

Essentials  
e-Newsletter of CPRS Vancouver

Issue 42 – November 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).

## Upcoming events

### **Communicators meet & greet**

Nov. 4, Terminal City Club, 6 p.m.

Chat up your communications colleagues at the CPRS meet & greet on Thursday, November 4. It's a great opportunity to catch-up with your fellow members and meet the 2004/2005 Board over your favourite beverage. And if that is not reason enough to attend, you can participate in CPRS trivia for a chance to win a great prize.

**When:** Thursday, November 4, 6 – 8 p.m.

**Where:** Terminal City Club's Lions Pub, 888 W. Cordova St. (across the street from Tourism Vancouver)

**How much:** \$10 (student members), \$15 (members and guests)

**How:** To register, visit [www.cprsvancouver.com](http://www.cprsvancouver.com) or call 604-633-1433

### **Pro-D session – the rules of engagement**

Nov. 24, BCIT downtown campus, 11:30 a.m.

Freelance speech writer Colin Moorhouse will lead a discussion about the essential 'rules of engagement,' encompassing issues of oratory, event, humour, story and language and drawing on extracts of speeches he's written for clients. In this joint session with IABC/BC, you'll learn:

- What you can control, and what you can't,
- How your introduction "gets" the audience at "Hello",
- Why humour is the most challenging and dangerous choice for speech writers,
- Where the best stories come from,
- How to find you speaker's voice.

**When:** Wednesday, Nov. 24, 11:30 a.m. to 1:30 p.m.

**Where:** BCIT downtown campus, 555 Seymour St.

**How much:** \$35 (members and students), \$50 (non-members), includes buffet lunch and GST.

**How:** To register, visit [www.cprsvancouver.com](http://www.cprsvancouver.com) or call 604-633-1433.

## **T.S. Discovery Night: “Sailing towards a cure”**

Nov. 17, Vancouver Maritime Museum, 7 p.m.

Current Communications (Kwantlen’s PR Program) presents an informative evening with speakers, live entertainment, a silent auction, dessert and beverages. All proceeds will go to the BC Cancer Foundation to support Colon Cancer research. This event is inspired by teacher, long-time CPRS member and mentor to many, Terri Smolar. For more information, email [sailingtowardsacure@yahoo.ca](mailto:sailingtowardsacure@yahoo.ca).

**When:** Wednesday, November 17, 7 p.m,

**Where:** Vancouver Maritime Museum, 1905 Ogden Avenue

**How much:** \$25

**How:** To register, visit [www.vancouvermaritimemuseum.com/programs\\_events.htm](http://www.vancouvermaritimemuseum.com/programs_events.htm)

### **If you’re interested...**

## **2004 accreditation deadline approaching**

Application deadline December 1, 2004

CPRS Vancouver members with at least five years’ public relations experience are eligible to enter the 2005 Accreditation program to earn APR designation. Application deadline is December 1, 2004. APR designation is a formal acknowledgement of a PR practitioner’s knowledge and skill.

By April 1, candidates must submit a work sample that outlines a public relations initiative they have implemented during the past two years. In late October, candidates undergo a written exam consisting of six short-answer questions and a sample communications plan, as well as a 45-minute oral exam to demonstrate verbal skills and the ability to articulate ideas about the public relations profession.

Orientation sessions, optional study groups and one-on-one support are provided to candidates by the chapter’s accreditation chairperson.

For more information or application details, please contact Lorie Chortyk at 604-647-1316 or by email at [lchortyk@spca.bc.ca](mailto:lchortyk@spca.bc.ca). Full program details and application forms are available on the CPRS National website at [www.cprs.ca](http://www.cprs.ca).

## **CPRS Membership Survey**

Is it true that...

- Agency PR people flit from party to party in stretch limos?
- Corporate PR people have no soul?
- Non-profit PR people exist on a diet of Ramen Noodles three times a day?

CPRS Vancouver wants to know...so is conducting a salary survey. A random sampling of members and non-members will be asked to participate in a confidential phone survey over the next three weeks. Callers will be asked for seven minutes for this project. CPRS Vancouver will also be gathering information about potential membership benefits. Thanks to Ipsos-Reid and the PR students at Kwantlen University College for conducting the survey.

## **Part-Time Studies in Print Futures: Professional Writing**

The Douglas College Print Futures Diploma program is now welcoming part-time applicants for the Winter 2005 term. If interested, you can attend an information session on Monday, 6 p.m. November 8 in Room 5109 at Douglas College's New Westminster campus. For more information, visit [www.douglas.bc.ca/pf/](http://www.douglas.bc.ca/pf/), contact Maureen Nicholson at 604-527-5292, or e-mail [printfutures@douglas.bc.ca](mailto:printfutures@douglas.bc.ca).

## **Keeping track**

**Ina Hunt** has joined the BC Dental Association as **Communications Officer**. She was formally the Communications Specialist for Canadian Blood Services in BC/Yukon.

## **Quote of the Month**

“Failure to communicate is a popular explanation for a variety of human maladaise”  
-- Jandt (1985)

Got news? The next Essentials comes out November 15, 2004. Deadline for submissions: noon November 10, 2004. Please send them to [Rashpal.Rai@bc.etest.com](mailto:Rashpal.Rai@bc.etest.com). Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2004.