



Denis Rancourt <denis.rancourt@gmail.com>

MEDIA INQUIRY, response needed, Re: media inquiry, top 25 Ottawa, process and standards

Denis Rancourt <denis.rancourt@gmail.com>

Wed, Feb 2, 2011 at 6:56 PM

To: "CHUO 89.1 FM Train" <chuoTRAIN@gmail.com>

----- Forwarded message -----

From: **Denis Rancourt** <denis.rancourt@gmail.com>

Date: Wed, Feb 2, 2011 at 2:15 PM

Subject: MEDIA INQUIRY, response needed, Re: media inquiry, top 25 Ottawa, process and standards

To: Anthony Meehan <anthony.meehan@mediacorp.ca>

Cc: richard.yerema@mediacorp.ca, ct100@mediacorp.ca, tcd@mediacorp.ca, cew@mediacorp.ca, whos@mediacorp.ca, cdfs@mediacorp.ca, aed@mediacorp.ca, at100@mediacorp.ca, eguides@mediacorp.ca, professional@mediacorp.ca, "CHUO 89.1 FM Train" <chuoTRAIN@gmail.com>

Reminder:

See below.

I need your reply by 5pm today.

Will this be possible for you?

-Denis Rancourt

On Wed, Feb 2, 2011 at 11:58 AM, Denis Rancourt <denis.rancourt@gmail.com> wrote:

Dear Tony,

Thank you for your quick reply.

I do have some additional requests that follow from your answers.

Regarding questions (1) and (2) below, I understand that those considered for the competition must apply. My question was "How many competitors applied?" My question is not "How many employers does Mediacorp track for its job search site?". Please state how many applicants were evaluated for the national and Ottawa 2011 competitions.

Regarding question (3) below, what are the names of the members of the editorial team that chose the winners? How many editors are on the editorial team?

Regarding question (6) below, comparing two universities in Ottawa would not be comparing apples and oranges. Would it be possible to have some comparison?

Regarding question (7) below, could you please give an indication as to why the Citizen would assume the significant cost of publishing the special insert? After all, this insert is expensive advertisement for both Mediacorp and the winners. How does the Citizen recover this cost?

Thank you for your quick responses.

Sincerely,
-Denis

On Wed, Feb 2, 2011 at 11:12 AM, Anthony Meehan <anthony.meehan@mediacorp.ca> wrote:

Dear Dr. Rancourt,

Thanks for your email. The supplement in the Ottawa Citizen yesterday includes our full list and a summary of our Reasons for Selection, the complete contents of which are published here: <http://www.CanadasTop100.com/ottawa>

I have included some brief notes and comments below in red, in response to your questions about the project. Please do not hesitate to contact me directly if you need further information.

Best regards,
Tony



eluta.ca

Tony Meehan, Publisher
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On 02-02-2011, at 10:37 AM, Denis Rancourt wrote:

A reply by today (February 2nd) would be needed.
Will this be possible?

-Denis Rancourt

On Tue, Feb 1, 2011 at 5:00 PM, Denis Rancourt <denis.rancourt@gmail.com> wrote:
February 1, 2011

TO:

Anthony Meehan, Publisher
Richard Yerema, Editor
Mediacorp Canada Inc.
cc: All editors

RE:

Media inquiry: National Capital Region's (Ottawa) 25 best employers Mediacorp competition 2011

Dear Anthony Meehan and Richard Yerema,

I am a show producer/host at CHUO 89.1 FM Ottawa (Campus Radio, U of O). I also produce the watchdog blog "UofOWatch" about the University of Ottawa. The present inquiry is for upcoming media reports.

I hope you can answer some basic questions about the 2011 National Capital Region's (Ottawa) 25 best employers Mediacorp competition in which the University of Ottawa was an award winner.

I have not been able to find answers by an internet search of your web sites (including eluta.ca).

(1) How many employers were considered (applied) for the 2011 Ottawa 25 best employers competition?

See answer to #2 below.

(2) How many employers were considered (applied) for the 2011 national 100 best employers competition?

Now entering its seventh year, National Capital Region's Top Employers is an annual competition organized by the editors of Canada's Top 100 Employers. This special designation recognizes the employers in the Ottawa area that lead their industries in offering exceptional places to work.

The project is unique in that it is the only editorially based competition that recognizes exceptional workplaces in Nova Scotia.

Employers are evaluated by the editors of Canada's Top 100 Employers using the same eight criteria as the national competition: (1) Physical Workplace; (2) Work Atmosphere & Social; (3) Health, Financial & Family Benefits; (4) Vacation & Time Off; (5) Employee Communications; (6) Performance Management; (7) Training & Skills Development; and (8) Community Involvement. Employers are compared to other organizations in their field to determine which offers the most progressive and forward-thinking programs.

Employers apply for the National Capital Region's Top Employers competition through the Canada's Top 100 Employers application process. For this year's national project, Mediagroup editors examined the recruitment histories of over 75,000 employers across Canada that it tracks for its popular job search site,

(3) What are the names of all the Mediagroup Editors involved in the selection of winners for the 2011 Ottawa 25 best employers competition?

We have an editorial committee that is chaired by Richard Yerema, Managing Editor of the Canada's Top 100 Employers project. Richard and the editorial team write more than 275,000 words each year, explaining why all of the winning employers across the country were selected. This is a distinguishing feature of our competition, providing transparency in the selection of winners and "raising the bar" so other employers can emulate their best-practices.

(4) Did the Advisory Board (Ondrack, Long, Cole, Templer) play any role in the selection of winners for the 2011 Ottawa 25 best employers competition? If so, what role did they play? No, as described on our [website](#), our Academic Advisory Board reviews the selection criteria each year, not the employer applications and selection of winners.

(5) Are the scores in each of the eight selection criteria for the winners of the 2011 Ottawa 25 best employers competition available? On the internet? On eluta.ca? Can you provide these to me? Yes, we do keep scores and publish these for our national winners -- these are available via our [website](#). We don't release them for the regional-only winners.

(6) Can you provide the relative ranking of Carleton University and University of Ottawa, both winners of the 2011 Ottawa 25 best employers competition? No, we don't release this information. We publish the winners alphabetically and don't rank them for public purposes. It just doesn't make sense to compare apples to oranges, and we've maintained this practice on the national list for more than 12 years.

(7) Who pays for the Editorial Partner's (Ottawa Citizen newspaper) special insert report about the 2011 Ottawa 25 best employers competition? The Citizen and its parent company, Postmedia, are responsible for publishing this insert; we only supply the editorial content for the list of winners at the front. Neither the Citizen nor Postmedia have any role in the selection of winners.

(8) Please make any other comments or clarifications that you feel should be made.

Thank you in advance for your cooperation.

Please acknowledge receipt of the present request and indicate if you will be able to reply.

Sincerely,
Dr. Denis G. Rancourt
Show Host, CHUO 89.1 FM Ottawa