

Essentials  
e-Newsletter of CPRS Vancouver

Issue 26 – February 1, 2004

Essentials is designed to provide you with timely and relevant information about CPRS events, news, members and other items of interest. Twice each month you will receive this newsletter by e-mail to your desktop. Address changes can be sent to [admin@cprsvancouver.com](mailto:admin@cprsvancouver.com).

## **Student event**

### **Working with the media**

*6 p.m. Feb. 17, Vancouver Sun office*

Jamie Pitblado, Director of Marketing & Communications with the Pacific Newspaper Group, will speak about the ins and outs of working with the media, how to get a story printed, what the media is looking for, and more.

**When:** 6 p.m. Feb. 17

**Where:** Vancouver Sun, 200 Granville Street, Vancouver

**Cost:** \$5 – student members who bring a non-member get in free

**How:** Register by clicking [here](#) or calling CPRS @ 604-633-1433.

## **Speakers Series**

### **Corporate responsibility by the Sierra Club**

*Noon February 26, 791 West Georgia*

Sierra Club of Canada Executive Director Kathryn Molloy will discuss corporate responsibility at this lunch event. Molloy was principal of a Victoria-based firm serving environmentally and socially progressive clients. Watch the CPRS Vancouver website and upcoming Essentials for more information.

**When:** Noon February 26

**Where:** Four Seasons Hotel, 791 West Georgia Street, Vancouver

**Cost:** TBA

**How:** Register by calling CPRS @ 604-633-1433. Visit [www.cprsvancouver.com](http://www.cprsvancouver.com) for information.

## **Professional development**

### **Bring your presentations to life**

*March 12, 1111 West Georgia*

Carol Doscher, President of New York-based GraceWorks and a trainer & coach will teach you how to make your presentations sizzle in this two-hour energizer. This seminar is a joint presentation with IABC Vancouver.

**When:** March 12, time TBA

**Where:** Terasen Gas Building, 1111 West Georgia Street, Vancouver

**Cost:** TBA

**How:** Register by calling CPRS @ 604-633-1433. Visit [www.cprsvancouver.com/prodevelopment.html](http://www.cprsvancouver.com/prodevelopment.html) for information.

If you have suggestions for upcoming offerings, email CPRS Pro-D Chair Jeff Domansky at [jdomansky@peakco.com](mailto:jdomansky@peakco.com)

## **Website upgrade**

### **CPRS Vancouver adds information**

Check out [www.cprsvancouver.com/books.html](http://www.cprsvancouver.com/books.html) for a page listing recommended reading for PR pros and people in the profession. An FAQ for students and other checking out what PR is: [www.cprsvancouver.com/student/cprsfqs.html](http://www.cprsvancouver.com/student/cprsfqs.html). Plus info on the organization's Excellence in Communications Award ([www.cprsvancouver.com/excellence.html](http://www.cprsvancouver.com/excellence.html)) and Signature Award ([www.cprsvancouver.com/signature.html](http://www.cprsvancouver.com/signature.html)).

## **2004 Awards of Excellence**

*CPRS national awards deadline coming up*

Mark your calendars for **Monday, March 22**, the deadline for entries into this year's Awards of Excellence and CPRS Major Awards. The Awards Program showcases Canada's best public relations talent and offers a special opportunity to be recognized by one's peers for outstanding work and contribution to the profession and CPRS. Entry fees are \$200. Download the full brochure and entry form from the National website under Awards.

<http://www.cprs.ca/files/Awards/eAwardsBrochure04.pdf>

## **PR scholarship**

*\$1,000 awarded to top PR student*

The Canadian Public Relations Society Vancouver invites PR students to apply for a \$1,000 scholarship. The award is made each year to the top applicant displaying academic excellence, prominent leadership qualities, and financial need.

Students must be in their final year of a BC public relations program, and apply to

the CPRS Vancouver office on or before February 5. To find out more about this opportunity to make a name for yourself in the public relations industry, please contact CPRS Vancouver at 604-633-1433 or [admin@cprsvancouver.com](mailto:admin@cprsvancouver.com).

## Keeping Track

Congratulations to CPRS-Vancouver's new APRs. **Rebecca Sullivan, Clive Camm, Joanna Wyatt, and Tanis Tsisserev** have successfully completed the CPRS accreditation program and earned status as accredited members of the society.

**Rebecca Sullivan** is the Public Awareness Coordinator for **Duke Energy Gas Transmission**. **Clive Camm** manages communications activities for the North Shore/Coast Garibaldi region of **Vancouver Coastal Health**. **Joanna Wyatt** is a director of communications at **TELUS**. **Tanis Tsisserev** is president of **T2 Communications Inc.**

**Gayle Stewart** has been appointed **Optimum Public Relations' Vice President, Strategic Planning and Client Service**. Stewart comes to Optimum, a division of Cossette Communications Group, with more than 20 years of experience in corporate communications and customer service. Previously, she was Vice President, Customer Service for BC Hydro, and before that Vice President, Corporate Communications for BC Tel. Stewart serves on the boards of the BC Women's Hospital Foundation, the Canadian Breast Cancer Foundation – BC & Yukon chapter, and the Jack Webster Foundation. She is a member of the YWCA's Women of Distinction program nominations committee and a fundraiser for Arts Umbrella.

## Quote of the month

*"Truth is generally the best vindication against slander."*

Abraham Lincoln

Got news? The next Essentials comes out February 1, 2004. Deadline for submissions: noon Jan. 27, 2004. Please send them to [s.hall@telus.net](mailto:s.hall@telus.net). Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2003.