



Canada PR Country Landscape 2004

Global Alliance for Public Relations and Communication Management

Global Alliance for Public Relations and Communication Management • c/o USI Università della Svizzera Italiana
via Giuseppe Buffi 13 CH-6900 Lugano • Switzerland phone +41 58 666 47 72 • fax +41 58 666 46 47
e-mail info@globalalliancepr.org • website www.globalalliancepr.org

Copyright © 2004 Global Alliance for Public Relations and Communication Management. All rights reserved.

Country Profile

Canada is the world's second largest country, covering a land mass of 9,970,610 square kilometres. Canada occupies the northern half of North America, encompassing six time zones from east to west. Canada's geography changes dramatically as you move across the country, and each region boasts a significantly different landscape and climate.

Most of Canada's 31 million people live within a few hundred kilometres of its 8,892 kilometre southern border with the United States. Canada has over two million lakes and is estimated as having one-seventh of the world's fresh water (www.oCanada.ca, n.d.). For a more thorough description of the regional geography of Canada, please visit www.OCANADA.ca/geography/regional.php.

Capital City: Ottawa

Languages: English and French are the languages for national, political, and commercial communication in Canada.

Major religions: In terms of formal religion, the population is overwhelmingly Catholic, with a multicultural mix of Protestant, Jewish, Hindu, Islamic, Buddhist and Native Indian spiritual communities as well (www.lonelyplanet.com).

National flag: A red maple leaf is located in the centre of a white background with two red vertical bars on each side

National currency: Canadian Dollar

National Holidays:

- January 1 - New Year's Day
- March/April - Good Friday & Easter Monday
- Monday before May 24 - Victoria Day (except in the Atlantic Provinces)
- 1st Monday in August - Civic Holiday
- 1st Monday in September - Labour Day
- 2nd Monday in October – Thanksgiving
- November 11 - Remembrance Day
- December 25 - Christmas Day
- December 26 - Boxing Day

Canadian Symbols



The Arms of Canada

The present design was approved in 1994 and shows a ribbon behind the shield with the motto of the Order of Canada. This version replaces a former design drawn by Mr. Alan Beddoe.



The National Flag – The Canadian Flag is symbol of Canadian identity. The official ceremony inaugurating the new Canadian flag was held on Parliament Hill in Ottawa on February 15, 1965.



The Royal Union Flag

The Royal Union flag, commonly known as the "Union Jack", has a long history of usage in Canada. Although the Red Ensign was widely used in Canada from the time of Confederation until the national flag was adopted in 1965, the Union Jack was the affirmed national symbol from 1904 to 1965.

Map of Canada



This map along with other information about Canada's landscape can be found at http://www.lonelyplanet.com/destinations/north_america/canada/.

Canada's Political Structure

Canada is a constitutional democracy. The head of state is technically the Queen of England, who is represented by the Governor-General of Canada. However, due to the Canada Act of 1982, the Prime Minister of Canada is the actual head of the state although fealty to the Queen is kept as a symbolic gesture.

Federal

The federal Parliament is divided into two sections: the House of Commons and the Senate.

The House of Commons consists of 301 members of Parliament drawn from throughout Canada. The political party that has the majority of seats within Parliament makes up the ruling government. The party with the second most seats serves as the Official Opposition and acts as the major critic of government policy and legislative debate.

The Senate makes up the second branch of the legislative process. The Senate is comprised of 104 members, appointed by the Governor-General although the Prime Minister usually chooses the appointments. All potential laws must pass through the Senate although their actual policy-making ability is minimal.

The leader of the majority party is the Prime Minister of Canada. The Prime Minister appoints a Cabinet from members of Parliament to address individual issue-based ministries (e.g., Defence, Finance, etc.).

More information about the Federal Government of Canada can be found at www.canada.gc.ca.

Provincial

The provincial legislative body is called the Legislative Assembly. Assembly size varies from province to province, usually corresponding to differences in population. The structure and activities of provincial governments are virtually identical to the national structure.

The leader of the majority party is the Premier. The Premier appoints a Cabinet from members of the Assembly to address individual issue-based ministries (e.g. Defence, Finance, etc.).

