

new perspective

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The Annual CPRS Toronto Survey Results Are In!

The survey showed that members remain satisfied with CPRS Toronto. Of those whose satisfaction had increased, the top three reasons included events/awards, the mentorship program and because they saw CPRS as a good source of information and help.

In order for an organization like CPRS Toronto to thrive, it must meet the needs of its members. While feedback at events and other initiatives is important, the best way to truly know if an organization is meeting its members' expectations is to ask them – something CPRS Toronto has been doing for years through its annual membership survey.

“The annual CPRS Toronto survey offers an opportunity for members to provide feedback in a number of areas,” explains Membership Chair Lindsay Peterson. “Results from the survey will help our organization to improve, build and maintain activities and initiatives around the collective needs of our members.”

One hundred and fifty-three CPRS Toronto members participated in the online survey, which was conducted by Léger Marketing between June 26 and July 21, 2008. A poll this size is considered accurate to within +/- 7.9%, 19 times out of 20.

MEMBERSHIP PROFILE

In addition to providing feedback, the survey also gives us a good understanding of the makeup of our membership. Most of the participants surveyed reported they were either full (52 per cent) or student (36 per cent) members with CPRS Toronto. Sixty-nine per cent live within Toronto and seventy per cent work on the outskirts of the city or downtown. Of those who live outside of Toronto, forty-nine per cent live in the west, including Oakville and Mississauga. Almost half said they were members of another professional organization, including the International Association of Business Communicators (IABC).

MEETING MEMBERSHIP EXPECTATIONS

CPRS Toronto is governed by a volunteer board of directors who chair a variety of committees – from sponsorship, professional development, and marketing to volunteering, member communications and mentoring. So how is the organization doing in terms of meeting the needs of its members? Overall, the level of member satisfaction has remained consistent since last year, with most feeling satisfied with CPRS Toronto. In fact, most survey respondents planned to remain CPRS Toronto members next year and said they would recommend it to others when asked. Over one-third of those who would recommend CPRS to others said they would do so because of the networking opportunities our organization provides. Others also mentioned recommending CPRS because of the career/professional help they received, as well as the resources and educational events available.

Said one respondent: “I would recommend CPRS because I have found being a member a valuable experience – I have gained volunteer experience,



Relationship Management = Inspiration + Perspiration held at the Park Hyatt Hotel in Toronto, November 5, 2008 is an example of one of the many new professional development events organized in response to the annual membership survey. Seen here is AgencyLink partner, Stan Didzbalis. CPRS Toronto/CPimages

The annual CPRS Toronto survey offers an opportunity for members to provide feedback in a number of areas. Results from the survey will help our organization to improve, build and maintain activities and initiatives around the collective needs of our members.

Lindsay Peterson, Membership Chair

made friends, gained skills from being on the Student Steering Committee and got to experience several of the professional development and other events.”

Respondents indicated that they find the professional development and networking events the most important services CPRS Toronto has to offer.

The majority of respondents indicated that events focusing on corporate issues were the most interesting, while sports marketing and sponsorship were the least.

When asked which CPRS Toronto services are in most need of improvement, the majority of respondents mentioned events. In addition, twenty-one per cent said they would like to see services added to CPRS Toronto. Some of those who would like to see more services added suggested increasing senior members' events and services, while others suggested having a more interactive website – including online forums, blogs and directories available to members.

CPRS COMMUNICATIONS: WEBSITE AND NEWSLETTER

More than half of the respondents said they visited the CPRS website at least once a month, with seven per cent visiting more than once a week. In addition, while twenty-two per cent visited the website at least once every two or three months, fourteen per cent rarely visited at all.

Twenty-five per cent of the respondents said the CPRS website does not need any enhancement, but forty per cent were unsure and thirty-six per cent felt there are some parts of the website that need some updates and additions. Some suggested enhancing the job/career section and the resource and advice section, or adding a social communication section for blogs and online forums, as well as changing the overall appearance of the website.

