



Sault College News Release

For immediate release

Public Relations and Event Management program receives green light from Ministry Unique Program to launch in Fall of 2011

(Sault Ste. Marie, ON January 10, 2011) Sault College is on track to offer a graduate level program in Public Relations (PR) and Event Management this coming fall.

“Graduates of this program will be able to offer potential employers two inter-related and in-demand skill sets – PR and event management – in one employee. In these times of strategic staffing, that brings tremendous value to organizations,” says Leo Tiberi, Vice President, Academic at Sault College.

The one year program is open to students who have already graduated from a college or university program and want to incorporate strong PR skills and event management training to enhance their resume, increase their chances of employment, and add value to their organizations.

Tiberi said the college is pleased to have secured the services of a well-known local public relations professional to help lead and develop the new program. “Jim Cronin has been working with us from day one to research and develop this unique offering. He brings with him nineteen years of experience as a senior level PR professional and we are excited to have him involved with the program,” said Tiberi. Cronin retired from the Ontario Lottery and Gaming Corporation (OLG) in July of 2009. Prior to joining OLG he worked as a broadcast journalist for nineteen years.

Prospects for employment in the PR and event management industry are good according to recent studies that show a large number of baby-boomer PR professionals retiring over the next few years while the demand for PR staff continues to grow, including among the various levels of government. Further, the unemployment rate among PR practitioners in Canada continues to be significantly below the overall national unemployment rate.

The new Public Relations and Event Management program is among a growing number of innovative programs Sault College has introduced particularly over the last two years that have boosted student enrolment at the Sault Ste. Marie campus. “Being responsive to industry trends and student interests is central to how to succeed in the post-secondary field of education,” notes Tiberi. “It’s critical that we keep things fresh, new, and exciting, and this program certainly does that.”

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About Sault College

Sault College reaches students through post secondary, continuing education, apprenticeship training and third party contract training. Sault College offers a full range of programs: Certificates, Diplomas, Advanced Diplomas, Post Graduate Certificates, Degrees, and Apprenticeship programs. Key Performance Indicator (KPI) surveys demonstrate that almost 90% of Sault College students are employed within six months of graduation and student satisfaction is among the highest in the province. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at www.saultcollege.ca for more information.

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