



# Communiqué

Summer 2006

The Communication Co-op  
Newsletter

## Be Part of Vancouver 2010

► My path from Communication Co-op to working for the Olympics

By Katie Laughlin

Do whatever it takes to achieve your goals and don't ever underestimate yourself. These are two lessons I've learned over the past year working for the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). On July 2, 2003, when it was announced that Vancouver had won the bid to host the 2010 Winter Games, I knew that I wanted to be a part of it. Little did I know that in order to get on board, I would have to commit to working every weekday morning at 6:00 am.



Co-op student Katie Laughlin (right) with Co-op alumnus Erin McInnis, Internet Content Editor for VANOC.

In May of 2005, I responded to a posting for part-time media monitoring. The position entailed searching for 2010 related news from 6:00 to 8:00 am, Monday to Friday, to help VANOC track issues in the media. Although I had a previous work term under my belt as a media monitor for Starbucks, I thought I wouldn't have a chance at the job because they were hoping for someone who spoke English *and* French. Yet despite my non-bilingualism, they hired me, and despite the 6:00 am start time, I took the job. I knew I wanted to be a part of the 2010 Games and I would brave the early morning alarm for that chance.

Erin McInnis, an SFU Communication Co-op alumnus and my current supervisor, also took a chance. Now Internet Content Editor for VANOC, Erin heard her calling while cheering along with the rest of Vancouver at GM Place on July 2, 2003. She turned to her friend in the stands and said, "I'm gonna be there in 2010".

Erin later found herself looking for work during the Canucks lockout, and decided to try for a position with VANOC. Even though

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# Planning For Success

## ► Event coordination experience an asset for communication students

By Amanda Brkich

There are special events going on in our communities all the time. Whether it is a seasonal festival, public open house, product launch or speaker seminar, every event is created to suit a specific purpose and is usually geared towards a target audience. What many event goers don't realize is the amount of "behind the scenes" work and extensive planning it takes to pull off an event to remember.



The Communication Co-op Alumni Event, this year at Balthazar Restaurant/Hideaway, was a great way for alumni to keep in touch with SFU Co-op as well as to network with others in their industry.

While perusing through various communication-related job descriptions, it is common to see "event coordination experience" as one of the desired skills for potential job candidates. As someone specializing in the field of communication, I know that having some event planning behind me is a definite asset, which is one of the reasons why I found my third and fourth co-op work terms so valuable. Hired on as a project assistant by Faculty of Applied Sciences Co-op at the university, I had the opportunity to hone my event planning skills to the extreme by having significant roles in events such as the Communication Co-op Alumni Event, Careers in Communication and the High Tech Employer Open House, to name a few.

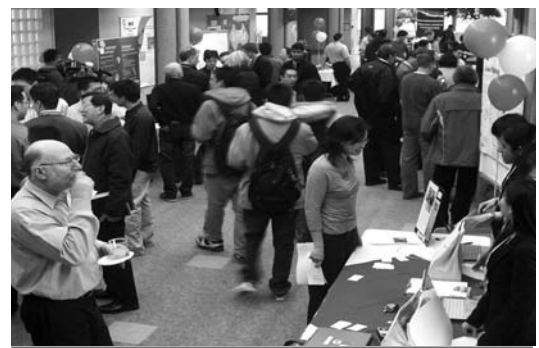
With each event, I took on several different roles. In creating event programs and marketing material, I utilized and expanded on my desktop publishing knowledge.

From a promotional perspective, I was given



Careers in Communication event committee members Carla Culos (far left), Stephanie Libroiron, Jamie Frezell, Amanda Brkich and Jerusha Dunsmore.

the opportunity to work with SFU Media and PR and write a press release, as well as act as one of the contacts for any media inquiries, which was a great introduction to working in media relations. Aside from all of that, I had a hand in tending to budgets, setting timelines and work plans, organizing logistics (which at times proved tedious), and conducting some type of post-event wrap-up. This often entailed creating online surveys for the event attendees and holding debriefing meetings for everyone involved in the planning process. Getting event feedback is not only necessary in order to raise the bar for future events, it's also a great way to gauge what worked well and, of course, learn what you might do different the next time around.



