

Essentials

e-Newsletter of CPRS Vancouver

Issue 14 – June 15, 2003

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.

Hot summer BBQ

June 24 – Vancouver Lawn and Tennis Club

Bring your appetite and best networking togs out to the CPRS Vancouver summer barbeque. It's a great time to connect with CPRS peers before breaking for the summer.

Date: June 24 (Tuesday, not Saturday like reported in the last edition)
Time: 5:30 p.m. for cocktails, dinner at 6:30 p.m.
Place: Vancouver Lawn and Tennis Club (1630 West 15th, Vancouver)

Call CPRS Vancouver @ 604-633-1433 or check out the website, www.cprsvancouver.com, to register.

The first-ever CPRS Vancouver Excellence in Communications award will be handed out during the evening – see below.

Top CPRS Vancouver award

June 24 – Vancouver Lawn and Tennis Club

The first-ever CPRS Vancouver Excellence in Communications award will recognize a professional exemplifying leadership, innovation, ethics, and mentorship in the communications industry. The award will be presented during the June 24 CPRS gathering at the Vancouver Lawn and Tennis Club. The winner will receive a one-year CPRS Vancouver membership.

CPRS national conference

June 18 to 20 - Prince Edward Island

Rub shoulders with colleagues from across Canada, debate issues critical to the industry, and absorb the wisdom of master practitioners.

For full details and to register on-line, go to www.cprspei.com.

CPRS 2003 Annual General Meeting

June 18 – Prince Edward Island

The Canadian Public Relations Society will hold its 2003 Annual General Meeting 4 to 6 p.m. June 18 at the Delta Prince Edward Hotel in Charlottetown, Prince Edward Island.

Contact the CPRS Vancouver office for information.

PRO-D WRAPS WITH PUBLIC CONSULTATION PANEL

Earlier this month, CPRS Vancouver members were treated to insights into the challenges of building consent through community engagement. Public consultation specialists Jane Newlands, Marilyn Marchment and Julie Marzolf shared their knowledge and experience at the June 5 Professional Development workshop.

“Marilyn, Jane and Julie cast a lot of light on a challenging area of public relations,” says CPRS professional development co-chair and workshop facilitator Jeff Domansky. “Many organizations struggle with effectively engaging important stakeholders and building consent. I think those who attended this session are now in a better position to help their employers and clients meet that challenge.”

Marchment gave an overview of public consultation. She defined the term, gave the audience a set of tools for conducting campaigns, discussed when and why public consultation is necessary or desirable, and reviewed how other aspects of PR interact with public consultation.

Newlands then focused on how to use public consultation to build consent in a community. She discussed the importance of engaging a community by collaborating with it, listening to its members and responding to their comments – going as far as altering your organization’s activities when appropriate. Unfortunately, she noted, many organizations confuse efforts to persuade with public consultation – a recipe for alienating the very people whose support the organization needs.

Marzolf concluded by presenting a case study based on her work with the BC Packers’ Steveston Properties program – a five-year project which recently came to a successful conclusion. This case study – which won Julie CPRS Vancouver’s Signature Award for Communications Excellence – demonstrated the potential pitfalls and ultimate triumph of effective public engagement.

This workshop was the seventh in a series of mostly sold-out professional development events offered to CPRS members during 2002-03. For a complete list of past events, go to www.cprsvancouver.com – select professional development, then past events.

PRO-D: What's on Tap?

The professional development program resumes this fall. Based on feedback from participants, it will include topics such as: media training, media relations/publicity, strategic planning, crisis communications, a media panel, and much more. Ideas and suggestions for speakers can be sent to Professional Development Co-Chair Jeff Domansky, APR @ jdomansky@peakco.com.

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