

CPRS-NSNEWS

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From the President's Notebook **Donna Christopher, President**

Well it's certainly been a busy fall for the Nova Scotia chapter of CPRS. I would like to begin by congratulating those members who were recognized at the CPRS (Nova Scotia) Gemstone Awards held on November 2nd at The Westin Nova Scotian. I would also like to extend a big thank you to the sponsors who made this event possible.

As I mentioned in my previous message, I am very pleased and excited to announce that our chapter has been selected to host the 2008 National Conference. It will take place in Halifax that June. If you are interested in volunteering, please contact Tom Peck, National Conference Chair, at peckto@gov.ns.ca or by phone at 424-1593.

The three professional developments sessions held this fall, one in partnership with IABC Atlantic, were well attended and we have a very exciting line up planned for the New Year. We plan to provide you with more details in December, and I guarantee you that these are events you will not want to miss! I encourage you to contact our PD Chair, Jennifer Delorey Lyon at 453-2180, ext 236 or e-mail jennifer_delorey_lyon@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 held our first *Learning Circle on October 19th* and I'm pleased to say it was a success with all seats taken. I would like to thank Roselle Green for her facilitation of this session. 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.

On November 7th we held our first ever 'speed dating' networking event for public relations students at Tribeca. Students in groups of three-to-four had seven minutes to speak with a practitioner before moving on to speak with another. Practitioners from all disciplines were represented and the event was a huge success. We had a full house at this session and are exploring the possibility of holding another this spring. Congratulations to our Education Co-Chairs, Sheri Woodland and Rob Batherson, and our Student Representatives, Sarah Woods and Ron Zima, for a job well done!

And now for a little holiday cheer, I would like to invite all members to attend our Holiday Reception on Thursday, December 8th from 4-7 p.m. at Seven, 1579 Grafton Street. There is no charge for this event.

If you are not a member, I urge you to visit our website at www.cprsns.com for more information on all that CPRS (Nova Scotia) has to offer.

In closing, I encourage you to 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.

Newsletter Sponsor Comes Onboard!

CPRS-NS would like to welcome Dana Grant to its family of sponsors. We're thrilled Dana has offered to take us on as a client. Thanks to MT&L Public Affairs for its newsletter sponsorship to date. The newsletter will be back into its template next time!

The Gemstones: A Cut Above the Rest

CPRS-NS celebrated excellence in public relations at its recent Gemstones awards. It was a packed event, and CPRS-NS received a record number of entries! Congratulations are extended to the winners:

Jasper Awards:

- Extreme Group – Website: Great Reasons to Smoke
- Jade Communications – Special Events: 2005 Discovery Awards for Science & Technology – A Project of the Discovery Centre
- Halifax Chamber of Commerce – Special Events: 2005 Metro Halifax Business Awards – 5th Anniversary
- Workers' Compensation Board of Nova Scotia – Website: Work Safe. For Life.
- MT&L Public Affairs – Audio Visual: “MT&L Public Affairs gains ‘Myleage’ from Innovative holiday greeting” – MT&L’s Greeting Card

Amethyst Awards:

- Extreme Communications – Marketing Communications: “Great Reasons to Smoke” Campaign
- Halifax Regional Municipality, Corporate Communications & Metro Transit – Marketing Communications: The Launch of the MetroLink Service – Phase One Portland Hills Corridor
- The Victoria Symphony – Marketing Communications: Introducing Maestra Tania Miller
- Department of Health/Communications Nova Scotia – External Communications: Primary health care awareness campaign – “Working with our communities to improve the health of Nova Scotians”
- MT&L Public Affairs – External Communications: “Building Community Support for the Bear Head LNG terminal”
- MT&L Public Affairs – Crisis Communications: Outrunning A Storm: Blue Nose International Marathon Triumphs Over Weather ‘Bomb’

Thanks are extended to Gemstones sponsors, and a big congratulations go out to CPRS-NS board member, Jane Davies and her team at Zed Events for pulling off such a grand event.

Upcoming PD Sessions

Jennifer Delorey Lyon, Professional Development

We had a very successful line-up of fall professional development sessions:

October 24, 2005 – Why brand Nova Scotia?

What's in a brand? Prosperity! If the team behind Brand Nova Scotia has anything to say about it. During the October professional development session, Rae Owen, project director for Brand Nova Scotia, outlined the goals and objectives of *Brand Nova Scotia* and touched on the perceptions the campaign is trying to change. Rae discussed the process behind the development of the new provincial brand, the challenges around changing the perceptions key influencer groups have of our province, and how to build ownership across government and the private sector in Nova Scotia. As well, she explained the importance of government policies supporting the delivery of the brand promise.

The research is clear. Nova Scotia is known as a great travel destination, but among audiences in Boston, Toronto and the rest of Atlantic Canada, it isn't thought of as a place to live work or do business. The brand initiative is designed to change that. It is working to focus the image and messages of province, develop linkages within the public and private sectors and reinforce a sense of pride confidence among Nova Scotians. It's a tall order, but one that will have lasting benefits, as more and more individuals take up our invitation to *Come to Life* in Nova Scotia!

November 21, 2005 - From Principle to Practice: A Communicator's View from the Management Table

At this sell-out breakfast session, Laura Lee Langley, Assistant Deputy Minister, Communications Nova Scotia, discussed the role of communicators in long-term planning, crisis communication, internal relations, and media relations. Laura Lee provided us with great tips on how to ensure our communication expertise influences decisions at the management table. This session was offered in partnership with IABC.

