

newperspective


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Taking Measure of PR's Expanding Role in the Marketing Universe



Award-winning communicator APEX President Pat McNamara, APR, FCPRS shares her views on everything from ethics, media relations, diversity and best practices. We learn the future is bright.

By Erin Guler

Following this year's CPRS (Toronto) ACE Awards, APEX Public Relations left the gala with some of the top honours, including Brand Development Campaign of the Year, Best Use of Media Relations and New Product or Service Launch Campaign of the Year.

We asked APEX President Pat McNamara, APR, FCPRS to provide her insights on what contributed to these accomplishments. Besides running APEX, she chairs the Canadian Council of Public Relations Firms and belongs to the Media Relations Rating Points (MRP) Measurement Committee. Her willingness to answer every question with a seasoned and educated point of view provided a unique perspective on the obstacles our industry faces and the current climate of public relations in Canada.

NP: *Has there been a shift from advertising to public relations in the past few years? Are companies cutting back their advertising and investing in PR?*

PM: I believe there has been somewhat of a shift. There are at least two reasons I can personally cite. One is that many agencies, such as APEX, have expanded their services to include activities such as promotions, social marketing, website development, and street sampling. As a result, some of the advertising dollars have been redirected. In other cases, clients have decided they just don't have enough financial resources to undertake an effective advertising campaign and have designated more of their marketing dollars to PR.

NP: *What are your thoughts on the emergence and effectiveness of social media websites and their implication for public relations?*

“As a result of the changing landscape and the increased power of the consumer and other stakeholders, I think the industry can certainly expect that public relations will play an even stronger role in determining communications and business strategy. The public relations industry is definitely looking towards an exciting, and challenging, future.”

PM: If you are talking about social media such as Facebook and MySpace, they are definitely a rapidly emerging trend. However, it's difficult for a corporate entity to have a presence on those sites without buying promotional or advertising properties. Other social marketing tools such as blogs and podcasts make a lot of sense for public relations.

NP: *Does PR have a piece of this market and if so, should it have more of a share?*

PM: Absolutely. What PR offers that some of the other marketing disciplines don't is the editorial integrity that makes this information credible to consumers. It is also our responsibility to find innovative means to reach our stakeholders and to listen and respond to what they have to say.

NP: *As a member of the MRP Measurement Committee and one of the founders of standardized measurement in Canada, what impact do you believe standardized measurement has on the PR industry in Canada?*

PM: MRP has had a significant impact on measurement in Canada and has been adapted by the majority of large PR agencies, as well as corporations and government. The

fact that both CPRS and IABC have endorsed the system and how quickly it has been embraced, illustrates the strong desire for a standardized system. On top of that, we have been contacted from people in many countries around the world to find out more. The critical component of this system is the fact we are all using the standardized data provided by News Canada. It also means clients can compare "apples to apples" when searching for a PR firm.

NP: *How can this type of measurement improve media relations campaigns?*

PM: The system improves campaigns because we have benchmarks to work towards, which allows us to confidently determine whether the campaign has been successful or not. It focuses on the quality of the results as well as the quantity. Using that information, we can build on our successes and hopefully learn from less successful campaigns.

NP: *What are the biggest challenges for a media relations measurement system today?*

PM: While the MRP system is great, it doesn't measure whether media relations is changing attitude or behaviour. That can only be done



Pat McNamara, APR, FCPRS

with formal research. Unfortunately research can be a very expensive undertaking and as a result, is not often employed to determine the success of a PR campaign.

NP: *If you had the ability to implement further changes to the Canadian public relations industry, what would they be?*

PM: Wow... that's a big question and you're asking it from someone who is somewhat biased. I think public relations has come a very long way. As an industry we need to see more diversity representing the fabric of Canada. That includes hiring, as well as targeting our messages appropriately to the demographics that really represent our country. I don't think we do enough of that. We also need to be very careful about jumping on the latest bandwagon. Social media is important, but it's not yet taking over the world. It's only one communications avenue.