More information about Canadian provincial governments can be found at the following Web sites:

Government of British Columbia	www.gov.bc.ca
Government of Alberta	www.gov.ab.ca
Government of Saskatchewan	www.gov.sk.ca
Government of Manitoba	www.gov.mb.ca
Government of Ontario	www.gov.on.ca
Government of Quebec	www.gouv.qc.ca

Government of New Brunswick	www.gnb.ca
Government of Nova Scotia	www.gov.ns.ca
Government of Prince Edward Island	www.gov.pe.ca
Government of Newfoundland	www.gov.nf.ca
Government of Yukon	www.gov.yk.ca
Government of Northwest Territories	www.gov.nt.ca
Government of Nunavut	www.gov.nu.ca

Political Parties

There are a number of political parties in Canada that affect Canada's political landscape. Some party candidates run both federally and provincially whereas others only run in one arena.

Major Political Parties

- Progressive Conservative- Federal and Provincial
- Liberal- Federal and Provincial
- New Democratic Party- Federal and Provincial
- Canadian Alliance- Federal
- Bloc Quebecois- Federal
- Parti Quebecois- Provincial

The Canadian Economy

Similar to the Canadian climate and landscape, Canada's economy varies nation-wide. More information specific to regions in Canada as well as general information about the Canadian economy can be found at <http://canadianeconomy.gc.ca/english/economy/>.

Business in Canada

Canada ranks among the eight most important industrialized nations in the world, and as such, is part of G8. In addition to being America's largest trading partner, Canada boasts one of the world's largest major stock exchanges and a very stable and sophisticated financial services industry. The strong market-oriented economic system supports high living standards and a very well-educated workforce (www.ocanada.ca).

Natural Resources

Canada's primary natural resources are natural gas, oil, gold, coal, copper, iron ore, nickel, potash, uranium, zinc, wood and water. Leading exports are automobiles and their parts, machinery, technology products, oil, natural gas, metal, forest and farm products (www.ocanada.ca).

Business History

Before World War II, Canada was largely rural and dependent on agriculture and natural resources. There is often a misconception that Canada is still overly dependent on this component of the economy. While the Canadian agricultural and natural resource industries are not insignificant, they are dwarfed by the manufacturing, technology and service industries. (www.ocanada.ca).

Regional Business Strengths

Different regions in Canada possess different strengths according to their available natural and human resources. Visit www.ocanada.ca/explore for more detailed information about Industry in each province.

To find out more about the Canadian economy, try one of the links listed below:

- **Quarterly analysis (The Economy in Brief)**

Source: Department of Finance

<http://www.fin.gc.ca/purl/econbr-e.html>

- **Monthly analysis**

Source: Industry Canada

http://strategis.ic.gc.ca/sc_economy/mera/engdoc/03.html

- **The Daily**

Source: Statistics Canada

<http://www.statcan.ca/english/dai-quo>

- **Regional Economic Observer**

Source: Industry Canada

http://strategis.ic.gc.ca/sc_economy/mera/engdoc/09.html

Canadian Culture

From the perspective of communication theorists Edward Hall, Canada is classified as a low-context culture. Hofstede would classify Canada as an individualistic culture with low power distance relationships; meaning Canadians are comfortable approaching superiors within organizational contexts (1997). Canadians adapt well to inequalities of power distribution in both their personal and professional lives. Additionally, Canadians usually do not feel threatened by ambiguous situations, giving them a low level of uncertainty avoidance (1997).

Public Relations in Canada

Public relations in Canada is practiced according to the principles of strategic management, public responsibility and the two-way symmetrical communication. Communication helps build relationships among organizations and publics, developing policies that are aligned with the public's interest (Lauer, 1995). Canadian corporate leaders are searching for communications practitioners who can think strategically, are well versed in media, have a thorough understanding of communication and business theory and can be effective members of the senior management team.

The Canadian Public Relations Society (CPRS) was founded in 1948 “from two original groups – the first in Montreal and the second in Toronto” (www.cprs.ca). “In 1953, these became associated as the Canadian Public Relations Society and, in 1957, the organization was incorporated as a national society (www.cprs.ca). CPRS now has 17 member societies located throughout Canada, all of which adhere to the constitution of the national society (www.cprs.ca).

