

Penny's gone to Scotland

A Rotary International Foundation scholarship to the University of Stirling in Scotland had media liaison officer Penny Walsh winging her way recently to a year's study towards a Masters Degree in Public Relations.

Penny joined CALM Corporate Relations Division in April 1995, quickly settling in and becoming a valuable link in CALM's relationship with the media.

It is a characteristic of Penny's to seek self-improvement that will also benefit others, as evidenced in her choice of University to attend.

In a recent speech to Rotarians,

she said that although initially assigned to Canada, she was able to convince the Rotary Foundation Trustees that her first choice, (Scotland) would best serve Rotary's purposes as well as her own and that of her employers.

"The course I'll undertake in September is a specialised one that, until recently, was unavailable in Western Australia," she said.

"In fact, the University of Stirling was the first institution in Europe to offer a postgraduate degree in public relations.

"Its Masters course is fully accredited by the International Public Relations Association

(IPRA), and it will equip me with skills in PR theory and practice, corporate strategy, business ethics, organisational management, research and evaluation techniques and communication theory.

"I see all this being put to good use on my return to WA, and to CALM," she said.

Penny says that when she returns to CALM in 1997, she also hopes to be able to gently assail our ears with her lilting Scottish brogue.

We look forward to hearing you, too, Penny. Meanwhile we wish you a whole string of 'braw bricht moonlicht nights' (and days) of 'Stirling' successes.



Penny Walsh. Photo by Verna Costello

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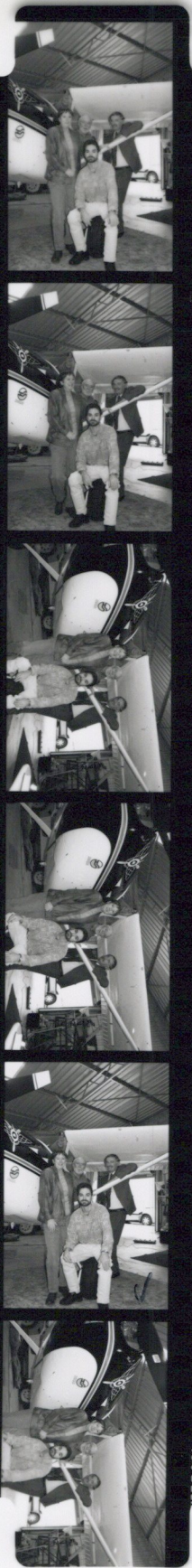
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