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Am I Doing Something that is Going to Make a Difference?

By Lawrence Stevenson, APR



As we kick off the New Year with our first issue of New Perspective for 2008, we look forward to the challenges and opportunities that are ahead.

The field and practice of public relations have never been more exciting or more relevant. Advancements in

technology are progressing at a speed greater than the general public's ability to comprehend. Exciting new avenues for communicating with stakeholders are opening up every day.

One of the more interesting new areas of focus for public relations professionals is in the area of Corporate Social Responsibility or CSR – broadly defined on Wikipedia as “a concept whereby organizations consider the interests of society by

taking responsibility for the impact of their activities on customers, employees, shareholders, communities and environments in all aspects of their operations.”

Too often, sadly, the concept of CSR is reduced to its barest bones as a program of corporate giving or charity. I will probably be held to task by some in the industry for my opinion that CSR is not a new concept, but rather underscores the real reason for and intent behind all public relations activities. As strategic professionals, we must strive each day to identify and interact with all of the areas impacted by or through our organizations – be it through communication, support, engagement or participation. Charitable actions are not confined to sponsorship programs or fund-raising events.

Over the past holiday season, I was privileged to take part in a program at The Hospital for Sick Children. Twice each weekday for approximately one hour, volunteers read to children from their vast selection

of books, either in person in the Reading Room or streamed to their hospital rooms through a closed-circuit broadcast. That day, only two children were well enough to make the physical trip down to the Reading Room. My colleagues and I were a little reluctant at first – wondering if the two shy and frail girls who had come to listen were getting any benefit from our rather shaky renditions of “Art Dog” and “Clifford’s Christmas.” But as we got into the second or third book, their eyes started to glimmer with interest and smiles began to creep onto their young, strained faces revealing the magic of adventure and imagination.

What I learned that day was that no act is too small or no time too short to make a difference. Remember that when you are working on your next project. Ask yourself: “Am I doing something that is going to make a difference?” If you can answer that question positively, you’re already one step on the road to success.

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

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Frances Lankin to receive CPRS (Toronto) CEO Award of Excellence



United Way of Greater Toronto CEO Frances Lankin has been selected as the 15th recipient of the CPRS (Toronto) CEO Award of Excellence in Public Relations.

Since 2001, she has made a lasting impact in Toronto through her leadership with United Way. Most recently, she established a groundbreaking, neighbourhood-based community building initiative and raised more than \$106 million in 2006 alone – the second largest amount for United Way in North America.

She will be recognized at the CPRS (Toronto) CEO Award of Excellence in Public Relations luncheon:

WHEN: Noon, January 29, 2008

WHERE: Fairmont Royal York Hotel, Ballroom, 100 Front Street West, Toronto

COST: Members: \$55
 Non-Members: \$65
 Students: \$45
 Table of 10 (*Members and Non-Members*): \$550

Please register directly at: www.cprstoronto.com/pd/events.aspx

Or contact Lois Marsh at (416) 360-1988 or marshl@marsh-executive.com

2008 ACE Awards

The CPRS (Toronto) ACE Awards gala will take place on April 23, 2008 at the Arcadian Court. Make sure to add it to your calendar – it's an event that you don't want to miss! Check out next month's e-blast for more information and updates.

Students and PR professionals connect at CPRS (Toronto) Open House

There's no greater career-boosting asset for students studying public relations than interacting with industry professionals. A recent CPRS (Toronto) Open House at Ryerson University attracted a diverse group of students and PR professionals for an opportunity to meet and mingle with CPRS (Toronto's) Board of Directors and some of the city's top PR professionals.

CPRS (Toronto) President Lawrence Stevenson, APR, kicked off the evening with a warm welcome, familiarizing the audience with the networking game and calling on Board members for introductions. Completely unrehearsed, Board members lined up in two equal groups on both sides of the podium and spoke about their career positions and CPRS (Toronto) roles.