Said one respondent: “I think the website has improved significantly and would like to see it keep moving in the same direction to meet the standards of a Web 2.0 world.”

Members of CPRS Toronto reported having access to Public Relations Society of America (PRSA) events and resources. While over one-third had participated or benefited from PRSA events or resources, over half have not. Of those who participated or benefited from PRSA, they have done so through the tabloid Tactics, the annual conferences or Strategist magazine. Twelve per cent of respondents said they participated or benefited from the teleseminars.

How do members best like to hear about CPRS Toronto news? Overall, more members feel the e-blast is a useful communication vehicle when compared to the website and the New Perspective newsletter.

More than half gave the CPRS newsletter a neutral rating while twenty-one per cent gave it a positive rating. When asked which method members preferred to receive the newsletter in the future, thirty-seven

...continued on page 4

President's Message:

60 Years – Definitely a Cause to Celebrate!

By Lawrence Stevenson, APR



Since the late 1940s, CPRS Toronto has been the professional home to some of the foremost public relations practitioners in the country. This year, we are proudly celebrating six decades of providing professional development, networking, education, mentorship, events and volunteer opportunities focused on strategic communications. Throughout the next few months, we will be highlighting our past successes as well as looking ahead to a very bright future for the industry. We are gathering insights from some key opinion leaders on the past, present and future of public relations through video interviews that will be posted on our website. We're also working to implement some social media tools and resources and planning a commemorative 60th anniversary event in June.

However, as your board we are also mindful that we are in the midst of an economic downturn. We pledge to our members and sponsors to continue to be pragmatic and fiscally responsible, while at the same time providing the high level of programming and resources that you have come to expect from CPRS Toronto.

Times of economic uncertainty are precisely when the dividends of the investment in public relations start to be paid. Efforts to secure a positive corporate image in the boom periods strengthen the consumer goodwill in a slower climate. I believe that we will weather the storm and be the stronger for the experience. Here's to another exciting 60 years!

Senior Communicator Profile – Blair Peberdy

By Sheila Corriveau



Blair Peberdy, APR, prefers to shine the light on his communications team, rather than his own achievements. He is most proud of the teamwork developed within Toronto Hydro, where he is Vice-President, Marketing, Communications and Public Affairs.

Among his many achievements, Peberdy has been an active CPRS member for almost 30 years. Peberdy is a member of the CPRS national

board and was named CPRS Toronto Mentor of the Year in 2002. He was president of CPRS Toronto from 1992 – 1993. Previously president of the Ontario Forestry Association (OFA), he remains a board member of the association today. Peberdy is also a board member for the Canadian Centre for Ethics and Corporate Policy, and Ontario Energy Network. In addition, he sits on the advisory committee for the PR program at Seneca College.

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Lawrence Stevenson, APR is President of CPRS Toronto. He can be reached at lawrence@torchiacom.com.

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CPRS gets on Social Media

By Christie Adams



It's a bit ironic that while CPRS members have been helping their clients implement social media strategies, we've been falling behind in implementing some of our own. That's a mark of dedication to our clients, but it does mean we're missing out on valuable ways to communicate and learn from one another.

It's all beginning to change, though, thanks in part to a major redesign to the CPRS national website, and in part to members who have been connecting through social networks across the web.

The CPRS website will launch in the new year as a slick site loaded with social media and Web 2.0 tools that will strengthen member connections across the country.

That's exactly what the CPRS set out to accomplish, says CPRS Executive Director, Karen Dalton, APR. "Our primary goal is to provide a better communication channel."

Previously, that goal was nearly impossible. Now, the site features RSS feeds, a common calendar, a president's blog, links to industry newsletters and, most importantly, a content management site. It's now possible for member societies across Canada to easily upload and share information to the whole of CPRS.

"There's much more functionality now," says Dalton. "We want to create better member engagement."

"I think CPRS could stand to be more transparent," says Judy Gombita, Canadian contributor to the international blog PR Conversations. "We need to be two-way."

She would know. For eight years now, Gombita has been a member of LinkedIn, one of the earliest social networks on the web and one of the best for managing professional relationships.