CPRS members are invited to the Annual CPRS-NS Holiday Social

You will not want to miss our Holiday Social! What a great way to meet and chat with fellow PR practitioners. We will also be providing some wonderful door prizes and hors d'oeuvres will be served.

Date: Thursday, December 8th

Time: 4 - 7 p.m.

Location: Seven, 1579 Grafton Street

Cost: No charge

Mark your calendars for upcoming PD Sessions in the New Year!

January 2006 – We are pleased to announce that Wendy Jones, Manager of Communications, CBC, will speak at our January session. Wendy will discuss the critical

role of communications during the recent CBC labour strike. The date of this session will be announced soon.

Spring 2006 – Guest speaker Gina Connell, Director of Communications & Public Affairs, Halifax International Airport Authority, will discuss the challenges the airport experienced while runway construction was occurring during the 2005 summer travel months.

New Student CPRS Members
Sheri Woodland & Rob Batherson, Education

CPRS-NS is pleased to welcome 32 (!) new members:

Brian Taylor - MSVU
Evelyn Schlosser - MSVU
Mike Sheehan - MSVU
Kerri Manning - MSVU
Luke Gaulton - MSVU
Melissa Sanderson - MSVU
Blair Medd - MSVU
Lisa Lawlor - MSVU
Leila Lamoureux - NSCC
David Venn - NSCC
Janet Creamer - NSCC
Morgan Reinhardt - NSCC
Kelly Blouin - NSCC
Lindsay Mills - NSCC
Diedre Porter - NSCC
Lynn Rockwell - NSCC
Steve Chase - NSCC
Heather Brewer - NSCC
Sheila Dick - NSCC
Holly MacLean - NSCC
Jillian Evans - NSCC
Allison MacDonald - MSVU
Ryan McNutt - NSCC
Lindsay LaFosse - NSCC
Robin Lynne Lorway - NSCC
Sarah Coleman - NSCC
Ian Whynacht - NSCC
Mark MacLean - NSCC
Heidi Gilbert - NSCC
Sean Lewis - NSCC
Elliott Thorpe - MSVU
Adanna Joseph - NSCC

Get to Know the Pros – Student Networking Event **Sheri Woodland & Rob Batherson, Education**

On Monday, November 7th, CPRS-NS hosted its first student networking event based on the "speed dating" concept at the Tribeca Lounge. Thirty students from the PR programs at Mount Saint Vincent University and the Nova Scotia Community College eagerly participated in the event.

A special thank you to the following practitioners who volunteered their time:

- * Donna Christopher - Environment Canada
- * Peter Spurway - Premier's Office
- * Tom Peck - Nova Scotia Tourism, Culture & Heritage
- * Suzanne Hickey - CBC
- * Alison Gillan - Nova Scotia Power
- * Sarah Moses - McArthur Thompson & Law
- * Diane VanDerHorden - Salvation Army
- * Karla Gimby - Doctors Nova Scotia
- * Naomi Shelton - IWK
- * Rob Batherson - Corporate Communications Limited
- * Mary Barker - B&G Consultants
- * Kathryn London-Penny - IWK

With the overwhelming response to the event, planning has begun to host a second Get to Know the Pros evening in the New Year.

Some of NS's Best Recognized **Michele McKinnon and Allison Gerrard, PR for PR**

As most of you know, at the CPRS national conference, four of Nova Scotia's best PR practitioners were honoured for their expertise, experience, and service to the field. If you didn't see the recent advertisement in the Chronicle Herald recognizing Mary Barker, APR, Roselle Green, APR, Janey MacMillan, APR, and Patricia Parsons, APR, check out the "Members in the News" section (under "Our Members") on the CPRS-NS website (www.cprsns.com).

Looking to Hire a Qualified PR Practitioner?

With the goal to make the CPRS-NS website the primary place to post and look for PR jobs, CPRS-NS would like to highlight the "Career Opportunities" section on our site. Starting in January, CPRS-NS will offer, to CPRS-NS members and non-members, a two-week job posting service for \$50. This rate is competitive with newspaper ads - and the CPRS-NS site offers professional credibility and the guarantee of a captive audience. Not to mention, it will provide modest revenue for CPRS-NS. So, the next time you're looking to hire a PR professional, post your position on the CPRS-NS website! Stay tuned for more information.

2005 Ruth Hammond Scholarship Winner Announced

Natalie Dawes is the 2005 winner of the Ruth Hammond Scholarship, awarded to a public relations student in the final year of the Bachelor of Public Relations program at the Mount.

With a 4.0 grade point average, Natalie is currently completing a work term as a communications co-ordinator at United Farmers of Alberta (UFA) in Calgary. She has also completed work terms at Jazz East and the TD Canada Trust Atlantic Jazz Festival in Halifax, and Bell Canada in Calgary.

Natalie has received numerous awards recognizing her leadership ability and scholastic achievements. She has served on the Mount Saint Vincent Art Gallery Advisory Council and is a co-founder of *All Rights Reserved*, a student-run literary journal where she has also fulfilled the role of fiction and graphic arts editor.

Ruth Hammond, APR, is a life member of the Canadian Public Relations Society, and Honorary Fellow of CPRS. She holds an Honourary Doctorate from the Mount. The Ruth Hammond Scholarship was established by Ruth's friends and colleagues in the Canadian Public Relations Society (Toronto) to honour her lifetime commitment to public relations education in Canada. It acknowledges a student who has completed at least two public relations co-op work terms and who has demonstrated outstanding academic achievement, leadership abilities and dedication to establishing a career in the public relations field.

Thanks to our Sponsors

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

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