Board members discussed volunteer and mentorship opportunities, career advice, and provided an opportunity to hone their networking skills.

CPRS (Toronto) provides students with valuable networking opportunities, among other benefits. It's at these student professional development events that relationships are built, volunteer positions filled, and decisions shaped about future career paths.

CPRS Awards of Excellence

The CPRS Awards of Excellence recognize outstanding achievement in a comprehensive PR project or program. The program should be identifiable as a complete entity, consisting of the elements of normal PR practice.

For more information on the CPRS National Awards, visit cprs.ca. The deadline for the CPRS National Awards submissions is March 31, 2008.



Public relations students from the Greater Toronto Area joined Steve Kee (far right), director of corporate communications, TSX Group Inc. to open the market during the 2nd Annual Passport to PR event.

Public Relations Students 'Crawl' Toward their Futures at 2nd Annual Passport to PR

By Laura Ballantyne

Pub crawls are all the rage today, however public relations crawls are the forte of CPRS (Toronto) student members. This was evident at the recent 2nd Annual Passport to PR event presented by the CPRS (Toronto) Student Steering Committee. Forty-six PR students met with some of the country's top PR professionals gaining VIP access to the inner workings of agency and corporate life.

The event kicked off with tour one opening the TSX live on CityPulse24. Later, the Hudson's Bay Company invited students on a historical tour, while providing insight into fashion and design PR. Finally, at Fleishman-Hillard, students learned public relations really has no boundaries.

Tour two started at News Canada with a presentation on the Media Relations Rating Points (MRP) system, as a new standard of measurement. Next, students visited High Road Communications, learning about corporate culture and employee development at their modern, high tech office. At the end of the day, Strategic Objectives showed how they planned and executed the Cadbury Chocolate Couture Fashion Show. During the presentation students discovered that agency life requires you to be confident, challenge-hungry and most importantly eager to learn.

High Road Communications started the third tour, with a lively Q&A session on everything to do with PR. At News Canada, the students were shown how client messages are delivered to consumers via the media. The tour ended at Edelman where students learned about agency life and some of this agency's outstanding campaigns.

A special thanks to the following speakers, who welcomed students into their offices, provided insight into agency and corporate environments and offered valuable advice for budding PR practitioners:

Andrea Smith, Jennifer Meehan, Melissa Graham, Robyn Adelson – *Edelman*

Erin Guler and Victoria Procnier – *News Canada*

Judy Lewis and Michelle McEwan – *Strategic Objectives*

Kate Morrison and Sarah Andrewes – *Fleishman-Hillard*

Katherine Raso, Miguel Pacheco, Patricia Pytel and Victoria Zigelman – *HBC*

Laura Ono and Vanessa Cohen – *High Road Communications*

Lisa Klein and Steve Kee – *TSX Group Inc.*

Thank you to the CPRS (Toronto) Student Steering Committee who dedicated many hours of hard work, enthusiasm and team spirit to bring this event to life. These members include:

Aly Ruiz, Alyson Kalmusky, Amanda Gabrielle, Anya Kravets, Emma Huang, Karin Archer, Kate Raven, Laura Ballantyne, Lisa Patel, Matt Kofsky, Miranda Germani, Pana Bountis, Ranu Hamilton and Robert Kirsic.

CPRS (Toronto) Student Steering Committee's Passport to PR continues to grow with support from students as well as speakers and host companies. It's these professional development events that provide students with opportunities to talk with industry experts about everything to do with public relations.

Laura Ballantyne is a CPRS (Toronto) Student Steering Committee member and a class representative for Humber College second-year students, where she is completing her three-year advanced Public Relations Diploma.