Today, CPRS has approximately 2,000 members. However, this is merely a reflection of those practitioners who have chosen to become members; it has been estimated that 10 per cent of practitioners become members, and therefore there may be practitioners practicing who are not members of CPRS. Using this estimation, it is fair to say that there are approximately 19,000 public relations practitioners in Canada.

Canadian Public Relations Associations

Canadian Public Relations Society

www.cprs.ca

The Canadian Public Relations Society (CPRS) is a professional association for Canadian public relations practitioners. CPRS is dedicated solely to the public relations profession and is dedicated to serving Canadians through the establishment and maintenance of high professional, educational and ethical standards in public relations (www.cprs.ca).

CPRS is dedicated to the enhancement of public relations in Canada, and as such, offers workshops, seminars, and special events catered to the needs of public relations professionals in Canada.

CPRS has a Code of Professional Standards members must abide by. These standards are available at http://www.cprs.ca/AboutCPRS/e_code.htm.

International Association of Business Communicators

www.iabc.com

The International Association of Business Communicators (IABC) is an international knowledge network for professionals engaged in strategic business communication management (www.iabc.com).

While IABC is an international association, many Canadian public relations practitioners are members. IABC's vision is to become a “global network that inspires, establishes and supports the

highest professional standards of quality and innovation in organizational communication” (www.iabc.com). They currently provide life-long learning experiences for communicators, including conferences, seminars, workshops and special events.

IABC has a Code of Ethics for Professional Communicators. These Codes are available at <http://www.iabc.com/members/joining/code.htm>.

Education in Public Relations

In Canada, the following post-secondary institutions offer formal education in the field of public relations.

BRITISH COLUMBIA

University of Victoria

Certificate - Public Relations

www.uvcs.uvic.ca/pr

Royal Roads University

MBA - Public Relations and Communication Management

www.royalroads.bc.ca

Kwantlen University College

Diploma - Public Relations

www.kwantlen.ca

Langara College

Certificate - Media Communications and Public Relations

www.langara.bc.ca

British Columbia Institute of Technology

Certificates (part time) – Public Relations – Marketing Communications – Media Techniques and Marketing Communication

www.bcit.bc.ca

ALBERTA

Grant MacEwan College

Undergraduate – Business Management – granted through University of Lethbridge

Diploma – Advertising and Public Relations

Post-diploma certificate in Communications Management

www.gmcc.ab.ca

Mount Royal College

Bachelor's degree in Applied Communication – Public Relations

www.mtroyal.ca/communicationstudies/prelations.htm

Athabasca University

Undergraduate - Professional Arts in Communication

www.athabascau.ca

Lethbridge Community College

Diploma – Communication Arts

www.lethbridgecollege.ab.ca

SASKATCHEWAN

University of Regina

Certificate – Public Relations

www.uregina.ca

MANITOBA

University of Winnipeg

Certificate programs in Communications:

- » Public relations specialization
- » Advertising specialization
- » Marketing specialization
- » Philanthropy and development specialization

www.uwinnipeg.ca

Red River College

Diploma - Creative Communications

*also part of joint degree BA Communications offered through the University of Winnipeg Faculty of Arts

www.rrc.mb.ca

ONTARIO

Algonquin College of Applied Arts & Technology

Diploma - Public Relations/Media Relations

www.algonquinc.on.ca

Centennial College of Applied Arts and Techology

Diplomas - Marketing/Public Relations, Journalism, Communication Arts, Corporate communications – media

www.cencol.on.ca

Humber College of Applied Arts and Technology

3 year Diplomas - Public Relations; Marketing

www.humber.on.ca

Niagara College

Post-graduate Certificate in Public Relations

Sheridan College of Applied Arts and Technology

»3 year program in Media Arts

» One year post-graduate program in Corporate Communications

www.sheridanc.on.ca

Fanshawe College

Post-graduate certificate in corporate communication/public relations

www.fanshawec.ca

St. Lawrence College of Applied Arts and Technology

2 year program in Advertising & Public Relations

3 year Business Administration & Marketing

www.sl.on.ca

QUEBEC

To view a complete listing of programs in the province of Quebec go to http://www.cprs.ca/Education/f_institutions.htm

