

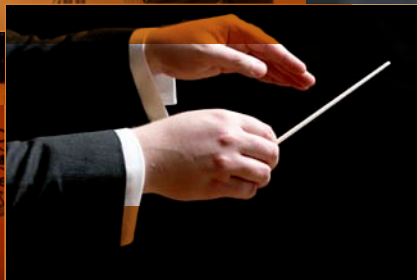


deltamedia™

*The Art and Science of Strategic Communication™*

# Professionals in Public Relations

Excellence and Results  
since 1991



# Experience and Expertise

Delta Media brings together a team of communications professionals whose experience, expertise and reputation are widely recognized in Ottawa, across Canada and around the world.

Our strong results and dedication to service have allowed us to build an enviable list of clients in government, associations, healthcare and the private sector. That list has grown consistently, as clients have referred us to others and returned year after year.

**Choose Delta Media and communicate with confidence.**

“The Delta Media team has a clear understanding of protocol, always brings fresh ideas to the table and demonstrates a respect for values and ethics in all that they do.”

*Gordon McIvor  
Vice President, Strategic Acquisitions  
Public and Government Affairs  
Canada Lands Company*

“The outstanding success of our international event was owed in large part to Delta Media’s dedication and excellent organizational skills. My office was overwhelmed with letters of congratulations and I wish to acknowledge the role Delta Media had in the positive feedback we received.”

*Jennifer Stoddart  
Privacy Commissioner of Canada  
Office of the Privacy Commissioner of Canada*

Operating effectively in both official languages, Delta Media has developed media strategies and implemented them, resulting in significant desirable press and media attention at both national and local levels.”

*Lilly Koltun, PhD  
Director General  
Portrait Gallery of Canada*

“Delta Media is often one step ahead and your ‘there are no problems, only solutions’ attitude is a real treat!”

*Tanya O’Callaghan  
Marketing and Communications Specialist  
Canadian Council of Human Resources Associations*

“Our Delta Media experience has opened our eyes to the world of public relations, media coverage and a transformed knowledge of marketing our national association. It has been an incredible educational experience we will carry forward for a lifetime. Thank you Delta Media!”

*Janice McNamara  
Executive Director (Retired)  
Canadian Hard of Hearing Association*



## List of Clients\*

### Government

Industry Canada  
Justice Canada  
Office of the Auditor General of Canada  
Office of the Privacy Commissioner of Canada  
Portrait Gallery of Canada  
Public Works and Government Services Canada  
Transportation Safety Board  
Canada Mortgage and Housing Corporation  
Canadian Food Inspection Agency  
City of Ottawa  
Government of the Northwest Territories  
Government of Nunavut  
Canada Lands Company

### Associations

Canadian Council of Human Resources Associations  
Regroupement des gens d'affaires  
White Ribbon Campaign  
Le Centre ontarien de prévention des agressions  
Transportation Association of Canada  
Association of Universities and Colleges of Canada  
Canadian Internet Registration Authority  
Building Owners and Managers Association  
Canadian Bar Association

### Health Sector Associations

College of Family Physicians of Canada  
Academic Health Council  
Canadian Public Health Association  
Canadian Agency for Drugs and Technologies in Health  
Canadian Association of Emergency Physicians  
Canadian Association of Medical Radiation Technologists  
Canadian Pharmacists Association  
Canadian Institutes of Health Research  
Royal College of Physicians and Surgeons of Canada  
Independent Living Canada  
Canadian Hard of Hearing Association

### Private Sector

Siemens  
Waste Management  
Boehringer Ingelheim  
Stanton Chase International  
Canadian Medical Association Holdings

\* A partial list of current and past clients

# Many Services – One High Standard

Delta Media offers a full suite of public relations, public affairs and marketing/communications services - from the initial audience research and strategic communications planning to full campaign implementation and evaluation. We ensure consistency, quality and results by deploying a wide range of communications services:

Media relations • Special events • Advocacy advertising  
• Website development • Social media campaigns •  
Creative writing • Graphic design • Print production •  
Video production • Training

## In everything we do, we are, above all, a strategic firm.

We analyze the situation rigorously, develop the precise strategies that will deliver results, and propose the communications vehicles and activities that are best able to reach your audiences, to achieve your goals, and to stay within your means.

This high standard prompted the Worldcom Public Relations Group – the world's largest network of independent PR firms – to select Delta Media as its partner in Ottawa.







# Leadership



L-R: Bernard Gauthier, CEO; Tim Kane, Chairman; Sheena Pennie, President; Ken Anderson, Senior Counsel

Delta Media is a recognized leader in public relations.

The training and counsel we offer are sought after by senior executives in government, associations and the private sector. Many of the country's top journalists regularly turn to us for expert commentary on the PR, advertising and communications issues of the day. In the same way, academics and organizers of influential industry conferences call on Delta Media for presentations on the very latest in PR and communications.

Leadership also means active participation in the professional communities we serve and a long tradition of giving back to the community through scholarships, internships and *pro bono* work with not-for-profit groups.

Choose the **Professionals**  
in **Public Relations.**  
Choose **Delta Media.**



**deltamedia**<sup>™</sup>

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