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full page*	10.25" x 16.25"

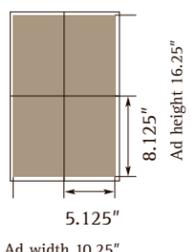
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CPRS Awards Shield of Public Service to Monty Mazin, APR



Karen Dalton, APR, Executive Director, CPRS National presents Monty Mazin, APR with the prestigious Shield of Public Service Award.

Monty Mazin, APR was presented with the prestigious Shield of Public Service Award by the Canadian Public Relations Society. "The Shield of Public Service is presented to an accredited member of the Society for distinguished and dedicated service in the public interest. This year's recipient has, through his personal activities and leadership, gone beyond the call of duty or responsibility to an employer or client and made a pronounced contribution to the status and acceptance of the public relations function as a whole," said Karen Dalton, APR, Executive Director, CPRS National. CPRS President Derrick Pieters, APR, FCPRS said the selection committee chose Mr. Mazin because of his outstanding achievement during his 35 years as a CPRS member. In 1999, Mr. Mazin received the Governor General's Caring Canadian Award.

What Goes Around Comes Around (and That's a GOOD Thing)

By Lisa Davis



Fall is a busy time for me. The school term is in high gear; assignments are due, student award dinners and networking events are held across the city and soon it will be time to seek out those all-important co-op placements and internships.

But I'm not in school. In fact, I haven't been a student for (many) years. I am in marketing, and one of the most rewarding parts of my job involves student outreach: visiting classrooms speaking to public relations, journalism and communications students about the newswire industry, PR, the media and other inter-related aspects of our business.

As communications professionals we are bombarded with new techniques, technologies and ways to practice: social and mobile media, ROI 2.0, corporate social responsibility, and so on. It's tough to learn the new stuff while you're still trying to master the old. Reaching out to students, recent graduates, junior practitioners and even seasoned practitioners new to a particular discipline helps me stay on top of it all and gain valuable insight from the next generation of practitioners.

My visits continue to be highly enjoyable for me and each one proves to be an invaluable learning experience. Invariably I learn as much from the students as they do from me. I learn what's new and they learn some of the more traditional ways to put their education into action. As the number

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CPRS (Toronto) Welcomes its Newest Members

Fifteen communications and public relations professionals and 51 students have made the strategic decision to become a member of the Canadian Public Relations Society:

National Members

Rachelle Suzette Brown – *Faye Clack Communications Inc.*
 Elizabeth Hendricks – *Securit*
 Nelson Paiva – *The Hospital for Sick Children*
 Samantha Pickard – *Strut Entertainment*
 Kimberley Romans – *BMO Bank of Montreal*
 Stephanie Sorensen – *GO Transit*
 Jennifer Atkinson – *Ketchum Public Relations*
 Deborah Keegan – *Babble On Communications*
 Susan McLennan – *Babble On Communications*
 Kelly McMath – *Sobeys Inc.*
 Catherine O'Brien – *Nestle Canada Inc.*
 Wendy Toth

CPRS (Toronto) Affiliate Members

Laura Varcoe
 Marce Bylinska – *Aird & Berlis LLP*
 Nikki Rampersad – *St. Joseph Communications*