The High Tech Employer Open House is a showcase of student projects from Computing Science, Engineering Science and Interactive Arts & Technology to high tech employers.

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it was entry level, she took an administrative position within the communications department because she wanted to be a part of their team.

Since our start at VANOC, Erin and I have seen both our job duties and the Communications team (now 16 people) expand and grow. Erin says that lots of positions are starting to open in communications and you can expect to see more job postings within community relations, editorial, and internal communications soon. VANOC itself is still small in terms of employees and expects to reach 300 staff by the end of this summer and 1,200 by 2010.

VANOC is in the process of moving into a newly furnished building where staff has access to a gym, cafeteria and a shuttle to and from the Skytrain. There are even French classes offered to staff during lunch hour! They have named the building "Campus 2010" in an effort to create a fun working environment.

VANOC is not the only opportunity to be involved in 2010. There will be numerous positions with organizations such as 2010 Legacies Now ([www.2010legaciesnow.com](http://www.2010legaciesnow.com)), the Canadian Olympic Committee (COC) and the Canadian Paralympic Committee (CPC). VANOC National Partners such as Bell Canada, Petro-Canada and RONA also offer 2010 opportunities, as do the provincial and federal governments' Secretariats here in Vancouver.

So how can you become a part of 2010? Speaking French and having experience with the government are assets, but you also must also be passionate, flexible, willing to work long hours, and be able to "roll with the punches," says Erin. And of course, you should also be able to support the values of VANOC: team, trust, excellence, sustainability, and creativity. ◀

“ do whatever it takes to  
achieve your goals and don't  
underestimate yourself ”



For paid and volunteer opportunities with VANOC, be sure to check their website for postings: [www.vancouver2010.com](http://www.vancouver2010.com).

► **Planning For Success...**Continued from Page 2

I am truly grateful to have been able to work on several different event committees during my last two work terms. I did not only learn about the details involved in the event planning process, but about the importance of time management through concurrently working on several different events at the same time!

For fellow communication students, I highly recommend getting involved with an on- or off-campus event at some point in your university career. Stay in tune with posters, information boards, websites and especially with the emails you receive from your co-op coordinators - there are numerous calls for event volunteers for that occur each semester. Whether you are looking to be an event lead on a committee, or your schedule only permits taking on a smaller job, extra help is always appreciated. It is an ideal learning experience which proves to be a great addition to your resume and you never know, it may open new career possibilities that you never thought possible. ◀

# Top Co-op Employer: BC Cancer Agency

## ► Public relations team hires their first full-time co-op student

By Ashli Gauvreau

After my interview with BC Cancer Agency's Public Relations Department at the very intimidating new research centre, complete with petri dish windows and the infamous DNA staircase, I was convinced that I didn't get the position. BC Cancer Agency is at the forefront when it comes to providing care and research to patients from all over British Columbia and this public relations department serves the whole province. When they actually called to offer me the position, I remember thinking that I was under-qualified for a position at such a prestigious organization.

This was my first co-op position and I was their first full-time co-op student in PR; I knew little about what to expect. All I had was the outline for the position (which included statements such as "event coordination skills" and "a can-do attitude"), research from their website and pamphlets I had picked up from the agency library. Eight months later, I am now about to pass on my knowledge to a new co-op student, to help her gain all the experience and skills that I was privy to learn.

The PR department is comprised of a team of four women, each talented in her own unique ways, that gave me a well-rounded view of the crazy and vast world of public relations. As they are responsible for running the agency's website, all internal and external relations, all media related calls and branding, I was exposed to a plethora of different tasks that have not only expanded my resume, but also provided valuable experience that I will carry with me in my career ahead.