Gombita saw the potential for LinkedIn as a way to connect CPRS' nationwide members once the social network added the ability to create groups. Thus the CPRS LinkedIn group was launched, and it now boasts over 250 members from across the country.

Gombita says she's happy that CPRS members are connecting with the group, but "I wish it were a little more lively. There's the potential to use the group for professional development, to share knowledge."

The CPRS' Facebook group is more established. Managed by CPRS, the group contains CPRS updates, events and full contact information. Members post on its discussion board and Wall on an almost daily basis, seeking advice on everything from campaign ideas to job openings.

The strategies are in place for the CPRS to have a truly collaborative membership base across the country. Like any social media strategy, though, members will have to do their part to get actively involved in any social networks and tactics they use. As Gombita says "Social media works if you make it work."

Christie Adams is editor of PR In Canada and can be reached at editor@princanada.com.

PR in Canada

PR In Canada (<http://www.princanada.com>) is Canada's newest online publication dedicated to the public relations industry with fresh news and articles every day. Its purpose is simple: to be the voice for communications and public relations industry across Canada and focuses on areas such as media, technology, consumer relations, associations and non-profits, government relations, accounts and campaigns, and public relations trends.

PR In Canada is looking for CPRS members who have something to share with the public relations community in Canada.

- **Length:** Features—best length is 300 words, maximum 700
- **Opinions:** 300 words or less.

How to Submit

Articles must be submitted by email or Word format. They must be accompanied by a high-resolution color photo of yourself and a short biography (maximum 100 words) to Christie Adams at editor@princanada.com.



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Social Networks 101

Social network sites CPRS members –and your clients – can use to build and maintain better relationships

FACEBOOK

In case there's anyone left who hasn't heard of it, Facebook is arguably the most popular social network in Canada. Users connect and stay in touch with personal and professional connections through discussion boards, messages, a chat board and by joining groups that suit their interests.

TWITTER

A 'microblogging' service where users send their connections short (160 characters or less) messages or "tweets". Many companies are adopting Twitter since it allows for constant communication with its stakeholders. It would be a useful tool for the CPRS as well.

TECHNORATI

The go-to source for aggregated blog data, Technorati is a search engine dedicated to blogs. It boasts that it indexes over 1.5 million new blog posts in real-time, making it the place to go to find out what bloggers are saying.

DIGG

Want to know what the public cares about at this moment? Log into Digg and see what the most popular stories are on the internet.

Users "Digg" stories they find interesting, which then appear on their Digg profile. The more Digg's a story receives, the closer it appears at the top of Digg searches, so users can instantly see the most popular stories of the day.

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The fastest way to share an interesting news story with friends—or to go back and read it again later. Del.ici.ous goes one step above traditional web bookmarks by storing all your tagged or saved pages and sites on one portal.

CPRS Toronto Coming to a Campus Near You

By Laura Ballantyne



CPRS Toronto offers student volunteers the opportunity to create and participate in meaningful activities throughout the year. Members of the student volunteer team have opportunities to create relationships, build portfolios and engage in valuable

networking. Student members can execute several student professional development events as part of the Student Steering Committee, play a key role in the flow of communication as a class representative, or lend their time as an event volunteer. By taking advantage of the variety of positions offered, students develop their skills and gain hands-on experience.

With such a wide array of opportunities and a substantial number of student members it could be assumed that student involvement is always high. However, student participation does not typically continue from year to year. Whether students simply choose not to renew their memberships or feel that membership in CPRS is no longer beneficial after graduation, the number of student participants in CPRS Toronto is declining. After analyzing student feedback, it was determined that an integral part to the student volunteer program was missing. The Student Steering Committee believed that students wanted to get involved, but on a smaller scale. With this new-found insight, the *CPRS Toronto Student Chapter Initiative* was created. It is a one-year pilot program sponsored by CPRS Toronto and consists of student-run chapters at colleges and universities in the Toronto area.