Student Members

Brittany Barkwell – *Seneca College*
 Aiesha Barnes – *York University*
 James Black – *Seneca College*
 Chloe Da Silva – *University of Western Ontario*
 Flora Fahr – *Seneca College*
 Micha Goddard – *Centennial College*
 Sherline Joe – *Humber College*
 Rebecca Kendall – *Ryerson University*
 Mercy Okalowe – *Seneca College*
 Nick Poirier – *Seneca College*
 Kenda Riley – *Simon Fraser University*
 Danielle Scheinman – *Seneca College*
 Emily Sheff – *Fanshawe College*
 Emilie Smith – *Seneca College*
 Kathryn Smith – *Humber College*
 Amanda Swartz – *Ryerson University*
 Arlene Terry – *Seneca College*
 Ashley Tilley – *Centennial College*
 Sarah Williams – *Ryerson University*
 Heather Alvarez – *Ryerson University*
 Jessica Bennett – *Seneca College*
 Debbie Boyce – *Humber College*
 Eric Butler – *Seneca College*
 Joel Dykstra – *University of Western Sydney*
 Amanda Gabriele – *Humber College*
 Sarah Gardiner – *The Irish Academy of Public Relations*
 Mishma Gashyna – *University of Toronto*
 Andrea Gusen – *Ryerson University*
 Christine Hiralal – *Durham College*
 Naomi Kriss – *Ryerson University*
 Michelle Laffrenier – *Durham College*
 Amanda Laird – *Humber College*
 Mikaela Lefaive – *Humber College*
 Sarah Lloyd – *Humber College*
 Jennifer McAfee – *Humber College*
 Miranda McCurlie – *Centennial College*
 Laura McCrae – *University of Western Ontario*
 Heather McEachern – *Seneca College*
 Melissa Miceli – *Humber College*
 Constance Pappas – *Centennial College*
 Halley Paxton – *Humber College*
 Megan Ramsay – *Centennial College*
 Marley Ransom – *Seneca College*
 Kate Robinson – *Seneca College*
 Kaleigh Sainthill – *University of Western Ontario*
 David Sample – *Humber College*
 Christina Salvino – *Humber College*
 Lauren Schneider – *Humber College*
 Scott Steele – *Centennial College*
 Jermaine Stennett – *Royal Roads University*
 Leah Venturina – *Seneca College*

The Changing Face of Public Relations

By Tonisha Robinson



Much has been made about multiculturalism in Canada in recent years, and with more immigrants entering the country annually, it's

certainly a topic that deserves the attention of the PR practitioner. Manufacturers and marketers are taking note of the shift in their target markets and adjusting their products and services accordingly.

The consumers are changing, the products are adapting, but is the public relations industry responding?

Let's face it, for years the public relations industry in Canada has been rather WASPy. Very few minority groups were represented, particularly in the industry's leadership. Whether this was because of a lack of interest by visible minorities, or whether they were not recruited is a difficult question to answer.

With so few minorities who could serve as role models in the industry, is it possible that some ethnic minority groups saw communications as a career that held no place for them?

Sheba Zaidi, a South Asian PR practitioner in Toronto, agrees that this could be a factor when making a career choice. "It's not as though there were many South Asian PR professionals whom I saw as an example of how successful this career could be for me. I've found other role models throughout my career; but I'd like to think that the more successful I become, the more other South Asian students can see that this is a viable and fulfilling profession."

This lack of knowledge also affects many immigrant parents of first generation Canadians, who equate success with more traditional professions like medicine or engineering; particularly when those parents have come from societies in which freedom of speech is not an option.

"My parents thought that working in public relations meant that I would never be successful," said Sheryl So, a Chinese-Canadian PR professional. "For them, success meant being a lawyer, because that's a profession that they understood. I imagine that many other children of immigrant parents have had the same experience and felt pressured into other fields because of this lack of understanding."

“It is vitally important for the industry to better reflect the communities that we serve, and a more culturally diverse staff is the key to helping us understand and connect with a changing market.”

Bruce MacLellan, APR, FCPRS, President of Environics Communications

Despite these setbacks, Zaidi and So are just two of many ethnic minorities who have moved forward into the PR industry. And as the communities to which we speak change so rapidly, this diversity is becoming increasingly important.

Minorities of all ethnicities have an immense contribution to make to PR, and now more than ever, agencies need to recognize the importance of building more diverse internal cultures.

"It is vitally important for the industry to better reflect the communities that we serve, and a more culturally diverse staff is the key to helping us understand and connect with a changing market," says Bruce MacLellan, APR, FCPRS, president of Environics Communications. "Ethnic minorities bring a wealth of experiences and perspectives that help both us and our clients communicate better and think more creatively. There's no better way to grasp the cultural nuances of the many ethnicities we serve as an agency."

