

CANADIAN PR

FOR THE REAL WORLD

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MARYSE CARDIN
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PEARSON

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Photo by Jan Gates

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Frame Photography

Kylie McMullan is an Instructor of Public Relations for Simon Fraser University's Continuing Studies Certificate Program. Though she has a strong passion for teaching, Kylie also continues to practise public relations. Kylie has a strong background in public relations and marketing, stemming from her experience both client side, at Johnson & Johnson and Nature's Path Organic Foods, and in agency, working on accounts for clients such as Celestial Seasonings, Happy Planet Juice, Bootlegger, and Sandman Hotels. She also sat on the Board of the Vancouver Chapter of the Canadian Public Relations Society for four years

and was the editor of their member newsletter. Kylie has a Masters of Business Administration from Simon Fraser University.

Preface

Public relations is a growing and dynamic field in Canada, one that, as both practitioners and instructors, we are passionate about. Each year, we are excited to see so many young, talented students who want to learn more about the practice of PR and take their place within the profession.

In our classrooms, we are lucky enough to meet and instruct many of these new and emerging practitioners. We wrote *Canadian PR for the Real World* with these students in mind. We wanted this textbook to enhance their understanding and love of the practice and to represent an extension of what we teach in the classroom. We hope it will serve as a reference tool for students long after they graduate and embark on their careers, one that they will refer back to in order to gain clearer insight into a problem or where they will seek, and find, practical guidance.

Above all else, this textbook celebrates public relations in Canada. We sought to make students aware of and to help them appreciate not only the rich history of public relations in Canada, but also the great work that contemporary practitioners produce on behalf of their organizations and clients. Many of the campaigns and projects created by our Canadian colleagues are winning awards and receiving global attention. However, until now, there was no publication capturing their case studies, examples, and testimonies. This textbook serves as an ode to their great work.

WHY WE WROTE THIS BOOK

While this textbook is new and is the first of its kind in Canada, the content is built upon years of practical experience and instruction in public relations programs. It reflects what we have found to be useful content in our own classrooms, as well as the type of material and information our students demanded from us. Our students wanted a practical textbook with content that they can reference and use: PR for the real world. They were also looking for “straight talk” from experienced practitioners, which is why we included **Practitioner Interviews** with PR professionals from coast to coast.

In this textbook, we have also included an **After-Class PR Advice** section, which provides professional advice and answers to many of the real-world questions our students are so curious about, such as entry-level salaries, job search tips, and networking strategies. At the end of each chapter, we have included a visual summary of the chapter content. These summaries serve as at-a-glance refreshers for busy students and are a helpful tool for students who have an aptitude for visual learning.

WHY THIS BOOK IS NEEDED

The publication of *Canadian PR for the Real World* represents a milestone in the history of public relations in Canada. It is the first textbook to examine the unique practice of public relations in its many forms within our borders and to recognize Canadian public relations practitioners. Not only do we in Canada have a rich public relations history that students should be made aware of, but there are many differences between the PR industries in Canada and the United States. However, when we started our teaching careers, we were dismayed to find that the only PR textbooks available on the market were American, providing only U.S. examples and case studies. While the markets do have similarities, we wanted students to understand the unique aspects of the Canadian market and Canada's distinctive cultural environment, as well as the differences between Canadian and U.S. legal and professional associations. We have even included a section on Canadian law and how it affects public relations.

CHAPTER ORGANIZATION

Chapter 1: Public Relations in Canada. In this chapter we define public relations and introduce the practice of PR in Canada. We look at strategic thinking and the RACE formula. We also look at a practitioner's typical day and at prospects in the industry. Importantly, we explore the role of ethics and the law in PR.

Chapter 2: Influencing Public Opinion: The Foundation of PR Then and Now. Here we look at public opinion, propaganda, attitudes and beliefs, influencers, and the factors of persuasion. We also look at the history of PR in the United States and Canada.

Chapter 3: Corporate Social Responsibility, Cause PR, and Environmental PR. In this chapter we discuss the importance of corporate social responsibility, examine matching causes to organizations, and look at the practice of environmental public relations.

Chapter 4: The Public Relations Plan. In this section we start to look at practical applications of public relations, starting with the formulation of an effective PR plan.

Chapter 5: Writing for PR. This chapter provides a comprehensive overview of writing for public relations, covering writing basics, key messages, news values, the media kit, media releases, speeches, and other PR materials.