As an Events and Projects Coordinator, I was given some intense projects from the very beginning. In my first few months, I helped organize the International Gairdner Symposium, attended various press conferences and



Ashli Gauvreau (centre front) with the BC Cancer Agency Public Relations team.

on-air interviews with doctors and scientists, and I even sat on the organizing committee for the Annual Cancer Conference - a four - day conference for over 800 delegates.

The more I got to know the team and proved my abilities, the more tasks I was able to take on. This included initiating my own projects, creating a "best practices" binder, and updating the new employee orientation package and slideshow. I was also given the opportunity to interview and write an article about an employee for the internal newsletter, write public service announcements and provide media contacts for advertising agency events.

Moving on from the agency was a hard decision to make and one that I am still unsure of, but the intended co-op experience is to get a taste of all different aspects of the communication field. As my first co-op experience, I couldn't have asked for a better employer or a better team to help me build upon my skill set and improve my employability. What made my time with the PR team at BC Cancer Agency invaluable was that they wanted to help me succeed, just as much as I wanted to prove to them that I could. ◀

# Meet the Faculty: Donald Gutstein

## ► How a background in architecture led to the field of communication

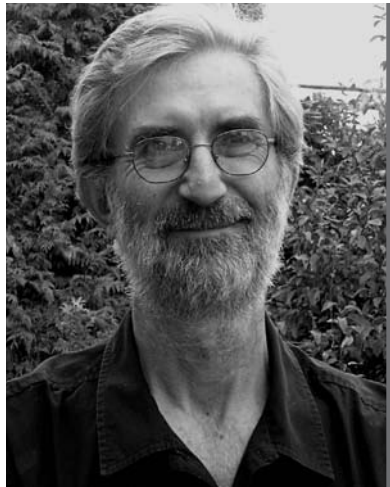
By Jennifer Liu

Having taken CMNS 261 a couple of semesters ago, I knew Professor Gutstein as a soft-spoken, well-respected senior lecturer in the School of Communication. He has been a familiar face in the halls of SFU for well over two decades now. Starting out as a sessional instructor back in the 80s, he has been with SFU ever since. Professor Gutstein usually teaches CMNS 235 and 261, and this summer he will also be teaching CMNS 110, *Introduction to Communication Studies*, through distance education. Professor Gutstein also developed CMNS 235, *Introduction to Journalism in Canada*, through a co-operative effort with another faculty member, Dr. Bob Hackett. He was also responsible for designing the curriculum for CMNS 261 and remains monumental in influencing changes and improvements made to the course every semester.

Through my talk with him, it was interesting to learn that Professor Gutstein did not begin his education in communication studies, but rather in architecture. After getting his B. Arch from UBC in 1968, Professor Gutstein continued to do his M. Arch and graduated in 1972. So what was it that made him join the field of communication? While finishing his M. Arch, Professor Gutstein was part of a citizen group organized to prevent massive development operations in Kitsilano. His role in this group was to gather information from the developers and track their movements; essentially, he was doing what he now teaches students to do when doing corporate research in CMNS 261. As you can imagine, Professor Gutstein found the work intriguing and this captivation forever changed his career path.

Prior to his lectureship with SFU, Professor Gutstein was, and still is, a freelance writer and worked with many private groups such as trade unions or special interest groups. He also wrote for local publications such as the *Georgia*

*Straight* and did a fair bit of radio programming for Co-op Radio. While he originally specialized in the area of urban development and city planning, over the years he gained expertise in areas of information policy, the Internet, public access and news media analysis, to name a few. You can read some of his most recent work in a regular column that he writes for, *The Tyee*, an online alternative news publication based in Vancouver.



Professor Gutstein is a freelance writer and senior lecturer in the School of Communication at SFU.

