a chance for the new board of directors to introduce themselves, talk a little about their upcoming projects and events and learn about what you are looking to gain from your memberships.

So what do these events offer students? For one thing, you can find out what the Chapter offers its members. For example, Kristian Foster, students and mentoring chair, explained the benefits of the Mentoring Program. "The Mentoring Program is a terrific opportunity for students who are looking to be mentored by experienced public relations practitioners," she said. In addition, Heather Agnew discussed the volunteer opportunities available to students who would like to help organize the ACE Awards.

I remember attending the Open House last year and being quite nervous about going up to someone and introducing myself. I watched a confident student walk around the room, extend her hand, smile and introduce herself to as many people as possible. My friend and I watched as she worked her way through

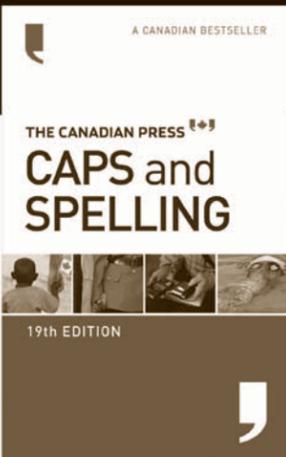
the room, chatting and conversing with everyone, finally making her way over to us. After chatting for a while we exchanged contact information. She is now one of my closest friends. This year I watched a new group of students shake hands and make connections. I am sure they too will make some lasting friendships.

I am in my final semester of school and before I begin my internship, attending CPRS events like the Open House is very valuable. As I try to narrow down where I'd like to work and what I'd like to do, talking to people who work in the profession and learning from their experiences has made the process much less intimidating. I overheard someone saying how exciting it was for her to meet grads from her program who are now working in public relations. To my surprise, professionals want to talk to me just as much as I want to talk to them. They are interested in my opinion and they want to share theirs with me.

That's the wonderful thing about attending these events – you never know what you'll come away with. You can gain some volunteer experience, a mentor, a new friend, career advice or just the sense that when you graduate there will be a group of people dedicated to making connections count.

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.

The must-have book of every PR pro



Do you login or log in? Wear a hoodie or hoody? Text message to a smartphone or textmessage to a smart phone? Check *The Canadian Press Caps and Spelling* for all the answers.

This recently published 19th edition is a must-have for every CPRS member, including hundreds of additions and changes to its alphabetical list of the most troublesome words and names.

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THE CANADIAN PRESS

newperspective

New Perspective is published four times a year by the Canadian Public Relations Society Toronto.

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Maryjane Martin, APR, Editor

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

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