Chapter 6: Media Relations. This is a practical step-by-step look at how to conduct media relations. This chapter also provides an overview of the role of the journalist and the media landscape in Canada.

Chapter 7: Social Media. While social media may be changing some components of communications, many of the basics remain the same. We look at what has changed and how to effectively communicate through social media.

Chapter 8: Media Training. This chapter provides the rationale and techniques behind media training spokespersons.

Chapter 9: Internal Communications. While many students believe that public relations is primarily externally directed, in this chapter we examine effective communication with an internal audience.

Chapter 10: Special Events Management. This chapter examines the various types of events, the special events plan, and PR practitioners' roles and responsibilities in managing special events.

Chapter 11: Issues Management and Crisis Communications. This chapter provides an overview of techniques for prevention of, preparation for, and response to issues and crises.

Chapter 12: Other Areas of Specialization. This chapter introduces students to investor relations, public affairs, and international and multicultural public relations, including conducting PR in Quebec and in other French-speaking communities.

REAL-WORLD EXAMPLES

The first edition of *Canadian PR for the Real World* provides timely, real-world case studies and examples from across the country. Some of these interesting and instructive examples include:

- The Occupy Wall Street movement and its influence on public opinion as it spread across Canada
- Best Buy Canada's internal communications plan during the 2010 Vancouver Olympics
- The special events management for the Juno Awards
- The Saskatchewan Roughriders' and Canadian Blood Services' Bleed Green campaign
- Tourism New Zealand's Canadian social media campaign
- Issues and crisis management around the collapse of the BC Place stadium roof and the Maple Leaf Foods product recall

SUPPLEMENTS

- **Instructor's Manual** This comprehensive guide contains a lecture outline of each chapter, descriptions of the discussion boxes, answers to the cases and exercises, and additional suggested group and individual exercises.
- **PowerPoint Slides** The PowerPoint slides feature key points and figures and tables from each chapter.
- **CourseSmart** CourseSmart goes beyond traditional expectations, providing instant, online access to the textbooks and course materials you need at a lower cost for students. And even as students save money, you can save time and hassle with a digital eTextbook that allows you to search for the most relevant content at the very

moment you need it. Whether it's evaluating textbooks or creating lecture notes to help students with difficult concepts, CourseSmart can make life a little easier. See how when you visit www.coursesmart.com/instructors.

GRATITUDES

Behind every book, there is a team of supporters who work diligently and encourage quietly, but receive little recognition. Even so, they are instrumental to the completion of the project. We would like to take a moment to acknowledge some of the major contributors to our textbook.

We are deeply appreciative to the publishing team at Pearson Canada. Nick Durie, former Acquisitions Editor, believed in this textbook and its importance to PR students in Canada and signed us on. Nick championed the project and provided vision, solutions, support, and encouragement when times got tough. We would not be here at the finish line without him. This book could not have been completed without a lot of hand-holding from our Senior Developmental Editor extraordinaire, Darryl Kamo. His patience and dedication to the project were outstanding. Thank you, Darryl.

We also thank the rest of the talented team: Deana Sigut, acquisitions editor; Jessica Hellen, in-house project manager; Marcia Gallego, copy editor; the team at Cenveo, including Sandhya Gola; and finally, Leigh-Anne Graham, marketing manager.

We are also indebted to all the PR practitioners who shared information with us and joined our mission to help foster the next generation of Canadian PR practitioners.

We would like to thank all the academic reviewers who took the time to review our manuscript and offer insight. A special thank you to Terri Smolar, academic and former member of the CPRS National Council on Education, for sharing valuable information on areas of practice to include in the textbook.

Many thanks also to our industry colleagues, former bosses, mentors, and teachers who helped us learn the profession and develop our expertise.

Kylie would also like to thank Mike Newall, Richard McMullan, and Chelsea McMullan for their unconditional love and support throughout the writing of this textbook. She owes a special thanks to her mother, Heather McMullan. Kylie would also like to thank Peter Walton, Fawn Mulcahy, and her colleagues at Simon Fraser University. It's because of their encouragement that she has the best job in the world: teaching.

Maryse thanks her husband, Robert Gibbens, and her daughter, Eloise, for their love and for sharing her with this textbook. Her work is better because of them. A heartfelt thank you goes to her parents, André and Yvaine Cardin, for believing in her. Many thanks are extended to her colleagues at Capilano University's School of Communication for their professional support.

Finally, thanks to you, the instructors and the students who look to continue the long tradition of exemplary public relations in Canada.

Maryse Cardin
Kylie McMullan

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