

SENIOR WRITER & COMMUNICATIONS PROFESSIONAL

Strategic Communications, Executive Speechwriting

Government of Canada Security Clearance – Reliability

Robert Ross has provided communications advice, planning, management and services to government, business and not-for-profit organizations for 28 years, most recently for five years with the Federation of Canadian Municipalities (FCM), now as a principal of InterChange Public Affairs Inc. in Ottawa. His track record includes: successful entrepreneur, staff communications advisor and manager, creative writer effective in a wide range of modes and subjects, and speechwriter to cabinet ministers and other senior executives. He remains fascinated by technology and its impact on communication.

PROVEN COMPETENCIES IN

STRATEGIC COMMUNICATIONS – Conceives, develops and executes communications strategies and tactics to advance organizational objectives; skilled at telling an organization's stories and communicating its messages. Able to translate complex issues into compelling narratives that motivate and influence people, gain news media attention and advance organizational objectives. Experienced at orchestrating messages and themes across communication channels, from traditional print and broadcast media to emerging social media.

EXECUTIVE SPEECHWRITING – A deadline-driven, persuasive writer, Robert has been writing speeches for leaders—CEOs, presidents, federal cabinet ministers, members of Parliament and senior officials—for 28 years. He excels at writing speeches with a strong message, working with speakers to combine content and style to capture and hold an audience while communicating key messages.

CONTENT CREATION AND DELIVERY – Experienced and effective publications director, comfortable meeting schedules and editing copy while creating engaging publications that support organizational goals. Adept at managing and providing creative direction to editorial, graphic design and web development teams. This includes overseeing print production with an eye to quality, value for money and effectiveness, and ensuring websites and social media support an organization's brand and objectives.

EDUCATION

- Bachelor of Journalism (High Honours), Carleton University, Ottawa, Ont., 1984
- Bachelor of Arts (English Literature), George Washington University, Washington, D. C., 1969
- Humber College School of Writing, Toronto, Ont., Summer 1993
- Hypernarrative, Summer Institute of Film and Television, Ottawa, Ont., 2000
- Creative writing courses: Carleton University, University of Ottawa, Algonquin College

CAREER HIGHLIGHTS

INTERCHANGE PUBLIC AFFAIRS, 2008 – Present

Principal and Co-founder

Based in Ottawa, Canada, InterChange Public Affairs (www.interchangepea.com) is a full-service public affairs firm offering government relations and communications advice and services. Robert has written for a number of InterChange clients, including the Alberta Urban Municipalities Association, Animal Nutrition Association of Canada, the Association of Canadian Community Colleges, the Association of Manitoba Municipalities, the Atlantic Mayors' Congress, the City of Halifax, Engineers Canada, the Federation of Canadian Municipalities, Infrastructure Canada, Justice Canada, NAV CANADA, the Natural Sciences and Engineering Research Council, Newfoundland & Labrador Housing (on behalf of Provincial/Territorial Ministers responsible for Housing), non-linear creations, Office of the Veterans Ombudsman, Transport Canada, and the Southwest Economic Alliance (SWEA).

FEDERATION OF CANADIAN MUNICIPALITIES, 2003 – 2008

Communications Advisor, 2003 – 2004 / Manager of Communications, 2005 – 2008

As Communications Advisor and later Manager of Communications from 2003 to 2008, he played a key role in FCM's advocacy on behalf of the New Deal for Cities, overseeing the creation and delivery of communications strategies, programs, products and services.

As Manager of Communications, he oversaw the work of a team responsible for delivering communications services in support of the New Deal and FCM's other advocacy campaigns. As senior writer, he translated complex issues into clear, compelling stories to advance the organization's objectives, from the storylines and messages that formed the backbone of the campaigns, to the ad copy, articles, news releases, opinion pieces, brochures and website content that supported their execution. He wrote speeches for five FCM presidents during their highly successful advocacy campaign on behalf of the New Deal for Cities.

As Managing Editor of *Forum*, FCM's flagship publication published six times a year, he re-developed the magazine to support FCM's advocacy agenda while delivering insightful, well-written articles on issues and events of interest to the municipal audience. He edited and oversaw production and promotion of numerous FCM reports, including a series by the Quality of Life Reporting System (QOLRS) and FCM's seminal report "Building Prosperity from the Ground Up."

NAV CANADA, 2000 – 2003

Communications Advisor

As Communications Advisor from 2000 to 2003, he provided communications advice and services to the private-sector owner of Canada's civil air navigation service. This included communications planning and support for internal clients, including Human Resources, Technical Operations and Safety and Quality Management. He also wrote CEO messages, managed several quarterly newsletters, developed ad copy and re-launched the email newsletter for managers. He wrote speeches for the CEO, as well as an Industry Trends column for *NAV CANADA News*.

