



Spring 2007

# dispatch

Delta Media's Corporate Newsletter

## Delta Media's PR Makeover Winner!



**The Canadian Hard of Hearing Association (CHHA)** is smiling from ear to ear after winning **Delta Media's \$100,000 PR Makeover Competition**. The competition was launched to celebrate Delta Media's 15th anniversary in September 2006. We received over 40 submissions and our Blue Ribbon panel of judges narrowed the five finalists down to two. To break the tie, Delta Media met with the two non-profit organizations and after much deliberation, we chose the Canadian Hard of Hearing Association. The association will receive \$100,000 worth of services from Delta Media and our generous partners: Affinity Productions, Bypress Printing and Copy Centre, BMR Group, Jacques P. Robitaille, MARSworks, Paladin Design, and Stephen Fenn Photography. We look forward to developing our relationship with the CHHA over the next year.



CHHA representatives are as follows: Janice McNamara, Executive Director (second on the left), Michel David, Project Lead (first on the right) and Carole Willans-Théberge, President (second on the right).



## Helping Hands for Healthcare

**The Canadian Medical Association** operates a number of subsidiary companies to deliver value to its members. One of these is MD Financial, one of Canada's most progressive financial services companies. Since the fall of 2006 **Delta Media's Bernard Gauthier** has been working with the AVP of Marketing Communications on communications planning for the company. Delta Media has also provided strategic counsel and developed a number of creative campaigns for MD Financial including direct mail, Web marketing and print advertising. We have also written and produced three innovative corporate videos for this dynamic client.

## CPhA Gets the Full Suite of Services

**The Canadian Pharmacists Association** is building on four years of success and taking advantage of the full range of expertise Delta Media offers. Our **Vision Research** division conducted a landmark survey for the Canadian Pharmacists Association - the first-ever national study of the Pharmacy Technician workforce in Canada. Our **Public Affairs Strategy Group** helped the Canadian Society of Hospital Pharmacists and CPhA encourage the Manitoba government to pass Bill 41, *The Pharmaceutical Act*. Finally, **Delta Media** has been retained as Agency of Record for a two-year pharmacy human resource initiative dubbed "Moving Forward."

## Delta Media Excels on International Stage

Delta Media went the distance and provided media relations in support of three successful exhibitions in Europe for Library and Archives Canada. The first two exhibitions by world-renowned Canadian photographer, Yousuf Karsh were launched in Nice and Paris, France. **Delta Media's President, Sheena Pennie, travelled to London** to help with the third exhibition and loan of the "**Four Indian Kings**" portraits. The "Four Indian Kings" once again served as First Nations ambassadors to England in the National Portrait Gallery's London exhibition *Between Worlds: Voyagers to Britain 1700-1850*. They were loaned to the National Portrait Gallery in London as part of a future travelling exhibition and outreach program of Library and Archives Canada.



Sa Ga Yeath Qua Pieth  
Tow grandfather  
of famous warrior  
Joseph Brant

## BREAKING NEWS - Delta Media Wins OPC Contract

Delta Media's **Sheena**

**Pennie** has been selected by the **Office of the Privacy Commissioner of Canada** to be the Conference Director for the 29<sup>th</sup> International Conference of Data Protection and Privacy Commissioners being held in Montreal in September 2007.

## Success with Standing Offers

Delta Media is proud to be on nine public sector standing offer lists including recent successes, **NRCan, Environment Canada** and **Public Service Human Resources Management Agency of Canada**. This is in addition to clients with whom we have had standing offers for several years, such as the **House of Commons, Industry Canada** and the **City of Ottawa**. We are proud that our public sector clients have confidence in our ability to provide services such as: strategic communication and marketing services, training, qualitative research, media relations and event planning.

## On the 'Write' Track- New Training Program

Delta Media's **Writing for the News Media** is the newest addition to our *Communicate with Confidence* Seminars. It is delivered by media relations specialists **Ken Anderson** and **Bernard Gauthier**. This session is designed to assist participants to craft engaging media materials such as media pitches, teasers, alerts, advisories, news releases and backgrounders to target key audiences. All training is customized to our clients' needs and is tailored to the issues and experience of each participant.

**Our Core Competencies**  
Delta Media's three divisions provide a full range of public relations, research and government relations services.



- Strategic communications planning
- Media relations
- Crisis communications
- Special events/product launches
- Advocacy advertising
- Training
- Web architecture and development
- Strategic counsel



- Qualitative research
- Quantitative research
- Web evaluation methodologies

### PUBLIC AFFAIRS STRATEGY GROUP INC.

- Government relations
- Coalition building
- Issue monitoring
- Policy analysis

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Delta Media's partnership with Worldcom and its 100 affiliated offices gives us a worldwide reach, while remaining an independently-owned and proudly Canadian firm.

Global access.  
Local focus.

## Public Service Matters

For the seventh year in a row, the **Public Service Human Resources Management Agency of Canada** has sought out Delta Media's services. Our role in providing strategic advice has extended from Bernard Gauthier's facilitation in planning sessions to Ken Anderson's leadership with award citations, media relations support and strategic counsel. This year we are providing strategic advice for the **2007 Public Service Award of Excellence**, being held June 14. These

awards recognize employees who have demonstrated excellence in serving Canadians, while reflecting the values, ethics and priorities of the federal public service. A total of 30 individuals and teams are being honoured this year.



## Guiding the Future of PR

Over the years, Delta Media has been dedicated to communication students, their studies and to helping them integrate into the workforce. Every year, **two scholarships are awarded** - one to an advertising student at St. Clair College (**Margaret and Paul Kane Scholarship**) and the other to a third-year journalism student at Carleton University (**E. Norman Smith Memorial Award**). Delta Media has also been more directly involved with the students at Carleton University with Bernard Gauthier serving as a sessional lecturer in advertising and public relations and Sheena Pennie and Nyree St. Denis delivering

numerous PR case studies to a 4<sup>th</sup> year journalism class. Delta Media has also provided many students with **mentorship and internship opportunities**.

Our most recent student intern, **Robert Walker**, shares his six-week experience: "Delta Media's website loudly exclaims, 'a firm is only as good as the people who work there,' and I know the team here believes every word of it. Everyone, from the CEO and President, to consultants and account coordinators, are experts in their respective fields, and they were all more than willing to share



Robert Walker- Delta Media Student Intern

their knowledge and experiences with me. **My experience at Delta Media was memorable and valuable** because it taught me what I need to know about public relations and professional communications in general. I enjoyed every minute of it."