

Essentials  
e-Newsletter of CPRS Vancouver

Issue 20 – October 15, 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).

### **Speaker Series lunch**

#### **Behind the scenes at the BC Cancer Foundation Presents concert**

*Noon Oct. 23, Fairmont Hotel Vancouver*

**Mary McNeil**, BC Cancer Foundation president and CEO, and **Mat Wilcox**, principal of Wilcox Group, will give us an intimate glimpse into the communications and logistics that created an overwhelming media buzz, and the sold-out concert that raised an unprecedented \$1.75 million for cancer research in B.C.

**When:** Oct. 23 - 11:30 a.m. registration, noon lunch and speaker

**Where:** Fairmont Hotel Vancouver roof, 900 West Georgia St., Vancouver

**Cost:** \$37.50 members, \$48.15 non-members, \$26.75 student members

**How:** Go to [www.cprsvancouver.com](http://www.cprsvancouver.com) or call 604-633-1433 before Oct. 21 to register.

### **Professional development**

#### **Making the media work for you**

*6 p.m. Nov. 6, 1111 West Georgia Street*

Former BCTV & CBC-TV senior reporter Alyn Edwards leads off CPRS Vancouver's professional development year with a media training seminar. Edwards is known for breaking many news and political stories and as a pit bull reporter and interviewer. Watch for the event flyer soon.

**When:** Nov 6 from 6 – 8 p.m.

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

**How much:** \$45 for CPRS members ... \$65 for non-members (Price 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).

## **2004 Accreditation deadline approaching**

Applications for the 2004 APR accreditation program are due by Dec. 1. The program is open to CPRS Vancouver members with five or more years experience in public relations.

The APR designation is a formal acknowledgement of a PR practitioner's knowledge and skill. The process takes place over a one-year period, with several requirements during that year. By April 1 candidates must submit a work sample outlining a public relations initiative they have implemented during the past two years. In late October, candidates undergo a written exam (six short-answer questions plus 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. CPRS Vancouver will provide candidates with orientation sessions, study groups, and one-on-one support.

If you'd like more information about the accreditation program, 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 national website of the Canadian Public Relations Society.

## **Keeping Track**

**Dave Stephen** is returning to the University College of the Fraser Valley's Community Relations and Development department in Abbotsford, on a part-time basis. He was there full-time from 1994 to 2002. He'll continue working on client projects and new business with Whittaker and Stephen Communications & PR in Chilliwack.

"I believe in equality for everyone, except reporters and photographers"  
--Ghandi

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.