LEXICOM COMMUNICATIONS, 1997 – 2000

Sole Proprietor

As proprietor of Lexicom, he provided editorial services to public and private-sector clients in Ottawa. He wrote speeches for the Ministers of Industry, Transport, Fisheries and Oceans; the Secretaries of State for Agriculture & Agri-Food and Fisheries and Oceans; the Deputy Ministers of Fisheries and Oceans Canada and Health Canada; members of Parliament and senior departmental officials. He also wrote reports, articles, news releases and brochure copy for Agriculture and Agri-Food Canada, the Canadian Pork Council, the Canadian Trucking Alliance, Cognos, Fisheries and Oceans Canada, the Fisheries Council of Canada, Justice Canada, Transport Canada, Treasury Board Secretariat, Western Economic Diversification, and the Ottawa Economic Development Corporation. He wrote web and ad copy for the clients of non-linear creations, including Crosskeys, ObjecTime, NetActive, Nortel and Buystream; for the email newsletter of GotMarketing.com; and marketing collateral for NetActive, Nitrosoft, Buystream, Cognos and Rogers Ottawa.

ASTROFF CORKUM ROSS ASSOCIATES INC. (ACR), 1987 – 1997

Principal and Co-founder

As a founder and principal of Astroff Corkum Ross Associates (ACR) from 1987-1997, Robert participated in the firm's management and direction as it grew from three principals to 11 full-time staff. As chief speechwriter, he wrote speeches for federal cabinet ministers, members of Parliament and senior departmental officials. He oversaw the development of ACR's electronic publishing and design services and managed numerous communications projects and serial publications for clients, including the newsletters *R&D Bulletin*, *Sphere* and *Let's Talk Green*. He was instrumental in putting the company on the Internet and developed and produced its weekly ezine, *Capital Current*, from February 1995 to October 1997.

CONFERENCE BOARD OF CANADA, 1984 – 1986

Writer and Editor

Editor of *Board Affairs*, the quarterly newsletter of the Conference Board of Canada; staff writer for *Canadian Business Review*, the Conference Board's flagship publication; edited reports and wrote direct-mail promotional copy and executive speeches.

GOVERNMENT OF CANADA SECURITY CLEARANCE

Organization Code:	22470-00
Organization Name:	InterChange Public Affairs Inc.
Security Clearance:	Designated Org. Screening
Cleared	Reliability Status

ADDRESS CARD QR CODE



RECENT PROJECTS

2012

- For the Animal Nutrition Association of Canada (ANAC), analyzed the organization's website to determine the effectiveness of current content and structure in preparation for redevelopment.
- For the Federation of Canadian Municipalities (FCM), wrote an opinion piece; the president's introduction to a report; and remarks for the president and the chair of FCM's Big City Mayors' Caucus opening a news conference.
- For the Natural Sciences and Engineering Research Council (NSERC), revised communications materials.

2011

- For the Association of Manitoba Municipalities (AMM), wrote web copy and media materials in support of a campaign.
- For the Federation of Canadian Municipalities (FCM), wrote media materials and opinion pieces.
- For Justice Canada, wrote two speeches for delivery by Minister Nicholson.
- For the Natural Sciences and Engineering Research Council (NSERC), wrote a suite of media-friendly technology articles; edited the report "Maximizing Opportunities: Increasing Women's Participation in Science and Engineering – A Summit."
- For NAV CANADA, wrote product brochures and a product news release for the launch of the NAVCANatm suite of ATM products; a corporate video script; and the 2011 annual report.
- For non-linear creations, wrote web copy for the redesign of the Unitron website.
- For the Office of the Veterans Ombudsman, wrote a speech for the Ombudsman.
- For Transport Canada, wrote speeches for Ministers Strahl and Lebel and Minister of State Merrifield; revised a strategic plan.

2010

- For Transport Canada, wrote speeches for Ministers Strahl and Day.
- For the Animal Nutrition Association of Canada (ANAC), wrote the 2009 annual report and managed its design, translation and printing; edited "The Case for Modernization of the Canadian Feeds Regulations".
- For Justice Canada, wrote a speech for Minister Nicholson.
- For the Federation of Canadian Municipalities (FCM), wrote speeches and scripts for FCM's 2010 annual conference. Also provided support for FCM's Rights of Way Campaign; wrote a communications strategy; developed (with Fenix Solutions) a members-only community website with social media features; wrote collateral for the campaign and content for the website.
- For Infrastructure Canada, wrote summaries of infrastructure projects funded through the Building Canada Fund, which were posted on the "Creating Jobs, Building Communities" website.
- For Engineers Canada, wrote an article on the Public Infrastructure Engineering Vulnerability Committee (PIEVC) and the tool it developed to assess municipal infrastructure's vulnerability to climate change.
- For NAV CANADA: wrote a communications plan; an article on the company's Collaborative Initiatives for Emissions Reductions Program; sections of 2010 annual report; and a video script.