The primary goal of this initiative is to appeal to public relations students at the grassroots level. By making student opportunities more accessible, students can get involved with CPRS while they're at school. This adds great value to their college or university experience. Just like any other association on campus, CPRS student chapters will become sanctioned clubs and contribute to campus life. The student chapters will follow similar guidelines as those of the 16 societies across Canada. Each chapter is responsible for holding monthly meetings

and a variety of professional development events ranging from PR workshops to guest speakers to meet and greets with other chapters.

The chapters have great growth potential and the students who participate will benefit greatly from their involvement. Students can develop leadership, organization, time-management, communications, and various other skills through chapter activities. This self-sufficient student run initiative provides the creative freedom to build, maintain and expand the chapter.

The concept of networking is a time-honoured tradition at CPRS. This program focuses on the idea of student to student networking. If given the opportunity, students can work together and thrive in a student chapter environment. The possibilities looking forward are endless.

The initiative has received tremendous support from program coordinators and faculty at the test schools. Each school requires a faculty advisor who lends support and guidance to the chapter as needed. Humber College public relations Program Coordinator Chitra Reddin enthusiastically supports the program. "The Humber CPRS Student Chapter Initiative is a great opportunity for students to develop their leadership skills and to connect and network with peers and PR professionals in every sector. Students will discover first-hand the many exciting aspects of public relations. I encourage students to get out there and join up, meet new people, learn a lot, and most of all, have fun!"

The main goal of this initiative is to show fellow students that the Canadian Public Relations Society provides its student members with a plethora of resources to excel in their field, advance their knowledge, and meet top professionals. It is up to the students, as budding public relations professionals, to take the resources and knowledge to new heights.

For more information about the *Student Chapter Initiative*, please contact Laura Ballantyne, Student Representative, CPRS Toronto Board of Directors, at cprsstudent@yahoo.ca.

Laura Ballantyne is the CPRS Toronto Student Representative for 2008 to 2009 and a class representative for Humber third-year students, where she is currently completing her three-year advanced public relations diploma.

The Annual CPRS Toronto Survey Results Are In!

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per cent preferred receiving it as an electronic version only, while thirty per cent liked to receive the hard copy as long as they had access to it online, and twenty-two per cent liked the option to choose which version they receive.

APR ACCREDITATION

Thinking about obtaining your APR designation this year? You're not alone. While almost 80 per cent of respondents said they have not obtained the APR designation, over half said they were considering pursuing it in the future. Only seventeen per cent said they would not and twenty-eight per cent were unsure if they would pursue it at all.

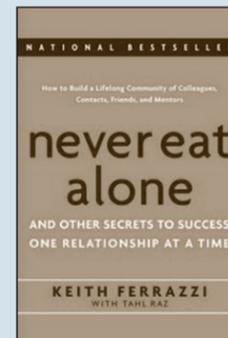
NEXT STEPS

So what's next? You took the time to let us know how we are doing. Now all committee chairs are reviewing the survey results and are adapting and improving the ways in which CPRS Toronto delivers our services to you. For this newsletter, it means more integration with the CPRS Toronto website and more options for distribution.

We have a diverse membership, with varying experience and skills levels. Our challenge will be to continue to meet the needs of all our members – regardless of how different these needs are.

Book Reviews

By Lynn Feneske



NEVER EAT ALONE

And Other Secrets to Success, One Relationship at a Time

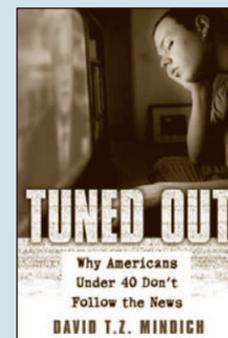
Excerpt: "That's what I mean by connecting. It's a constant process of giving and receiving – of asking for and offering help. By putting people in contact with one another,

by giving your time and expertise and sharing them freely, the pie gets bigger for everyone."