NOVA SCOTIA

Mount Saint Vincent University

Certificate Marketing

Bachelor's degree– Public Relations (co-op)

www.msvu.ca

University College of Cape Breton

Undergraduate – Business Administration, Public Relations Management

www.uccb.ns.ca

NEW BRUNSWICK

University of New Brunswick

Undergraduate – Public Relations

www.unb.ca

University of New Brunswick – Saint John

<http://www.unbsj.ca/>

NEWFOUNDLAND

Memorial University

Non-credit courses in:

- » Graphics and desktop publishing
- » Communications skills
- » Presentation skills
- » Editing
- » Writing PR materials for print
- » Multimedia studies
- » Business writing

www.mun.ca

College of the North Atlantic

"Fundamentals of Public Relations" (non-credit)

Canadian Public Relations Firms

For updated information on public relations firms in Canada's major cities, access the following sites:

British Columbia

Vancouver

<http://yp2.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Vancouver&S=BC&R=N&search=Find+It&rtd=yp6.superpages.ca-204118>

Alberta

Calgary

<http://yp3.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Calgary&S=AB&R=N&search=Find+It&rtd=yp4.superpages.ca-203104>

Edmonton

<http://yp3.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Edmonton&S=AB&R=N&search=Find+It&rtd=yp6.superpages.ca-204053>

Saskatchewan

Saskatoon

<http://yp.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Saskatoon&S=SK&R=N&search=Find+It>

Regina

<http://yp5.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Regina&S=SK&R=N&search=Find+It&rtd=yp3.superpages.ca-204147>

Manitoba

Winnipeg

<http://yp3.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Winnipeg&S=MB&R=N&search=Find+It&rtd=yp2.superpages.ca-204250>

Ontario

Toronto

<http://yp4.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Toronto&S=ON&R=N&search=Find+It&rtd=yp6.superpages.ca-204317>

Ottawa

<http://yp4.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Ottawa&S=ON&R=N&search=Find+It&rtd=yp2.superpages.ca-204336>

Quebec

Montreal

<http://yp6.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Montreal&S=QC&R=N&search=Find+It&rtd=yp1.superpages.ca-204358>

Quebec City

<http://yp6.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Quebec&S=QC&R=N&search=Find+It&rtd=yp5.superpages.ca-204429>

Newfoundland

St. John's

<http://yp.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=St.+John%27s&S=NF&R=N&search=Find+It>

Nova Scotia

Halifax

<http://yp5.superpages.ca/listings.phtml?SRC=mytelus&STYPE=S&PG=L&C=Public+Relations&N=&T=Halifax&S=NS&R=N&search=Find+It&rtd=yp6.superpages.ca-204524>

Key Resources for Canadian Practitioners

Online Public Relations www.online-pr.com

National Research Council of Canada www.nrc.ca

Library and Archives of Canada www.archives.ca

Statistics Canada www.statcan.ca

Media Awareness Network www.media-awareness.ca

PR Canada www.prcanada.ca

The Role of the Canadian Media

In Canada, news reporters are expected to be objective. News stories are delivered at a grade eight level of comprehension using the inverted pyramid style of writing, which describes a story written in order of importance.

Canadian Media

Canada's media system is owned by the following six main communications corporations:

Bell Globemedia <http://www.bellglobemedia.ca/x/>

- Owns CTV, The Globe and Mail, and Sympatico-Lycos
- Majority interest in four other major television stations (CFCF, CKY, ROBtv, and TSN)

CanWest Global <http://www.canwestglobal.com/>

- Owns 14 of the major daily newspapers and 100 community papers throughout Canada
- Owns 16 television stations throughout Canada

G.T.C. Transcontinental Group <http://www.transcontinental-gtc.com/en/home.html>

- Owns 79 community newspapers throughout Canada

Shaw Communications <http://www.shaw.ca/start.html>

- Owns various radio and television stations throughout Canada

Hollinger Inc. <http://www.hollinger.com>

- Owns over 60 community papers throughout Canada and various magazine publications

Rogers Communications <http://www.rogers.com/>

- Canada's largest cable television company
- Owns 62 consumer and business publications throughout Canada
- Owns 29 radio stations throughout Canada

National Media Outlets

CBC www.cbc.ca

- National television and radio broadcasts.