This ability to offer clients a three-dimensional view of the society to which it speaks, and a wealth of continually fresh and unique ideas, can be critical to the success and effectiveness of a communications agency.

"As an industry, we really need to harness the creativity that comes from cultural diversity," says Paula Morrison, a VP at a boutique agency in downtown Toronto. "The ingenuity and ideas created when you bring together people from different worlds is explosive; what was once routine now becomes out of the box thinking. It's amazing how a different perspective can lead to something brilliant."

Creativity is not the only boon to working with people from different backgrounds; the benefit to having a variety of languages at a company's disposal can be a tremendous advantage. Not only do minorities bring a different perspective, but the ability to communicate that perspective across varying channels.

Ilyse Smith, Senior Vice President at Hill and Knowlton, agrees, adding communications agencies also need to keep up with a rapidly changing media.

"It might be a case of the chicken and the egg, but as more ethnic minorities gravitate towards the communications industry, the more diversity we're seeing in the media outlets that we work with. They're going beyond the mainstream and targeting specific ethnic groups. A culturally diverse staff armed with an arsenal of languages allows us to communicate with relevancy – from an insider's point of view. Being able to understand and identify with new cultural diversity in Canada in this way is imperative to our success as an agency, and as an industry."

If these agencies are any example, it's clear the industry is taking note of the cultural changes happening around it. But are we doing enough to attract the best and the brightest minorities to our doors? Public relations still seems to be an unknown entity, particularly for minority students. As a relatively young industry that is becoming increasingly relevant in today's market, it's possible that PR will need to do its own PR if it's to continue being culturally inclusive.

Professional organizations like the Canadian Public Relations Society are addressing this need by marketing the industry from the ground up. According to CPRS National President Derrick Pieters, APR, FCPRS, the organization is creating better outreach approaches to introduce the profession in high schools, and working with universities to harmonize PR education.

"People used to look at PR solely as a means to getting more ink. Now we have far more status and are better understood as a profession that builds bridges," said Pieters. "This brings with it a greater awareness about involving minorities as a means to building these bridges. Not only is the CPRS committed to promoting the industry within schools, we are also willing to work within specific communities to educate minorities about the contribution they can make in public relations."

Change is always necessary for growth. The public relations industry is not just accepting of new cultures, but proactively seeking out the differences in each of us that make this a well-rounded field. As the bridge between client and public, the industry is truly beginning to represent all aspects of Canadian society.



“Not only is the CPRS committed to promoting the industry within schools, we are also willing to work within specific communities to educate minorities about the contribution they can make in public relations.”

CPRS National President Derrick Pieters, APR, FCPRS

Tonisha Robinson is a Consultant at Environics Communications. She can be reached at trobinson@environicspr.com.

What Goes Around Comes Around (and That's a GOOD Thing)

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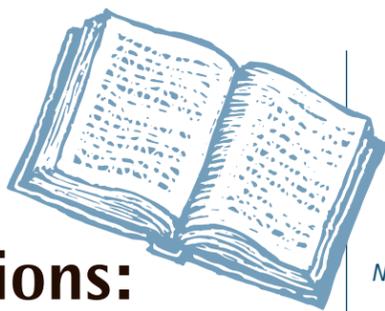
of these visits increases term after term, I become more familiar with the instructors and the students, and I receive numerous phone calls from students to be interviewed or complete questionnaires for their assignments, provide information interviews or just meet over coffee to discuss PR, communications and the industry itself.

The point is, I am giving back and I am happy to do that. In fact, I love it. As a resource, office tour guide,

sounding-board, interviewee or provider of contacts, any of these roles gives me an altruistic buzz. I encourage you to take the phone calls, answer the questions and visit the classrooms, attend networking functions and make yourself available. Share your stories and valuable insights with your fellow communicators. You'll enjoy the buzz, too.

