

CPRS-NSNEWS

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Note: CPRS-NS is currently working on obtaining a sponsor that will distribute the newsletter in HTML format.

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

As the new president of CPRS-NS, and on behalf of the Board of Directors, I'd like to welcome all members, old and new. Our chapter has a very dedicated Board of Directors in place and planning is well underway for 2005-2006. We're looking very forward to the coming year and encourage you to participate in chapter activities

I'd like to begin by making a very important announcement. Our chapter has been selected to host the 2008 National Conference to be held in Halifax in June of that year. We are very excited and plan to host one of the best national conferences ever! If you are interested in volunteering to assist with the planning and organization of this event, please contact Tom Peck, National Conference Chair at peckto@gov.ns.ca or by phone at 424-1593.

We are also planning a great line-up of professional development sessions for 2005-06. Since Tom has agreed to take on the role of National Conference Chair on the Board of Directors, we have recruited a new Board member, Jennifer Delorey Lyon, to Chair the professional development portfolio. I encourage you to contact her at 453-2180, ext 236 or e-mail jennifer_deloreylyon@can.salvationarmy.org and let her know your thoughts on what sessions you would like to see offered this year. Jennifer will be working a great deal with our Education Co-Chairs to ensure we offer professional development events that are of interest to as many of our members as possible.

One new professional development opportunity that we have planned for this year is *The Learning Circle*. I would like to thank Roselle Green for this great idea and for offering to organize and facilitate these sessions. A notice has been sent out, but I'd like to remind you that the first *Learning Circle* will take place on Wednesday, October 19 from 5-6 p.m. at the Fireside Restaurant in Halifax. The topic is reputation management. If you would like to participate, please contact Roselle at rosa@eastlink.ca.

Also a reminder about another great event – the CPRS-NS Gemstone Awards. This event is being held on Wednesday, November 2, 2005 at 6:15 p.m. at the Westin Nova Scotian in Halifax. I hope you'll be able to join us as we honour our best!

If you have anything you would like to discuss, please do not hesitate to contact me at (902) 426-5755 or e-mail dchristopher@ns.sympatico.ca. I look forward to hearing from you.

For more information on our chapter activities, I encourage you to visit our web site at www.cprsns.com.

News from the National CPRS Board Meeting **Peter Spurway, Past President**

I had the pleasure of attending the national CPRS Board meeting on a recent Saturday in St. John's, NF. In conjunction with that meeting, a "mini-conference" for practitioners was held on the Friday at which several Directors presented. The day went very well, and in the future, such gatherings may well be held to benefit local PR professionals.

The new national governance model for CPRS means a much smaller, more efficient Board as far as numbers go. National President Colleen Killingsworth worked us through an ambitious agenda in the day-long meeting.

From the meeting, I can report that nationally, we are in solid financial shape, which is always comforting. We reviewed our current situation and began some budget planning for 2006/07.

The Board reviewed work plans from 10 portfolios, such as accreditation, education and PD, membership, etc., much like those we have here in Nova Scotia. We also received and reviewed updates from three Task Forces – on government relations, research and development and PR in Canada.

As well, we received a head office update from our Executive Director, Karen Dalton, APR.

Having been a member of the national Board for the past several years (except 04/05), I can tell you that you have a strong group at the national level. The Board is very keen on maintaining a tight and mutually beneficial relationship with the member societies across the country. This is an important part of the strength of CPRS.

If any of you have concerns of a national nature, please don't hesitate to get in touch at spurwapx@gov.ns.ca.

The Gemstones: A Cut Above the Rest **Jane Davies, Gemstones**

Canadian Public Relations Society's Nova Scotia chapter is proud to present the 2005 Gemstone Awards, sporting a new luster!

Join us on **Wednesday, November 2nd** at the Westin Nova Scotian for a networking reception followed by dinner and an exciting awards ceremony honouring the best and brightest that the Public Relations industry has to offer in Nova Scotia.

6:15 p.m. – Networking Reception, Commonwealth Ballroom, Section B
7:00 p.m. – Dinner & Awards Ceremony, Commonwealth Ballroom, Section A

Tickets: \$75 (non-member); \$65 (member); \$45 (student)
Tables of 10: \$750 (non-member); \$650 (member); \$450 (students)

For tickets, contact Pat Brownlow (pbrownlow@ns.sympatico.ca; 430-7227). Credit cards cannot be accepted; make cheques payable to CPRS-NS (The Gemstones) PO Box 1544 Halifax, NS B3J 2Y3.

Attire: Business dress.

Sept. 29th PD Session – Everything You Need to Know About Public Opinion, But Were too Dumbfounded to Ask
Jennifer Delorey Lyon, Professional Development

At September's professional development session, Jim Meek, Editor of 'The Inside Out Report', described public opinion in Atlantic Canada and uncovered some surprising results along the way. He also discussed Bristol's new quarterly research journal that provides an innovative way of looking at the values that motivate Atlantic Canadians - what they think, how they spend, and how to reach them. As well, Jim explained the difference between free spirits, traditionalists, and strugglers and stragglers.

