

Essentials
e-Newsletter of CPRS Vancouver

Issue 40 – October 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.

Upcoming events

Speaker Series – Lessons learned from BC's forest fire season

Thursday, Oct. 21, noon, Moxie's Restaurant

The 2003 fire season in BC was the worst on record. The lessons learned from it influenced how the province's fire team handled communications challenges presented by this summer's fires.

At CPRS Vancouver's first Speaker Series Lunch of the season, BC's top fire communicators, **Nancy Argyle**, Provincial Fire Information Officer, and **Teresa Lumsdon**, Director of Provincial Emergency Communications, will share their experience and the communications challenges they faced.

When: Thursday, Oct. 21, noon

Where: Moxie's Restaurant, 180 West Georgia Street

How Much: \$26.75 (members), \$32.10 (Non-members)

Price includes GST

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

Registration deadline: Tuesday, October 19

Pro-D sessions: something for everyone

From protocol to speechwriting, from crisis management to media relations, plus territory where CPRS' professional development has never gone before...the 2004/05 CPRS Pro-D season is set to begin. Mark your calendars now for our first session.

Influence, etiquette & protocol

Friday, Oct. 15, 7:30 a.m., Marriott Pinnacle Hotel

Learn how to make the most of your first seven seconds in front of a new prospect, colleague, or contact. Find out how to exert your influence in every setting. Plumb the

depths of protocol. A dynamic and entertaining presentation by Sue Jacques & Ann Marsh, two Calgary-based, certified etiquette and protocol consultants.

When: Friday, Oct 15, 7:30 – 9:15 am

Where: Marriott Pinnacle Hotel, 1128 West Hastings St.

How much: \$35.00 (GST included)

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

Student Speaker Series – ‘so what is public relations?’

Thursday, Nov. 4, Tourism Vancouver office, 4:30 p.m.

The Student Services Committee’s first Student Speaker Series Nov. 4 will feature a panel discussion on what public relations is. The panel will include Walt Judas, Vice President, Marketing Communications & 2010 Strategies, and other yet-to-be-determined industry veterans. Stay tuned for more information.

If you’re interested...

Join BC’s top journalists at the 2004 Webster Awards

On Oct. 27, the Jack Webster Foundation will recognize outstanding journalism in BC at the 18th Annual Jack Webster Awards Dinner and Gala. Rub shoulders with some of BC’s leading print, TV and radio journalists and your fellow PR professionals. Visit www.jackwebster.com or call 604-261-6184 to reserve your seat.

Network with the media on Media Night

Join members of the press and communications industries for the Greater Vancouver Media Association (GVMA) Media Night on Thursday, Oct 7 at the Media Club. Mingle with members of CBC, CanWest, CTV, Corus, Canadawide and various advertising, public relations and design firms over drinks and your favourite music. Networking starts at 6 pm. Entrance is free with a business card. For more information call Robin Esrock at 604-773-7625 or e-mail robin@themediaclub.ca.

CPRS student member survey: fill in to win

Survey deadline: Wednesday, Oct. 6

CPRS student members are invited to help shape the future of CPRS student membership by filling in a satisfaction survey created by the CPRS Student Services Committee. The simple on-line survey will take about five minutes and is thoroughly confidential. Complete the survey and you’ll be entered to win a PAIR of tickets for the next social or student speaker series. Deadline is Wednesday, Oct. 6. To fill in the survey, go to www.surveymonkey.com/s.asp?u=57708625520.

Correction to 2004/05 CPRS Board of Directors Bio

In the Issue 39 of *Essentials*, Larry Cardy, Vice President, Western Region with Canada NewsWire, was incorrectly identified as an associate member of CPRS. In fact, Cardy joined CPRS as a full voting member in 1978. He has been a CPRS Vancouver Board Member and Membership Chair for more than 20 years. Larry was a member of the organizing committee of the two past CPRS National Conferences in Whistler and Vancouver and chaired the Sponsorship Committee for these two successful events.

Our apologies to Larry for the inaccuracy.

RRU offers graduate certificate program in PR management Next residency starts Oct. 18, 2004

Royal Roads University's Graduate Certificate in Public Relations Management program reflects the importance of communications as a key strategic management activity in today's changing organizations.

The program is delivered through two on-site residencies, and two online Internet-based distance-learning modules where participants develop strategic public relations management skills. In addition, participants are prepared to successfully complete their professional accreditation, Accredited in Public Relations (APR). To be accepted in the program, participants are required to have a minimum of 3-5 years public relations management experience. Every program graduate receives credits towards Royal Road's MBA in Public Relations and Communications Management or other graduate degrees. For more information, contact Teija Wakeman at Teija.Wakeman@RoyalRoads.ca.

Volunteer Opportunity Canadian Red Cross, Lower Mainland Region

The Lower Mainland Region of the Canadian Red Cross is recruiting professional and student volunteers from the communications and marketing industry to join its Communications Committee. While the Red Cross emblem is one of the world's most recognized symbols in the world, many are not aware of what the Red Cross does here in the Lower Mainland or overseas.

They are looking for volunteers for the four teams:

- Media Relations Team
- Publications Team
- Team Red Cross
- Events and Special Projects

An information session will take place on Oct 7 at the Red Cross office at 3400 Lake City Way in Burnaby (off of Lougheed Highway). If you're interested, email your resume and

cover note to Linda Low, Chair, Red Cross Communications Committee at lindalowpr@telus.net.

Got news? The next Essentials comes out October 15, 2004. Deadline for submissions: noon October 12, 2004. Please send them to Rashpal.Rai@bc.etest.com. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2004.