

Essentials

e-Newsletter of CPRS Vancouver

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Essentials is designed to provide you with timely and relevant information about CPRS members, events and changes. Twice each month you will receive this newsletter by e-mail to your desktop. Address changes can be sent to admin@cprsvancouver.com.

New years message from your president

Happy New Year to all!

In 2005, CPRS will bring you more opportunities to gain valuable knowledge and insight from peers and leaders in our profession. Next week's events are good examples: CPRS will host a speaker on disaster recovery communications as well as a professional development session with the author of *In the News: The Practice of Media Relations in Canada*.

Expect some changes in the new year as well. Through a recent survey, Vancouver's PR community offered several ideas on how CPRS can better serve its members. Some of the survey results and one of the most visible changes will be delivered to you in the next issue of *Essentials*.

All the best,

John Kageorge, President
CPRS Vancouver

Upcoming events

Crisis communications during 9-11: true confessions from a practitioner

Jan. 11, Sutton Place Hotel, Noon

With communications yet again proving critical during the current disaster relief efforts in Asia, Lee Benish's conversation about crisis communications during the 9-11 attacks could not be more timely. Benish is vice-president of Marketing & Strategic Relationship Management with AMEC, an international project management and engineering services company that cleaned up Ground Zero after the terrorist attacks on the World Trade Center. He was responsible for communications under the intense focus of the world media during the disaster and the months of clean up. He will share insights gained during that time.

When: Tuesday, Jan. 11, 11:30 a.m. to 1 p.m.

Where: Versailles A Room, Sutton Place Hotel, 845 Burrard Street
How Much: \$25 (members and their guests), \$35 (non-members)
How: To register, visit www.cprsvancouver.com or call 604-633-1433

Pro-D session In the news: media relations in Canada

Jan. 13, Terasen Building, 6:15 p.m

The popular pizza, pop and PR Pro-D sessions kick off the New Year. Plan to attend our January 13th professional development workshop featuring former journalist, author, media critic, professor and current communicator Bill Carney. Author of *In the News: The Practice of Public Relations in Canada*, Carney will offer a hands-on sessions covering:

- Who's reading the news? The decline of mainstream media and the splintering of news into specialty media.
- Where have all the reporters gone? More media, fewer reporters.
- Media convergence: myth or menace, fantasy or fraud?
- The internet, the media and you.
- Building a killer media room on the net.

When: Thursday, Jan. 13, 6:15 p.m. to 7:45 p.m.

Where: Georgia Room, Terasen Building, 1111 West Georgia St.

How Much: \$45 (members and students), \$60 (non-members), includes pizza, refreshments and GST

How: To register, visit www.cprsvancouver.com or call 604-633-1433

If you're interested . . .

Become a mentor to a student member

Mentor application deadline: Jan. 14

Has a mentor made a difference in your public relations career? Do you want to make the same impact on the PR leaders of tomorrow? Here's your chance. The Student Services Committee is looking for volunteers to participate in the society's first-ever mentoring program, set to launch this month. The program will match CPRS professional members with student members. Mentors will gain insight into current trends and skills and exercise their creativity and knowledge by advising on student projects while helping shape the next generation of public relations professionals.

If you are interested in becoming a mentor, complete and return your mentor application form by Friday, January 14. Contact Renee Schisler, mentoring program coordinator at renee_schisler@shaw.ca for an application form and more information about the program.

New member access to website now in effect

As of January 1, 2005, you now need to provide your own security password which, when matched to your name, will give you access to the members area.

If you have not done so already, please send your password to both the Web chair, Cornelius Alexander at cornelius_alexander@hotmail.com and to Donna Denham at ssu@telus.net as soon as possible

Newbies and renewbies

CPRS Vancouver would like to welcome our newest member, Rosemary Araujo.

Keeping Track

Got promoted? Started a new job? Share the good news with your PR colleagues through Essentials. Email your new coordinates to Rashpal.Rai@bc.etest.com.

Quote of the month

Be not afraid of moving slowly; be afraid only of standing still
-- Chinese proverb

Got news?

The next *Essentials* comes out January 14, 2005. Deadline for submissions: noon January 11, 2005. Please send them to Rashpal.Rai@bc.etest.com. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2005.