When asked about SFU's Co-op program for communication students, Professor Gutstein says, "...there is a correlation between doing Co-op and being able to write well... students get to develop better writing skills after having done Co-op." Professor Gutstein also advises students to use the knowledge and skills they have gained in the classroom to help them with their co-op - related endeavors such as the interview process or projects they may encounter during their work terms. For example, students can apply the corporate research skills learned in class to find in - depth information about potential employers and thus be better prepared to impress their interviewers. Proficient researching skills may also prove to be beneficial in many communication - related jobs, so take it from a professor: hone these skills during your co-op terms and be sure to ace your term papers! ◀

# EDGE Program comes to SFU

## ► SFU Co-op Students get an EDGE-ucation in Scotland

By Laura Buchanan

Three months ago, six SFU Co-op students never imagined their summer work term would place them halfway around the world.

In mid-June, the Encouraging Dynamic Global Entrepreneurs (EDGE) program will join these six with 92 other students from Canada, USA, Poland, and Scotland where their entrepreneurial skills will be put to the test.

For the first two weeks of EDGE, participants engage in an intensive immersion program where they will learn about entrepreneurship, enterprise leadership, cross-cultural teamwork, consulting, and economic development. The remaining six weeks are spent in mixed teams developing consultancy projects for small - and medium-sized enterprises in Dunbartonshire, Scotland.

The EDGE program was initiated last summer by Columbia University, Scottish Enterprise Dunbartonshire, and the University of Glasgow, with support from the European Union and the Scottish Executive. Due to the tremendous success of the pilot program, four other prestigious universities were invited to participate in this year's program, with Simon Fraser University being one of the two invited Canadian institutions.

SFU International Co-op was privileged to take part in such a unique, educational, and exciting program. "EDGE provides students a unique opportunity to combine living, learning and working in a cross-cultural and intergenerational team-based environment with opportunities to apply what they learned in actual global business situations," says International Co-op Coordinator Amy Lee. The benefit of this invitation is tremendous as the program not only contributes to the internationalization



SFU EDGE Participants from top left clockwise: Roy Brown (Criminology), Lindsay Hindle (Communication), Ivan Pohrebniyak (Economics & Business), Laura Buchanan (Communication), Carla Culos (Communication & Business), & Tina Yu (MBB & Business).

of SFU but also exposes other students to the opportunities available through International Co-op.

Over the past ten years, SFU International Co-op has sent more than seven hundred students to over 90 countries on international work placements. International work terms draw on students from every faculty and the placements are as diverse as the students who fill them.

Representative of this diversity, are the six students selected to partake in EDGE, whose disciplines range from Communication, Publishing, Business, and Economics, to Criminology, Sociology, and Molecular Biology & Biochemistry. As one of the six EDGE participants I expect this will be a fantastic opportunity to work with other passionate and internationally minded students.

Tina Yu comments that "Being a science student, this work term is completely different from previous science co-ops. This work term gives me the opportunity to travel, experience a new culture, and develop leadership and business skills."

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# Follow in Their Footsteps

► Find inspiration in what Communication Co-op alumni are doing now

Compiled by Amanda Brkich

PUBLIC RELATIONS ►



Angela Bertoia;  
class of 2002

Before graduating with a Bachelor of Arts in Communication and Criminology, Angela Bertoia completed work terms with the Whistler Chamber of Commerce, Dow Chemical Canada and the Vancouver Playhouse International Wine Festival. She currently works for James Hoggan and Associates, a highly renowned public relations firm headquartered in Vancouver. As an account manager at JHA, Angela provides media relations and strategy communications support to the team for a wide variety of projects and clients including CENTURY 21 Canada, A & W Food Services Canada and Capers Community Markets. She has also provided communications counsel for non-profit organizations including the Terry Fox Foundation.

