

## Editorial

by Lise St-Arnaud

The Ovation Gala is fast approaching, and we're now in the final stages of preparation. The event, at which we will be presenting awards to the year's best communicators, will be held April 14 at the Europa Hotel. The Ovation competition is truly unique because of its exclusive method for evaluating the candidates' submissions. This year, the jury, chaired by Denis Gallienne (Caisse de dépôt et placement du Québec) will carefully examine some fifteen projects, all of which are sure to be equally original in terms of design, creation and execution. Following this evaluation, entrants who meet the stringent criteria will be presented with an award.

During this special evening event, we will also be presenting the \$1,500 IABC bursary to a student who, through his or her research, has contributed to the advancement of public relations practices. The Montreal chapter board members will also award the following prizes:

- **Hommage:** a tribute to an IABC member for his or her professionalism and active involvement in the chapter's activities.
- **Exceptional communicator:** to someone who distinguished himself throughout his or her career and who contributed to the promotion of excellence and who raised the professional level of organizational communications.
- **Communicator of the year:** to Guy Crevier, president and editor to La Presse. Mr. Crevier led major changes in the daily newspaper both in its content and form. The changes have contributed to increase readership by 15% week days and Saturdays and by 25% on Sundays.

Please come and join us in honouring all our winners.

I look forward to seeing you there!

L.S.A.

## Attend our monthly board meetings: it's an educational experience!

Are you interested in hands-on involvement in our association? Why not attend a board meeting of the Montreal chapter of the IABC! Association members and anyone who is thinking about joining are welcome to attend.

Board meetings will be held on the following dates:

May 12, 2005

June 9, 2005 (to be confirmed)

P.O.



## OVATION

An event not to be missed ...

## GALA

**Europa Hotel 1240 Drummond Street**

Admission Members: \$65

Non-members: \$85

Students: \$25

**Cocktail reception**

Tel.: (514) 354-6170 • Fax: (514) 356-1243

[syl.duchesneau@sympatico.ca](mailto:syl.duchesneau@sympatico.ca)



## Searching for the perfect candidate for your company?

The resumé section reserved for IABC members provides you with an exclusive platform to showcase your abilities and experience to peers and employers! Take a few minutes to browse other members' resumé and post your own. Keep in mind that your IABC membership entitles you to post job offers at minimal rates.

Information: Hélène Fortier  
at (514) 832-2935 or by e-mail at:

[helene.fortier@thales-avionics-ca.com](mailto:helene.fortier@thales-avionics-ca.com)

AIPC-Mtl



## Psychological harassment

### As communicators, how does this really affect us?

A workshop was held on February 2 as part of the IABC Learning Nights entitled “Psychological harassment... a communications issue?” Backed by case studies and some grim statistics, our two speakers, Monique Juteau from the Société de transport de Montréal (STM) and Monique Deviard, APR and CPRS Fellow, gave the audience an overview of this



Monique Juteau

issue, which is indeed a complex one. What is psychological harassment and how can a good communications professional put theory into practice? These were the main questions addressed by the speakers.

Ms. Juteau has worked as a communications advisor with the Société de Transport de Montréal for several years. She talked to us about a situation that was plaguing the company—which has over 7,300 employees—a few years ago. In the 1990s, findings revealed a high level of aggressive behaviour within the organization, compelling management to examine existing practices and procedures with respect to psychological harassment. In 1998, the company created the position of Corporate Ombudsman, and three years later, deeming that the mechanisms in place were inadequate, the Ombudsman advised management to conduct a full review of its policy.

In an effort to demonstrate its good faith, management accepted the recommendation and backed the creation of an internal training pro-

gram for managers, followed up by an awareness campaign in March 2001. Through an intense visibility initiative—fairly uncommon at the STM—involving a hail of signage in some 200 work locations, the campaign was a great success. Employee interest was sustained throughout the year with articles published in the internal paper and the distri-

bution of flyers.

How did this approach facilitate implementation of the policy? By giving a corporate policy unprecedented visibility. In fact, in 2001, 64% of the STM's employ-

**Every week, more than 500,000 Canadians miss work due to psychological disorders.**

**The provisions of Bill 143 on labour standards, which took effect in June 2004, stipulate that every employee has the right to a work environment that is free of psychological harassment. Employers are required to take reasonable steps to prevent such harassment and put a stop to any such behaviour once they become aware of it.**

ees were familiar with the company's policy. By June 2002, this figure had reached 90%.

By implementing this program, the STM was one step ahead of Bill 143 (see sidebar), which provides for recourse for victims of psychological harassment in the workplace.