CTV www.ctv.ca

- National and regional television broadcasts.

The Globe and Mail www.globeandmail.com

- National newspaper.

The National Post www.nationalpost.com

- National newspaper.

MacLean's www.macleans.ca

- National magazine.

Local and Regional Media

Below is a list of the major metropolitan dailies in order from west to east. To access recent news headlines from across Canada, go to CCN Matthews Newswire at www.cdn-news.com.

Victoria Times-Columnist www.canada.com/victoria/timescolonist/

Vancouver Globe www.vancouverglobe.com

Vancouver Province www.canada.com/vancouver.theprovince

Edmonton Journal www.canada.com/edmonton/edmontonjournal/

Calgary Herald www.canada.com/calgary/calgaryherald/

Regina Leader-Post www.canada.com/regina/leaderpost

Saskatoon Star-Phoenix www.canada.com/saskatoon/starphoenix

Winnipeg Sun www.winnipegsun.com/winsun.shtml

Hamilton Spectator www.hamiltonspectator.com

Toronto Star www.thestar.com

Toronto Sun www.torontosun.com

Ottawa Citizen www.canada.com/ottawa/ottawacitizen

Quebec Chronicle-Telegraph www.qctonline.com

Montreal Gazette www.canada.com/montreal/montrealgazette

Fredricton Daily Gleaner www.canadaeast.com

Moncton Times & Transcript www.canadaeast.com

St John Times-Globe www.canadaeast.com

Charlottetown Guardian www.canada.com/charlottetown/

Halifax Chronicle-Herald www.canoe.ca/ChronicleHerald/home.html

St. John Telegram www.canadaeast.com

Northern News (Yellowknife) www.nnsl.com

Canadian Financial Institutions

TD Canada Trust www.tdcanadatrust.com

Royal Bank of Canada www.royalbank.com

Canadian Imperial Bank of Commerce www.cibc.com

Bank of Montreal www.bmo.com

Scotia Bank www.scotiabank.com

References

Canadian Heritage. March 7, 2003. Retrieved June 26, 2003 from http://www.pch.gc.ca/progs/cpsc-ccsp/sc-cs/anthem_e.cfm#h1.

Canadian Public Relations Society (CPRS). (n.d.) Retrieved June 11, 2003, from <http://www.cprs.ca>.

Hall, E. T. (1997). Cultural perception and values. In G. Chen and W. Starosta (Ed.) *Foundations of intercultural communication*, p. 50-52. Needham Height, Mass.: Allyn & Bacon.

International Association of Business Communicators (IABC). (n.d.) Retrieved June 25, 2003 from www.iabc.com.

Lonely Planet. (n.d.) Retrieved June 25, 2003 from www.lonelyplanet.com.

O Canada. (n.d.) Retrieved June 11, 2003, from www.ocanada.ca.

Wilcox, Dennis L. et al. (2000). *Public relations: strategies and tactics*. Addison-Wesley Educational Publishers Inc.: New York.

Wright, Nina Kaiden. (1976). *Public Relations Quarterly*. 21(3). 23. Retrieved June 11, 2003, from Proquest.

Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

For suggestions and discussion, please contact:

Anne Gregory, Global Alliance Chair, a.gregory@leedsmet.ac.uk

Catherine Arrow, Global Alliance Secretary, catherine.arrow@gmail.com

Dr. Judy VanSlyke Turk, APR, Fellow PRSA, Global Alliance Board Member, jvturk@vcu.edu

Juan Carlos Molleda, Ph.D., Project Coordinator and Professor at the University of Florida, jmolleda@jou.ufl.edu

Global Alliance Center

Global Alliance for Public Relations and Communication Management

c/o USI Università della Svizzera Italiana □ via Giuseppe Buffi 13 □ CH-6900 Lugano □
Switzerland

phone +41 58 666 47 72 □ fax +41 58 666 46 47

info@globalalliancepr.org □ www.globalalliancepr.org