It was a great PD session, and we'll look forward to seeing you at future ones – see the note below!

Upcoming PD Sessions
Jennifer Delorey Lyon, Professional Development

Why brand Nova Scotia?

October 24, 12 p.m. – Guest speaker Rae Owen, Project Director of Strategic Initiatives, Office of Economic Development.

Rae will explore 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. She will also discuss the importance of government policies supporting the delivery of the brand promise.

You will not want to miss our November 23 PD session!

November 23, 12 p.m. – Guest speaker Gina Connell, Director of Communications & Public Affairs, Halifax International Airport Authority.

Gina will discuss the challenges that the Halifax International Airport Authority experienced while runway construction was occurring during the summer travel months.

To register, please contact Pat Brownlow at pbrownlow@ns.sympatico.ca or register online at: http://www.cprsns.com/prof_dev.htm

Watch for information on our holiday reception coming soon!

CPRS Accreditation Update – Deadline for Application is Dec. 1, 2005
Mary Somers, APR & Denise Corra, APR, Accreditation

CPRS accreditation is the recognized certification program for public relations professionals in Canada. The program is a respected measure of professional experience and competence in the field of public relations. Successful completion of the accreditation process allows you to use the APR designation, Accredited in Public Relations.

What Does Accreditation Involve?

First, you must complete an application. You must apply by December 1 with supporting documentation and a \$400 application fee. CPRS-NS is pleased to explore the possibility of offering PR practitioners in Nova Scotia the accreditation process in both English and French. French-speaking accreditation candidates, coming from the Atlantic Provinces, may be able to participate in the accreditation program of the Accreditation Committee of Quebec.

The accreditation process involves three stages:

1. Application in by December 1
2. Work Sample/Paper filed April 1
3. Exams, written and oral, in October

There is also a requirement this year to file an overview of the project you are planning to use for your work sample. It must contain a brief description of the research, analysis, communications and evaluation stages of the project, along with the scope of your involvement or ownership of the project.

All CPRS members with five years of full-time public relations work can apply. If you are not a member of CPRS, you can become a member and then you are eligible to do your accreditation.

For more information on accreditation, download the accreditation handbook from the CPRS national web site at <http://www.cprs.ca>. If you have further questions once you've read the handbook, please email accreditation co-chairs Mary Somers, APR, mary.somers@dal.ca, or Denise Corra, APR, at denise.corra@canadapost.ca

New Student CPRS Members
Sheri Woodland & Rob Batherson, Education

CPRS-NS is pleased to welcome four new members:

Jennifer Batten -- NSCC
Amy Hawke -- NSCC
Marcia MacInnis -- NSCC
Anna Suutaria -- MSVU

Ron Zima has been selected as CPRS-NS's student Board representative from the Nova Scotia Community College's PR program.

Calling All Volunteers! **Debbie Buott, Membership Chair**

CPRS-NS is a member-driven organization. That means all of your member services – including events like the Gemstones – are organized and run by volunteers.

CPRS-NS has nine volunteer committees and they're all looking to add some fresh talent and new faces to their rosters. Volunteering with CPRS gives you the opportunity to meet and work with some of the best PR, marketing and event management talent in Nova Scotia.

If you are interested in volunteering with CPRS-NS, drop me a line at (902) 481-1240 or debbie_buott@hotmail.com. We can chat and find the best volunteer fit for you within CPRS-NS.

On the membership front we've got some exciting projects underway including the annual membership survey. We are hoping to have it in the field, via e-mail, to you in the next couple of months so keep an eye on your inboxes.

A special welcome is extended to all of our new members. Make sure you get out and get involved through our professional development sessions and networking opportunities. Remember, it takes a commitment to get involved to see the biggest benefits from your membership.

2005-06 is going to be a great year, so come along for the ride!

Another Volunteer Opportunity **from Charmaine Gaudet, APR**

Are you a community-minded PR/communications practitioner who really wants to the make a difference? Consider volunteering to be a Board member of the Brain Injury Association of Nova Scotia (BIANS). BIANS is looking for a public relations/communications professional to sit on its provincial Board and offer strategic communications advice. BIANS has never had a PR/communications person on its Board and recognizes the need for strategic input in this area, so this is an exciting opportunity! As the Board member responsible for the PR/communications portfolio, you will also

Chair a Communications Committee that will oversee BIANNS PR/communications materials and guidelines. (This committee is not currently in place, and it is hoped that the Chair can assist in recruiting members to this committee.) Board meetings are monthly. If you are interested in this volunteer position OR in helping out on the Communications Committee, please contact Barbara Hart at 902-434-1900 or e-mail bhart@ca.inter.net

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