Author: Keith Ferrazzi (www.keithferrazzi.com)

Why this book: What first appears to be a superficial book about networking is really an insightful guide to making meaningful friends and benefiting from the guidance and support of carefully-selected mentors. Written on the premise that generosity is the key to success, it offers specific steps and the "inner mindset" necessary for reaching out to people in all kinds of situations. Includes PR-focused chapters on building and broadcasting a personal branding message.

Available online starting at \$34.95



TUNED OUT

Why Americans Under 40 Don't Follow the News

Excerpt: "While most news is not as primal and emotional as entertainment, lines have become increasingly blurred. Unfortunately for journalism, this blur does not usually

involve getting more passionate about politics; it too often means getting excited about lifestyle and entertainment."

Author: David T. Z. Mindich

Why this book: Journalism Professor (and former CNN assignment editor) David Mindich spent nearly three years interviewing young Americans with set questions about politics, media and lifestyle. Their answers reflect a collective abandonment of traditional media that goes far beyond political complacency and lack of trust in journalists. Mindich delivers the survey results in an easy-to-read, well-documented and annotated text. While decidedly American in scope, there is glowing reference to Rick Mercer and his talent for making Americans look "silly".

Available online starting at \$27.95



THE BEST LAID PLANS

Excerpt: "The insanity, the surreal, the bizarre, had officially begun. I sat at my kitchen table, gargling orange juice and wondering how I'd managed to put myself in this ludicrous position. I was running a phantom candidate, in a cash-strapped

campaign we were sure to lose, aided by an ailing octogenarian, her attractive granddaughter, and two pierced punks. Our campaign headquarters was comprised of a ready-for-the-scrap-heap Ford rust

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upcoming events:

Galen Weston to Receive CPRS Toronto CEO Award of Excellence in Public Relations

Mr. Galen G. Weston, executive chairman of Loblaw Companies Limited, is responsible for the strategic development and management of the company. Prior to this appointment in September 2006, Mr. Weston was senior vice president, Corporate Development with the corporation. His experience with Loblaw Companies includes senior management roles within operations, President's Choice Financial and e-commerce.



The CPRS Toronto CEO Award of Excellence in Public Relations was established in 1991 to demonstrate that a successful CEO must be an excellent communicator as well as a strong financial and administrative manager.

Mr. Weston will be recognized at the CPRS Toronto CEO Award of Excellence in Public Relations luncheon on Tuesday, January 20, 2009 at 12 p.m. at the Fairmont Royal York Hotel. Cost for the luncheon is \$55 for members and \$65 for non-members. A table of 10 members and non-members costs \$550, while students receive a discounted price of \$45.

This event always sells out. Get your ticket early. Please register directly through our secure website at: www.cprstoronto.com/pd/events.aspx. Or contact Lois Marsh at (416) 360-1988 or marshl@marsh-executive.com.

The CEO Award is generously sponsored by Marketwire, one of Canada's foremost news distribution and communications services companies. This year's media sponsor is 680 News.

Past Recipients of the CEO Award of Excellence in Public Relations Include:

- > Frances Lankin, *President and CEO, United Way of Greater Toronto*
- > The late Richard Bradshaw, *General Director and Conductor, Canadian Opera Company*
- > Michael Budman and Don Green, *Co-Founders of Roots Canada*
- > Wayne Sales, *President and CEO, Canadian Tire*
- > Piers Handling, *CEO, Toronto International Film Festival*
- > Julian Fantino, *Chief, Toronto Police Force*
- > Charles Baillie, *Chair, TD Bank Financial Group*
- > Dominic D'Alessandro, *President and CEO, Manulife Financial*
- > Bobbie Gaunt, *President and CEO, Ford Motor Company of Canada*
- > Diane McGarry, *President and CEO, Xerox Canada Inc.*
- > Allan Stark, *President and CEO, American Express Company Canada*
- > George Cohon, *President and CEO, McDonald's Restaurants of Canada*
- > John Cassaday, *President and CEO, CTV*
- > David Bloom, *President and CEO, Shoppers Drug Mart*
- > Peter H. Ellis, *President and CEO, Sunnybrook Medical Centre*

CPRS Toronto Wants You!



