



EKOS Research Associates has entered into a strategic alliance with Burke Cader Media Strategies, a leader in the fields of media outreach, media coaching, spokesperson development, video production and the writing of speeches and reports.

Our team of communications specialists -- Paul Adams from EKOS, along with John Burke and Alvin Cader -- has decades of experience in journalism and communications. Together, we have worked at the highest levels of journalism in print, television, radio and the Internet, and we have advised government agencies and departments both here and abroad.

Our philosophy is that effective communications depend on a sophisticated understanding of the target audience. In the public sector, communications strategies also need to be developed in the context of the overall objectives of the government, and harmonized with the goals of other departments and programs. It is not just the policies that have to mesh, it is also the way in which information about them is conveyed.

We understand as well that when you communicate, many different audiences may be tuning in. At EKOS and Burke Cader Media Strategies, we have the experience and research at our disposal to analyze and assess those audiences, whether they be internal, stakeholder, parliamentary, media or general public.

Our Communications Services Include:

- Strategic Communications, Internal and External
 - Communications Planning
- Crisis Communications Management
 - Media Analysis
 - Media Outreach
 - Stakeholder Analysis
 - Stakeholder Relations
 - Corporate Image
 - Themes and Storylines
- Writing of Reports and Speeches



PAUL ADAMS is EKOS' Executive Director of Strategic Communications and Media Relations and heads our communications practice. He came to that role from a rich background in the media, academics, and international democratic development. Mr. Adams has a particular interest in international relations, federalism, civic culture, and social and economic policy.

› Prior to joining EKOS, Paul had a distinguished career as a journalist. He covered mainly political stories as a correspondent for CBC television's *The National* and later as Parliamentary Bureau Chief for CBC Radio. In 1999, he joined the *Globe and Mail* as senior parliamentary correspondent and later served as the newspaper's Middle East correspondent. Paul is also an author, a sometime columnist, and an occasional contributor to magazines.

› Paul was for a time the director of the National Democratic Institute for International Affairs (NDI) program in Jerusalem. Earlier in his career, he taught Political Studies at the University of Manitoba.

› He holds an honours B.A. from the University of Manitoba, a Master's degree in Modern History from the University of Oxford, and a Master's degree in Journalism from Columbia University.

JOHN BURKE draws on more than 30 years of radio, television and teaching experience to assist clients in meeting a broad range of communications challenges. Since 1999, John has been a communications consultant and in June 2001, he helped found Burke Cader Media Strategies Inc.

› John's profound understanding of the electronic media is an invaluable asset in assisting clients to effectively communicate their message. He designs and delivers media coaching workshops to top-level decision makers in both the public and private sectors. As well, he provides strategic communications advice to a number of federal departments and agencies and he delivers a wide range of editorial services – from the preparation of speaking notes to video script writing and production.

› Prior to entering the field of communications consulting, John was Senior Parliamentary Reporter with the Global Television Network. During his two decades as a member of the Canadian Parliamentary Press Gallery, he covered major national and international news stories, and in 1997, was nominated for a Gemini Award for spot news reporting.

› A graduate of York University in Toronto with a Bachelor of Arts in political science, John speaks English and French, and has secret-level security clearance with the Government of Canada.

ALVIN CADER. With more than 26 years of experience in radio and television journalism, Alvin Cader possesses an intuitive news sense that he uses to effectively position clients, enabling them to achieve their desired public profile. Alvin launched his consulting career in 2000 and in June 2001, he teamed with John Burke to form Burke Cader Media Strategies Inc.

› Drawing upon his journalistic background, Alvin designs and delivers media coaching workshops to a wide variety of senior decision makers in the public and private sectors. He also develops communications and media outreach strategies for federal government departments, agencies and panels. As well, he has prepared speaking notes for several federal departments and has provided issue management advice to ministers and senior government officials.

› Prior to becoming a communications consultant, Alvin was the National Assignment Editor in CBC Television's Parliamentary Bureau, effectively the Deputy Bureau Chief. He also spent more than 20 years as a senior political correspondent for CBC National Radio News, first in Quebec and then in Ottawa.

› An alumnus of the Journalism Program at Ryerson Polytechnic in Toronto, he also studied at the former Sir George Williams University in Montreal, majoring in Classical Languages and Linguistics. Alvin speaks English and French, and has secret-level security clearance with the Government of Canada.