

CPRS-NS NEWS

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From the President's Notebook
Donna Christopher, President

On behalf of the Board of Directors of CPRS (Nova Scotia), I would like to wish you all a wonderful holiday season and a happy New Year!

Our holiday reception held on December 8th at Seven was enjoyed by all 50 members who attended. I'd like to once again thank The Westin Nova Scotian Hotel, Nevilles and Medic Delivery Services Ltd. for the wonderful gifts they so generously provided as door prizes.

Planning is well underway for our 2008 National Conference that will be held here in Halifax in June 2008. National Conference Chair Tom Peck will be setting up committees in the New Year. If you are interested in volunteering, please contact Tom at peckto@gov.ns.ca or by phone at 424-4998.

We have a great line-up of professional development sessions planned for the New Year and I encourage you all to attend and also to spread the word to your colleagues. Please contact our PD Chair, Jennifer Delorey Lyon at 453-2180, ext 236 or e-mail jennifer.deloreylyon@can.salvationarmy.org to let her know what sessions you would like to see offered this year or to provide input on past sessions.

We will also be holding a third Learning Circle in the New Year. These sessions, facilitated by Roselle Green, are becoming more and more popular so register early as attendance is limited to 12 members.

And don't forget to visit our Web site, www.cprsns.com, for more information on all that CPRS (Nova Scotia) has to offer.

In closing, I would like to once again wish you happy holidays. Please contact me if you have anything you would like to discuss. I can be reached at 426-1919 or by e-mail at donna.christopher@ec.gc.ca or dchristopher@ns.sympatico.ca. I look forward to hearing from you.

2008 CPRS National Convention - Update
Tom Peck, APR, Chair, 2008 CPRS National Convention

CPRS-NS is preparing to host the CPRS National Convention in Halifax in early June, 2008. This is a great opportunity to showcase Halifax, Nova Scotia, and the latest in PR trends and issues.

Early in the New Year, we will begin developing committees that will plan the program, solicit sponsors and begin marketing and promotional activities. As you know, any major project like this depends on volunteers. We will keep you posted on our progress and watch your e-mail in January for a chance to become part of the team.

Upcoming PD Sessions
Jennifer Delorey Lyon, Professional Development

We had a very successful line-up of fall Professional Development Sessions along with our Holiday Social at Seven. Don't miss our January PD session:

January 18, 2006 -- "The 2005 CBC Lock Out... an Insider's Perspective"
Wendy Jones is the Manager of Communications for the Canadian Broadcasting Corporation. Wendy will speak first hand about the recent eight-week labour disruption at CBC and the vital role communications played.

Wendy's presentation will include these three main topics:

- The corporate rationale and strategy
- The issues of a media establishment being "the story"
- How she lived it

Commonwealth Ballroom B
The Westin Nova Scotian Hotel
1181 Hollis Street, Halifax
Registration: 11:30 a.m.
Session: 12 - 1:30 p.m. (lunch will be served)

CPRS members - \$25
Non-members - \$45
Student CPRS members - \$15
Student non-members - \$20
Please RSVP by Monday, January 16, 2006 to Pat Brownlow at pbrownlow@ns.sympatico.ca or register online at: http://www.cprsns.com/prof_dev.htm

Learning Circle
Our second Learning Circle took place on Monday, November 28th at The Pub, University Club, Dalhousie University. The topic, corporate social responsibility, was of great interest to many of our members. Stay tuned for our next Learning Circle in the New Year!

New Student CPRS Members & Education Update
Sheri Woodland & Rob Batherson, Education

CPRS-NS welcomes the following new student members:

Meghan Gerrish - MSVU
Joseph Mark Sears-Gamache - MSVU
Jayme Lynn Butt - MSVU

Rita Salame - MSVU
Kathryn Appleton - MSVU
Lauren Leal - NSCC
Anna Marie Nauss - MSVU
Adam Gould - MSVU
Michelle Leigh Tibbetts - MSVU
Janna Ramsay - MSVU
Lisa Boucher - MSVU
Karyn Murphy - MSVU
Heather MacDonald - MSVU
Marcela Juarez Hernandez - NSCC
Meghan Gerrish - MSVU
Elisabeth Goudreault - MSVU
Melissa Sanderson - MSVU
Luke Gaulton - MSVU
Lisa Lawlor - MSVU
Blair Medd - MSVU
Kerri Manning - MSVU
Brian Taylor - MSVU
Michael Sheehan - MSVU
Jane LeFresne - MSVU
Shawn Gillis - NSCC

Planning has begun to host a second Get to Know the Pros evening in the New Year. Details will be posted at <http://www.cprsns.com/index.cfm?t=news&a=5> as soon as they become available.

Now accepting applications for the 2006 CPRS-NS Student Award in Strategic Communication Planning

Sponsored jointly by CPRS-NS and the Extreme Group, this award recognizes excellence in the public relations field at the student level with a focus on the strategic approach to communication planning. The winner receives a \$1,000 monetary prize

Deadline: February 1, 2006

More details available at <http://www.cprsns.com/index.cfm?t=news&a=5&b=20>

Looking to Hire a Qualified PR Practitioner?
Karla Gimby, Website

Use the career opportunities section on the CPRS-NS website to advertise your PR position. This site is the online resource for more than 100 CPRS-NS members and other communications professionals throughout Nova Scotia and the Atlantic provinces.

The fee for posting a career opportunity on the CPRS-NS website is \$50 for a two-week period. The fee includes the website posting as well as an e-mail notice to our members. For more information about posting a job opening on the CPRS-NS website visit the Career Opportunities section.

Volunteer Opportunity
Lynn Coveyduck

Looking for a new challenge in the New Year? How about joining the PR committee of one of the fastest growing and most successful community events in our province -- the Blue Nose International Marathon.

Michele Peveril and Lynn Coveyduck are co-chairing the PR committee and are looking for people who are interested in being part of the group responsible for media relations, crisis planning, community and government relations, and general stakeholder management. If you're interested in taking the lead on any of these initiatives or have some hours to share leading up to the event in May, then contact Michele peverilm@eastlink.ca or Lynn coveydsl@gov.ns.ca for more information.

Newsletter Update
Allison Gerrard, PR for PR

In the last issue we announced that Dana Grant would be taking on the newsletter sponsorship. We've run into a technical wrinkle and are working to iron it out before long. Stay tuned.

Thanks to our Sponsors

Our organizational sponsors whose services and contributions are vital to the efforts and successes of CPRS-NS include:

AVW-TelAV
CNW Group
Jive Photographic
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The Westin Nova Scotian
Trivium Design
W3

We're working hard to continue building upon new and existing sponsor relationships.