Have you and your colleagues executed an attention-grabbing PR campaign within the last two years? Do you know someone who has shown exceptional leadership in the PR industry?

Then CPRS Toronto wants you! Submit your creative PR campaign or leadership nomination today and be considered for a 2009 ACE (Achieving Communication Excellence) Award, recognizing outstanding work and leadership. Participating in the ACE Awards program will inspire, improve and raise the bar for you and your colleagues.

The early bird deadline for campaign entries is **January 16, 2009 at 5 p.m.**

The regular deadline for campaign entries is **January 30, 2009 at 5 p.m.**

The deadline for Leadership Award entries is **February 27, 2009 at 5 p.m.**

To learn more about category and entry details, or to submit your entry, visit www.cprstoronto.ca/ace today!

Student Writing Contest

To celebrate the chapter's 60th anniversary, CPRS Toronto is sponsoring a student writing contest. The theme of the article is *Sixty years of excellence* and we are looking for well-researched stories that highlight our chapter's contribution to the public relations profession here and throughout Canada.

A volunteer panel of judges will review the articles and the winner will be announced in June 2009.

Submission Requirements:

Article maximum length: 800 words

Submission deadline: April 17, 2009

Format: Word attached email to mjmartin@primus.ca

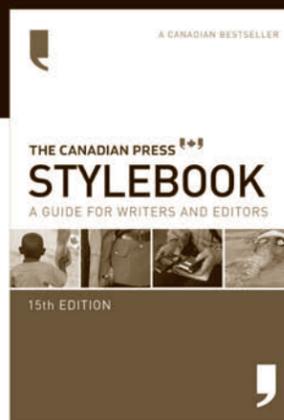
Photos: Photos are encouraged (300 dpi)

The winner will be recognized at CPRS Toronto's year end event and the article will appear in a commemorative 60th anniversary edition of *New Perspective*.

For more information, please email Maryjane Martin, APR, member communication chair, at mjmartin@primus.ca



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THE CANADIAN PRESS

next issue:



The Economy and its Impact on PR

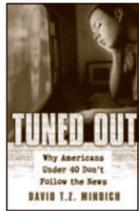
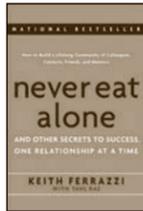
By Joanne Rider

In the next issue of *New Perspective*, Joanne Rider will explore how the current economy is affecting the Public Relations profession and its practitioners.

Join the discussion now at <http://www.cprstoronto.com/pd/forum.aspx>. (You will need your membership password to access the members' forum).

Book Reviews

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bucket and a government-owned cell phone. We had no lawn signs, no advertising, no marked voters lists, and one cheesy, desktop-published leaflet with no pictures."

Author: Terry Fallis (www.terryfallis.com)

Why this book: PR consultant Terry Fallis has used his considerable writing skills to produce an entertaining novel about a burned-out speech writer leading an unlikely candidate (and his team of misfits) through a federal election campaign. It's funny. Very

funny. A well-deserving recipient of the Stephen Leacock Memorial Medal for Humour. Read it and weep – with laughter.

Availability: Copies of the first edition published by i-Universe may still be available at select bookstores in Toronto and Ottawa. The new McClelland & Stewart edition (\$19.99) is now available online.

Lynn Fenske, is a Public Relations writer & editor (www.lynnfenske.com)



Correction:

In the summer issue of *New Perspective*, four CPRS Toronto Life Members were announced. In error, Life Member, Peggy Sheffield, APR was incorrectly identified. We sincerely regret this error and any inconvenience caused. *Ed.*

To inquire about advertising rates or to book an ad, please contact Lois Marsh at marshl@marsh-executive.com

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1/4 page	4.875" x 7"
1/2 page*	10.25" x 7"
1/2 page*	4.875" x 16.25"
full page*	10.25" x 16.25"

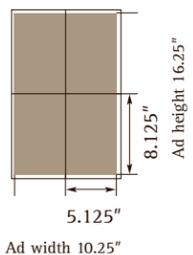
Please supply ads in electronic format.