The STM stands out as a dynamic company that promotes fair relations and a healthy work environment. According to Ms. Juteau, communication proved an indispensable tool in conveying this commitment and these values to employees.

Ms. Deviard's presentation further supported the Société de Transport de Montréal's case.

According to this expert on the subject, problems characterizing “malaise in the workplace” can fall into a number of categories, e.g. stress, conflict, managerial ill-treatment, and regular aggression. No typical abuser profile exists because an employee can be harassed by a boss, his colleagues or his customers. The employer therefore has a legal responsibility towards its employees to provide them with a healthy work environment conducive to doing their job.

As such, it is the communicator's job to imple-

ment tools (communication plan, crisis management plan, internal communication policy, etc.) to enable companies to overcome these obstacles. But be careful! Not everything can be

left up to the communications or human resources departments. Senior management must demonstrate a great deal of willingness and commitment. It is senior management that must arrange awareness sessions and ensure its managers learn about, understand and truly adhere to these principles.

This thorny issue is far from being resolved and is closely linked to the evolution of the job market. Thanks to input from government authorities and professionals interested in the issue, the topic of psychological harassment is becoming less taboo,

and companies are talking about it more openly now. There are a number of mechanisms that can be put in place to efficiently prevent this form of harassment. The role of the communications professional is key; he must assist with the organizational changes required to mitigate this growing phenomenon.



Monique Deviard



## Don't miss these events!

### This spring, IABC/Toronto will be presenting "The Naked Communicator: Transparent and Trusted."

During the weekend of April 29 to May 1, the IABC will present "The Naked Communicator: Transparent and Trusted," a regional conference on the value of transparency and trust. The event will take place at the University of Toronto's Faculty Club.

According to keynote speaker Paul Bates, Dean, DeGroote School of Business, McMaster University, the need for transparency has become clear in the wake of the federal sponsorship investigation and the scandals at Enron and other major corporations. "Without truth, there is no trust. And without trust, there's no loyalty from employees, customers, investors or other stakeholders," says Mr. Bates. "That's why communication is more vital to effective leadership than ever before."

Speakers and topics:

- Julie Freeman, ABC, APR, IABC President, International – Global IABC Initiatives and Transparency Trends
- Paul Bates, Dean, DeGroote School of Business, McMaster University – Transparency, Trust and Ethics: Transforming the Way Leaders Lead and Communicate
- Ezri Carlebach, Communication Head, Royal Society for the Encouragement of Arts, United Kingdom – New Requirements for Non-profits to Prove their Impact
- Bryn Meredith, President (Canada), Bluepoint Leadership Development – The Leader's Voice
- Merge Gupta-Sunderji, CGA, President, Merge Speaks – Lead, Follow or Get Out of the Way
- Cyndy De Giusti, Senior Counsel, GPC Public Affairs – Challenging the Status Quo

The program was developed based on the results of an online survey of primarily IABC members from Ontario to the Maritimes. "This conference is designed to offer a valuable learning experience with tangible benefits to delegates," says Alix Edmiston, President, IABC/Toronto. "We're also planning various networking opportunities, which our research suggests are also important to our audience."

The conference complements IABC Canada District Two's AGM and board meetings, which include representatives from the Atlantic, Grand Valley, London, Montreal, Newfoundland and Labrador, Ottawa and Toronto chapters, as well as IABC/Caribbean.

IABC members and non-members can register online for the conference at cost-effective rates. Current members and non-members who register before March 4 will pay \$225 and will be eligible to win prizes.

To show their support for transparency and efficient communications, the CNW Group, Davis Display & Event Productions Inc. and Coast Paper Limited will be sponsoring the event.

For further information or to register for "The Naked Communicator: Transparent and Trusted" visit <http://toronto.iabc.com> under the *events, seminars* heading

AIPC Toronto

### Come and see a real pro deliver a workshop on managing organizational change!

This workshop on the efficient management of organizational change, to be held this May, will be led by a seasoned communications professional with nearly 20 years of experience in information communication, strategy development and coordination of activities for internal and external customers and the general public. Next month, we will introduce her co-facilitator, Pierre Vallée.

As a consultant, Hélène Tremblay has been advising major Quebec corporations for the last 13 years in an effort to optimize their change-management processes and internal communications. Her specialties in this field include strategic planning, efficient implementation of information systems, and delivery of appropriate training.

Hélène is a highly experienced public speaker who worked as a lecturer and supply teacher at Université Laval for four years. She has also spoken at some 15 provincial and national symposiums and conferences, and led more than 75 training workshops. Hélène still designs and delivers intensive training sessions in the workplace. She has an excellent workshop in store for you!