RCMP ►



Andrew Coupe;  
class of 1999

Andrew Coupe did not expect to be working with the RCMP in 2003 after doing his undergrad in Communication and four co-op terms. He has a diverse communication background with work terms at Fisheries and Oceans Canada in Ottawa, Public Works and Government Services in Vancouver, BC Transit in Nanaimo and ending with BC Hydro in Burnaby for his last term before graduating. Although his current job is a radical departure from his earlier work, he definitely utilizes his past work experience when writing news releases and police reports. Andrew is currently posted with the Coquitlam RCMP Detachment, working in the General Duty section, as well as training a new recruit who recently finished her basic training in Regina.

JOURNALISM ►



Jeff Graham;  
class of 2005

Voted most humorous in his high school grad class and known for his celebrity impressions, Jeff Graham attributes much of his success to his experience with co-op at SFU. Currently working as a full-time reporter for *The BC Catholic*, Archdiocese of Vancouver, he is amazed at how much he has evolved since his first co-op term as a Media Relations student with the Vancouver Canucks. After he had the opportunity to compete with Todd Bertuzzi on Nintendo Playstation, Jeff's next endeavour was to make friends with Lui Passaglia, so he applied for and landed his second term with the BC Lions! His final co-op term was with BC Hydro in the advertising department, while he concurrently freelanced with his current employer - after which he was offered the job he has today - his "dream come true."

PROJECT MANAGEMENT ►



Angie Hsieh;  
class of 2002

Angie Hsieh has definitely kept busy during the past few years! Before defending her master's thesis in 2005, Angie was an avid co-op student who completed five work terms as a Communication undergrad. Her first two terms brought her to Ottawa, where she worked at Citizenship and Immigration Canada. She then migrated over to Toronto to work for Transport Canada and ended at SFU for her final two terms at the New Media Innovation Centre/Centre for Policy Research. Angie's current role as a project manager at Radical Entertainment brings her great joy, as she loves playing a key role in developing "kick-ass video games."

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Jane Nunnikhoven  
Jamie Frezell

“It is hard to have expectations of such a dynamic and global experience when I have no idea what will unfold over the eight weeks we are in Scotland,” says Carla Culos of her second work term. “I can anticipate that this program will be very demanding, very challenging, and extremely rewarding. I look forward to immersing myself in Scottish culture, and balancing the work term challenges with networking opportunities at local pubs.”

Follow this unique Scottish journey through the Co-op’s Online Community [www.coopcommunity.sfu.ca](http://www.coopcommunity.sfu.ca). ◀

## New Project Assistant for FAS Co-op

By: Jamie Frezell



I am excited and pleased to announce my new co-op position as Project Assistant with the Faculty of Applied Sciences, Co-operative Education. I will be taking over for the talented Amanda Brkich, who recently finished up her fourth and final work term.

My main focus as project assistant is to provide support and assistance to the Co-op coordinators in Communication, Kinesiology, Computing Science and Engineering. Other duties also include coordinating co-op workshops, designing and creating promotional materials and of course, editing and designing Communiqué.

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## Statistics Corner

<b>Who we are:</b>	<b>06-1</b>	<b>05-1</b>
New admits	28	42
Returning students	59	54
Total placements	74	64

<b>Who’s doing what:</b>		
Eight-month term	18	17
First co-op	28	20
Second co-op	19	25
Third co-op	13	9
Fourth co-op	12	6
Fifth co-op	2	4
Part-time co-op	-	-
Self-directed co-op	8	5

<b>Where we’re working:</b>		
Greater Vancouver	67	56
Out-of-town	4	5
Overseas	3	3

<b>Who we’re working for:</b>		
Federal government	15	20
Provincial government	6	2
Municipal government	-	-
Government agencies	12	13
Not-for-profit	14	6
Private	27	23

<b>Where else we’re placed:</b>		
Arts	8	16
Business	15	3
Computing Science	2	-
Science / Kinesiology	2	-

I look forward to the next six months of my co-op term, as I develop new communication skills and tackle interesting challenges that lie ahead.

Please feel free to contact me if you are interested in writing an article for Communiqué or if you have any other inquiries about our newsletter.

Good luck with your endeavors! ◀