

Essentials  
e-Newsletter of CPRS Vancouver

Issue 21 – November 1, 2003

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 speaker series**

#### **Perspective on working in a PR agency**

*6:30 p.m. Nov. 6, 1500 West Georgia Street*

Three James Hoggan and Associates staff will speak to students and new grads about working in PR agency, sharing case studies and how they got to be where they are. Come hear Karen Cook Boas, VP Client Services; Nancy McHarg, Account Director and Senior Counsellor; and Madelaine Duke, Senior Account Manager.

Find out what goes on behind the scenes and a few tricks of the trade.

**When:** November 6, 6:30 p.m.

**Where:** 1900-1500 West Georgia Street, Vancouver.

**How much:** \$5 for CPRS student members, CPRS members and guests

**How:** To register call the CPRS office at 604-633-1433. Call Melissa Tyson at 604-720-3698 for more info.

### **Professional development**

#### **Mucho media training**

*6 p.m. Nov. 6, Terasen Gas Building*

Registrations are coming in quickly for the Nov. 6 media training Pro-D session "Making the Media Work for You." Former BCTV & CBC-TV reporter & assignment editor Alyn Edwards will provide a mini media training session based on his experience training several thousand executives.

An Oct. 12 *NY Times* article looked at recent trends towards more defensive media training in today's "hypercritical" climate. Edwards will speak about that climate, key messaging, negotiating the interview, and tips & tactics. Space is limited to the first 60 registrants.

**When:** Nov. 6, 6 – 8 p.m.

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

**Cost:** \$45 for CPRS members ... \$65 for non-members (includes pizza and refreshments).

**How:** Register by calling CPRS @ 604-633-1433

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

## **Speakers series Lunch**

CPRS members were treated to an intimate glimpse into the communications and logistical efforts that supported last year's BC Cancer Founder Presents concert that took in a record \$1.75 million for BC cancer research. Mat Wilcox of the Wilcox Group and Nick Locke of the BC Cancer Foundation spoke about the emotionally charged event and the many who volunteered their time and energy to make the concert happen.

Many of the artists and those behind-the-scenes had been personally affected by cancer and their passion, along with solid public relations, media and community support, helped to make a successful event.

## **Newbies and Renewbies**

CPRS Vancouver would like to welcome the following new members:

Kimberly Mason  
Denise Withers  
Gillian Lunde  
Nicole Garton  
Stephen Forgacs  
Erin Folk  
John Leeburn  
Rosetta Cannata  
Carolyn Gleeson  
Andrea Seale  
Sydney Tomchenko  
Lisa Welbourn  
D'Arcy Drachenberg  
Kirk Grayson  
Madelaine Duke  
Carissa McCart  
Sharon Horsburgh  
Karen Seaboyer

## **Quote of the month**

"Dead artists always bring out an older, richer crowd."

*Elizabeth Shaw, Public Relations Director, Museum of Modern Art*

Got news? The next Essentials comes out November 1, 2003. Deadline for submissions: noon Oct. 28, 2003. 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.