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All artwork should be prepared at 300 dpi. Production costs on any artwork not meeting specs will be billed to the advertiser. When designing ads, keep in mind that 1/2 and full page ads will print over folds. Avoid fine type or critical details over folds.

* page folds vertically at 8.125" (measured from ad sizes)



newperspective

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

Editorial Team: Lizanor Barrera, Patricia Tallidis, Kristen Marano, Laura Ballantyne, Christie Adams, Lynn Flecke and Sheila Corriveau.

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

If you would like to contact CPRS Toronto, you can telephone us at (416) 360-1988, fax at (416) 369-0515 or visit the CPRS Toronto website at www.cprstoronto.com

New Perspective is designed and produced by:



daworx graphics inc.

Senior Communicator Profile

By Sheila Corriveau

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

Peberdy: The sense of urgency and technology. PR

practitioners respond quickly when assessing issues and producing strategy to execute programs. Technology has evolved – we have amazing tools at our fingertips. For example, we planned a public meeting on a hot issue and had to cancel the event on the spot because the hall was not large enough for the crowd that arrived. That night, while in a church hall, a PR staffer issued a press release from her mobile device about the cancellation and what would happen next. She was calm. I watched in awe.

Corriveau: What needs to change in our industry?

Peberdy: Employers need to increase the salaries of entry-level and intermediate communicators. Many new communicators are graduating after four years at a university followed by a year at community college. These graduates are well trained to perform, particularly by Seneca, Centennial and Humber. They are ready to produce the day they start work.

Corriveau: What is your proudest accomplishment?

Peberdy: Toronto Hydro's communications team has been recognized with 18 national and international awards for its work this year. We have a small group of top notch public relations professionals who are empowered to make decisions. They are funny too.

Corriveau: How do you measure success?

Peberdy: Toronto Hydro takes a methodical approach. Our role is to support the core business. For instance, we assign communications officers to our operations department to oversee PR in support of major construction programs. This approach engages politicians and citizens. Our surveys prove that the team's proactive communications, grassroots programs, and on-site support have been positive. These projects are moving ahead on time and on budget.

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

Peberdy: "The moment you start to use your authority is the moment you start to lose it. Someone is always going to be there to challenge it." I try to

manage relationships horizontally. It is best to operate through collaboration and consensus. It doesn't mean giving up authority, but you should build a bridge to colleagues. That fosters a better work environment for everyone. Also, don't micro-manage. If anything, hire good staff and do the opposite.

Corriveau: What is your advice to new communicators?

Peberdy: 1) Develop and expand your network; 2) get involved and volunteer with associations like CPRS; and 3) continue with education. I don't mean more training in PR or an MBA, but general management courses, such as HR, budgets and other "boring things". They're critical to career advancement.

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

Peberdy: Balance is different for everyone and changes at various stages of life. Many of our employees have young families. People need to be busy and productive. Our staff is always thinking about projects. I work long hours because I am at a point where that fits okay with other things in my life, and I like the work. But I don't expect our staff to do that. Everyone needs to find it for themselves. If someone needs advice, we provide confidential outside counselling from professionals so they can work it out. We want, need and help them to be healthy.

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

Peberdy: Advertising. I started out as a copywriter, but today I have the best job. It includes public relations and advertising.

Corriveau: Why are you a member of CPRS Toronto?

Peberdy: Networking. When I arrived in Toronto, I found out that CPRS Toronto organized professional development sessions. A board member called to welcome and invite me to join a committee. I liked it and have been sort of an active member ever since. Now, I am able to contribute by having Toronto Hydro sponsor CPRS events for students. I've also been on the national board for awhile.

Corriveau: What's the single biggest benefit of being a long-term CPRS member?

Peberdy: If I hadn't become involved, I wouldn't have the contacts I do today. Thanks to CPRS, my network of communicators across Canada is great! I feel selfish because I get more than I give.

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