Lisa Davis is Marketing Manager at Marketwire. She can be reached at ldavis@marketwire.com.

Book Review



Crisis Communications: A Primer for Teams by Al Czarnecki, APR

Excerpt: "There are helpful resources that can be prepared in advance, anticipating critical situations you might face. Some are core items. Others are issue specific. Together, they give you more time for two critical tasks: dealing with the crisis situation itself and communicating effectively." Crisis Communications: A Primer for Teams, Chapter 3 (page 25).

Author: Al Czarnecki, APR

Why this book: Crisis Communications: A Primer for Teams offers readers a comprehensive look at crisis communications planning and provides them with practical tools to help facilitate the planning process. It's a terrific read for anyone who is interested in learning about crisis communications, including executives outside of PR, but who will eventually play a role in the execution of a plan if a crisis hits.

Recommended by: Rachele Khalaf, Public Relations Specialist, Torchia Communications

Availability: Available at amazon.ca and chapters.indigo.ca. For more bookstores and additional reviews, please visit topstory.ca/crisisteambook.html.

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

Jeff Lake, APR, Editor

Your contributions are welcome. Articles or Letters to the Editor can be sent to Jeff Lake, APR at jlake@punch.to.

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.

Taking Measure of PR's Expanding Role in the Marketing Universe

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We need to ensure we are balancing our campaigns appropriately and that we become more focused on defining a more exact target audience, so we can use the communications tools that resonate with them.

NP: *The most recent issue of New Perspective reported an Angus Reid survey stating many people believed: "PR professionals help their clients misrepresent their performance." Do you believe there are credibility issues in public relations?*

PM: If there are credibility issues I believe they come from a very small proportion of the industry. There has been a lot of talk about "flacks" and "spin" and it is not a fair representation of our profession. Let's face it, terms like that make good headlines. It is unethical and downright dangerous, given corporate governance and legal issues to misrepresent any organization or their performance.

NP: *How do you think PR professionals can tackle the obstacles these credibility issues may create?*

PM: I think we can tackle these obstacles by ensuring that any unethical behaviour is exposed. It is in each corporation's and organization's best

interest to be as transparent as possible. Finally, we need to do a better job representing the industry and speaking out about the good work we do and about our ethical standards. This is part of the reason the Canadian Council of Public Relations Firms was founded.

NP: *Can you predict any exciting new developments that the industry can look forward to in the next decade?*

PM: That's a pretty difficult prediction. I attended a session the other day where the speaker predicted that 50% of all marketing would be consumer-generated. As a result of the changing landscape and the increased power of the consumer and other stakeholders, I think the industry can certainly expect that public relations will play an even stronger role in determining communications and business strategy. We are already down that road. Every smart CEO has a communications expert on their leadership team. The public relations industry is definitely looking towards an exciting, and challenging, future.

Erin Guler is a Sales and Marketing Coordinator at News Canada, Inc. She can be reached at eguler@newscanada.com

TOP THREE NEW YEAR'S RESOLUTIONS FOR EFFECTIVE MEDIA RELATIONS

- 1. LOSE WEIGHT:** Shed the extra pounds that come from carrying around unpublished press releases. Instead, receive instant alerts of opportunities for national media coverage.
- 2. SAVE MONEY:** Spend less money on damage control – It focuses on problems after the harm has been done. Instead, spend more time anticipating and mitigating potential media crises by getting a heads-up on news stories *before* they may be widely published or aired.
- 3. BREAK AN UNHEALTHY HABIT:** Quit being a "time bandit" who wastes the media's time by delaying access to your spokesperson. Instead, get advance notice of stories developing about your company so your spokespeople are prepared and available when the media call.

Find out how The Canadian Press can help you fulfill these New Year's resolutions. Our Command News service **e-mails you stories based on your keywords before they may hit the headlines** – stories written by our journalists and often picked up by over 600 daily newspapers and radio and TV stations.

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