

SUSAN FRANCIS PRIZE

in

Public Relations/Communications

The Prize

This \$1,000 Prize is awarded annually by CPRS (Calgary) through the Canadian Public Relations Society Foundation (formerly the Communications + Public Relations Foundation) to a student of public relations or communications in a recognized Public Relations and Communications program at Mount Royal University, the University of Calgary, SAIT Polytechnic, or Bow Valley College. To qualify, the student must be entering their final program year the following September, with eligibility to graduate the following year.

Susan Francis

Susan Francis was educated at the University of Calgary and Carleton School of Journalism (Hons). She earned CPRS Accreditation in 1986. At various times in her career, she was a member of CPRS Ottawa, Calgary, Edmonton and Vancouver. She dedicated her life and career to implementing programs of action for causes that she was passionate about. Established by the Francis family, the Susan Francis Prize is awarded in Susan's memory.

Entries

Entries for consideration by the jury may be submitted in one of two forms relevant to public relations or communications:

Option 1: A final year course research paper on an appropriate topic (of at least 8 to 10 pages; longer submissions will be considered too).

Option 2: A campaign proposal created to meet specific organizational objectives (with no page limits). The proposed public relations or communications campaign could be implemented to the benefit of a specific organization—the organization must be identified.

Topics

Regardless of the entry format chosen, topics for entries should be selected from social issues that may have been important to Susan Francis in her career – such as gender equality, the environment, international development, political action, charity, and crisis communication – and should demonstrate how solid communications theories or tools can contribute to making the world a better place (For more perspective on Susan and her career, see her attached biography in Appendix A of the application form).

Judging Criteria

The submission's writing must be clear and concise, and the entry must demonstrate your understanding of communications strategy development, tactics, overall implementation of the project and how it would be evaluated. Your submission should also reflect your personal passion for the subject matter or for meeting the campaign communications goals. For campaign submissions, the use of the RACE formula is required, either explicitly or implicitly, as an appropriate means to fully explain the project and cover the areas listed above. In the research paper option, an appropriate evaluation of at least two different cases is required, with suggestions for best practices to be used by organizations in the future.

All submissions will be adjudicated against the above stated criteria and scored for imagination, creativity, and professional understanding of the public relations process and demonstration of ethical standards. The winning submission will be published to the CPRS Calgary website, and also in the Mount Royal University Public Relations Department's [Western Communication Report](#).

Applications

Applications should be sent electronically to **CPRS (Calgary)**. A jury chair and three public relations professionals from Calgary will review all submissions and determine a winner by scoring submissions against pre-determined measures.

Submission Deadline: The submission deadline is **June 1 each year**, with the winner notified on or before August 15.

Application

Name _____

Address _____

Phone _____ Email: _____

University/College Name and Program

Student # _____

Program Chair _____

Phone _____

Criteria

- Completing a final year of a four-year undergraduate public relations or communications degree program at Mount Royal University, the University of Calgary, SAIT Polytechnic, or Bow Valley College.

Applicant Instructions

- Attach a copy of your resume.
- Attach a letter from your university or college that attests to your status (i.e., status of enrolment).
- Attach your written submission of a public relations/communications research paper or campaign proposal reflecting a topic as outlined in the requirements.
- Attach a letter demonstrating your personal passion for societal issues by an individual who can document your commitment (e.g., an instructor, volunteer supervisor, or employer).

All applications should be **received by email at the email address below no later than 11:59 p.m. (Mountain Time) on June 1.**

Signature of applicant

Date

EMAIL SUBMISSION and APPLICATION TO:
awards@cprscalgary.com

Appendix A

SUSAN FRANCIS, APR 1955-2001

Biography

Susan attended the University of Calgary and graduated in Journalism (Hons) from Carleton University in Ottawa. She received professional accreditation (APR) from the Canadian Public Relations Society in 1986. She was a member of the National Press Club in Ottawa for twenty-two years, and the Glencoe Club in Calgary since childhood. Susan's remarkable career in professional communications was characterized by dedication and excellence. She threw herself into every challenge, first gaining a deep-rooted understanding, then moving forward to implement programs of action.

Working with Health and Welfare Canada in Edmonton in the 1980s, she managed crisis communication during the Chernobyl incident. In Victoria in the early 1980s, she was a public information officer for Women's programs for the B.C. government. In Ottawa she was Manager of Public Information for the the Canadian Space Agency, and, working with astronaut Marc Garneau, organized the Canada in Space day at the 1989 Paris Air Show.

For Agriculture Canada, she worked on Earth Summit programs, and on the drafting of Canada's sustainable agriculture positions. For a two-year period, she was Communications Manager for the Canadian Committee for the 50th Anniversary of the United Nations. Later, working in Nairobi, Kenya she served as Communications Manager of the Habitat II conference in Istanbul. This world event was attended by delegates from one hundred and seventy-one countries, with twenty-five thousand participants.

In 1998, she joined the University of Calgary as Director, University Communications. In 2001, she served the Canadian International Development Agency and the World Bank as communications consultant for the Nile Basin Initiative, a program to develop communications between nine countries bordering on the Nile River. She worked in Uganda and Ethiopia providing communications planning and training, and managed communications at world conferences in the Hague and Geneva.

Susan was an active and interested political worker starting with the Conservatives in Ottawa in the mid-seventies. Susan was also an impassioned feminist, advocating equity for women whenever she felt that women were disadvantaged by their gender.