

NetworkNEWS

2008/2009 Membership

It's that time again for people to renew their membership to the Grampian PR Group.

Established in 1993, we now have over 150 members but are looking forward to expanding on this in the coming year.

Forms for membership – which will run from January 1 to December 31, 2009 – are now available and we're encouraging anyone in the North-east working or interested in public relations to come onboard and sign up for what looks set to be an action packed year.

As well as organising a host of interesting events – such as media visits and skills-based workshops – we will again be compiling the Grampian PR Group directory.

And look out for our new website which will soon be going live and will be constantly updated to ensure members can access the very latest news on just what the group is up to.

Anyone interested in signing up should contact one of the committee members.

Committee changes

The Grampian PR Group committee – which is made up of members who give up their time on a voluntary basis to organise events and take care of membership – has undergone some changes recently.

Kathryn McKee, account director at The Big Partnership, and Sandra MacIntyre, communications co-ordinator at Grampian Housing Association, have stepped down from their roles as co-conveners, with Katrina Dunbar, events manager at The Big Partnership, and Morven Mackenzie, director of Mackenzie PR, taking over at the helm.

Katrina commented: "On behalf of all Grampian PR Group members, I'd like to say a huge thank you to Kathryn and Sandra for their efforts in heading up the committee in recent years.

"Morven and I are delighted to be taking on our new roles and look forward to expanding the group's membership further and organising a programme of interesting and beneficial events in the coming months."

Great success at the Media Ball



Jenny Watson, Aberdeen Reading Bus co-ordinator, and Ted Kidd, welfare officer for the NUJ in the North East, with Grampian PR Group's Kathryn McKee

September saw the return of the popular Media Ball, organised by the Grampian PR Group.

Attracting more than 200 media, PR and marketing professionals, the event proved a great success, with all who attended enjoying a fantastic night of fun and fundraising.

Themed this year with 'A Touch of Burlesque', guests were treated to a pink and black ball, which included a traditional burlesque fan dance from 'Ms Viva Misadventure'. Master of ceremonies, highly respected BBC broadcaster Mark Stephen, set the evening off with a riotous version of Heads & Tails, delivered a hilarious after dinner speech and guided guests onwards to a packed dance floor at the end of the evening.

Katrina Dunbar, spokeswoman for the Grampian PR Group and one of the event's organisers, said: "We were absolutely thrilled with the event and delighted to see everyone having such a good time. And the fact we managed to raise around £3,000 for Aberdeen's Reading Bus and NUJ Extra – both of whom carry out exceptional work – was the icing on the cake."

EVENTS CALENDAR



To book a place or for further information on any of the events, please contact Katrina Dunbar – katrina.dunbar@bigpartnership.co.uk

JANUARY

Promoting Aberdeen City and Shire through PR
22 January
Palm Court Hotel

FEBRUARY

Meet the Media
hosted by the Press & Journal
18 February
P&J headquarters

MARCH

Media Law for the PR Industry
Date TBC
The Robert Gordon University

APRIL

Theatre Night at HMT
Blood Brothers
8 April
His Majesty's Theatre, Aberdeen

Media Training

23 April
STV headquarters

MAY

Annual Careers Event for Students
Thursday 7 May,
The Robert Gordon University

JUNE

Summer Social Event
Date and venue TBC.
Suggestions welcome for format – please feel free to contact Katrina with any ideas.

Top students honoured by Grampian PR Group



Vicky, third from the left, and Maxine, second on the right, with their prizes, alongside other award-winning RGU students

Top RGU students have been honoured for their work by the Grampian PR Group.

Vicky Florence and Maxine Cordiner were joint winners of this year's Grampian PR Group prize for the best final year corporate communication student at RGU.

Serial prize winner Vicky also

won the Fifth Business award in year three and the Aberdeen College Grampian PR Group prize in 2006.

"Three years in a row at the top of her class was a remarkable achievement," said Izzy Crawford, one of Vicky's lecturers.

"Maxine and Vicky were

exceptionally gifted students and I am sure they will have sparkling PR careers ahead of them".

After graduating with first class honours degrees Vicky and Maxine have both secured jobs in the local PR industry.

Sponsorship event hailed a success

Grampian PR Group members recently attended a sponsorship event at AVC Media's brand new business centre.

Amy Grant, former fundraising manager of homeless charity, Cyrenians, gave a fascinating insight into the many challenges faced by the charitable sector, and the impact of recent funding cuts by the local authority.

She explained that sponsorship provided in-kind, as well as through donations, is essential and went on to describe some of the imaginative partnerships that



Mark Guest, director of AVC PR Partnership, who spoke at our recent sponsorship event.

have helped the charity to support the many people who are homeless.

Next up was Mark Guest from AVC PR Partnership who spoke about the history of sponsorship and how it is used today to benefit both the sponsor and sponsee.

Impressive examples were used to highlight best practice such as 'Calor Village of the Year' and AVC's own support for several worthwhile causes including the RGU student fashion show, on behalf of CLAN, which raised over £7000.

Grampian PR Group members rally to assist RGU student compile thesis research

Grampian PR Group members rallied together to assist a Robert Gordon University student, as she conducted research for her MSc thesis.

Mary Ofem was compiling research on the views of local PR professionals regarding ethics in the industry and, specifically, whether or not possessing a qualification in PR impacts on how practitioners respond to certain ethical situations.

Mary interviewed a number of Grampian PR

Group members from a wide range of backgrounds – and with differing levels of experience and expertise – to carry out the project, which considered a variety of ethical issues.

Mary, who has just completed her MSc in Corporate Communication and Public Affairs and who is herself a Grampian PR Group member, would like to thank all who took part in the research.

Website

We have received lots of comments about the Group's website are pleased to report it is currently being redeveloped and updated and will be up and running again in early 2009.

CONTACT US

Grampian PR Group is run by a committee of volunteers comprising:

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