Hélène Tremblay has been particularly active in the IABC since first joining in 1993. She sat on the continuous training committee and on the board from 1994 to 1996. She coordinated the *Gold Quill* awards (French submissions) in 1998 and was a judge for the *Silver Leaf* award. She also took part in the *Gold Quill Blue Ribbon Panel* in 1999. She was a member of the *Blue Ribbon Panel* for the *Ovation* awards from 1998 to 2001, and she co-chaired and later chaired the judges committee from 2002 to 2004. Hélène Tremblay has also won two *Gold Quill* awards and one *Ovation* award.

Y.E.J.



## A research project that concerns us!

### Analysis of Quebec public relations practices in an international context

The role of the public relations officer has changed a great deal from what it was in the past. In our current era of commercial trade and globalization, organizations are having to learn to position themselves not only on the national scene but in the global arena as well. Today's public relations professionals are therefore faced with new problems because organizations are now dealing with foreign partners and target markets. PR agents have to contend with the variables of a different cultural context. So when Quebec public relations professionals take on international mandates, they should be questioning the legitimacy of their approach and of how they manage the critical

public relations tool by taking into account the foreign culture.

The thesis by Émilie Plante, a UQAM student completing a master's degree in communications, is primarily about Quebec public relations professionals handling international mandates. The main thrust of her research is: "How and for what purpose does the Quebec PR professional take into consideration the cultural factor in developing public relations activities abroad?" The research covers the whole issue of the globalization of communications and how Quebec public relations officers take cultural differences into account in fulfilling mandates for international clients.

Ms. Plante chose to survey members of the Montreal chapter of the IABC, the Société des relationsnistes du Québec (SRQ), and the Forum des responsables des communications du gouvernement du Québec with international PR mandates. The questionnaire, sent out to IABC members by e-mail last month, contained 28 questions that were pre-tested on three Quebec PR officers working on international projects. We hope there will be a solid response to the questionnaire.

For more information, please contact Émilie Plante by e-mail at [plante.emilie@courrier.uqam.ca](mailto:plante.emilie@courrier.uqam.ca).

## IABC Montreal networking and professional development program

### Informal Wednesdays at IABC-Montreal

A monthly networking opportunity at the Europa Hotel

Meet with new members and discuss topics of interest with your peers in a warm, friendly atmosphere. This activity was launched last fall and has tremendous scope.

Mark the upcoming meeting dates in your agenda:

April 27, 2005 from 6:00 p.m. to 7:30 p.m.

May 25, 2005 from 6:00 p.m. to 7:30 p.m.

Where: Europa Hotel, 1240 Drummond Street, Montreal; (514) 866-6492; Peel métro.

### IABC Learning Nights

A professional development opportunity the first Tuesday of every month

This is a series of workshops and conferences given by experts in every sphere of organizational communication. Friends of the IABC-Montreal are also invited to benefit from the knowledge, experience, and know-how of these well-known communications professionals.

May 3, 2005, from 6:00 p.m. to 9:00 p.m.

#### Workshop:

#### Communication and change management

Today's organizations are constantly changing. Proactive management of these changes includes communication activities. However, if communication is used alone, without other key change-management elements within the organization, it will only have limited success. Adopting an integrated approach to communication and change management is imperative.

This dynamic workshop will teach you about the principles and basics to take into consideration in order to effectively manage change, and about the powerful synergy between communication and other change-management tactics.

Invited experts:

**Hélène Tremblay**, Communications  
**Hélène Tremblay**, Communications  
**Pierre Vallée**, Habilis

Where: UQAM, 1430 Saint-Denis,  
Athanase-David Pavilion, Room D-R200  
Lunch boxes will be provided.

### The Ovation Gala is just around the corner!

The Ovation Gala will be held on April 14. We hope you take part in the celebration this year! An event not to be missed!

Europa Hotel, 1240 Drummond Street,  
Montreal, Quebec, (514) 866-6492

5:30 p.m. to 6:30 p.m. Cocktail reception

6:30 p.m. to 8:30 p.m. Awards presentation



**Get the maximum benefit from your IABC membership. Take advantage of the following service offered by our Montreal chapter:**

**The Communiqué: the monthly IABC Montreal newsletter**

**Regional and national professional development activities**

**Job line through the chapter website (<http://www.aipc-mtl-iabc.com/jobline/en/job.htm>.)**

**Access to support in pursuing your Accredited Business Communicator (ABC) accreditation**

**Eligibility for Ovation, Silver Leaf, and Gold Quill competitions**

**Networking opportunities**

**For further information contact: [info@aipc-mtl-iabc.com](mailto:info@aipc-mtl-iabc.com)**



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