

Campaign

Campaign School draws students from across the country

By Penny Priddy, Campaign School Honourary Co-chair



With participants from Alberta, Northern British Columbia, Manitoba and Prince Edward Island, the fifth annual Women's Campaign School truly reached from coast to coast.

With requests from media stations across the country to do stories about the School, we can tell that the excellent reputation of the School is certainly growing!

This year's keynote speaker was the Hon. Alexa McDonough, MP for Halifax, Nova Scotia, and former leader of the federal New Democratic Party. Alexa spoke very candidly about being a politician and a mom, giving a genuine glimpse into the life of a woman who is an inspiration to others who will follow in her footsteps.

One addition this year was a media panel that provided an excellent opportunity to hear direct and honest information from professionals. The panel included Marlyn Graziano of the NOW Newsgroup; Judith Lavoie, political reporter for the Victoria Times Colonist; Daphne Bramham, editorial writer for the Vancouver Sun; and Belle Puri, a reporter for CBC Television.

This year we also added an additional day to the School. The fourth day was certainly not hard to fill with information! As we look towards future schools, we will evaluate this format, considering feedback and balancing both benefits and detriments.

Every class has a distinct personality, and this year was no different. It was clear that the participants came together quickly as a group, were respectful of the different experiences that each brought to the table, and they all invested their skills and energies into their mock campaign presentations on the last day.

Over the last two years, I have come away from the School with the gift of many lessons learned from the participants and for this I must thank all of our students.

From anonymity to Palm Pilot recognition or how to become a "source"

By Pauline Buck APR, Public Relations Committee

I think it was W.C. Fields who said there's no such thing as bad publicity, and that he didn't care what they said about him so long as they spelled his name right! Or maybe it was Mae West... It doesn't really matter who said it. They're wrong. Bad publicity loses customers, businesses, reputations and votes.

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**Campaign School
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Penny Priddy

Is politics your vocation?

by Lorraine Sims, Campaign School Chair



Vocation comes from the Latin word "vocatio" which means 'little voice' or 'the calling'.

"The future of the world depends on women."

- Kofi Annan,
Secretary-General, United Nations

Do you feel called to serve in public office? Rising to the challenge of true leadership is a high and noble calling. If you hear that voice within, calling you to serve, you have a duty to respond, because only that action will bring you into alignment with your highest purpose. There exists within each of us a need to act, to bring forth our strength and courage to shape a better world. When we act on that need, we feel a sense of inner power that propels us forward, beyond any limitations. The word "Vocation" comes from the Latin word "Vocatio" which means 'little voice' or 'the calling'.

Your little voice is also your higher consciousness. When you heed the calling of your inner voice, it will always guide you in the right direction. The more you act on it, the louder and clearer it becomes. It provides clarity, focus and direction. It eliminates self-doubt, second-guessing and fear of making wrong choices. It instills confidence, satisfaction and sound decision-making. It is the voice that calls you to do what is right and moral.

We all have a duty to serve to our highest potential. We have a duty to raise our voices and uplift the lives of others. We need to understand that, by raising the lives of all, we not only improve our own, we also create the conditions for peace, and justice and equality. We all have a duty to create a far greater future.

If politics is your true vocation, it will excite you, it will challenge you, it will call upon your integrity, your honesty and your courage. Politics will beckon you to participate in the unfolding of a far greater future. We need you to step forward, now, and heed your calling. It is a highly-rewarding profession to create positive change in the world.

The Canadian Women Voters Congress is here to guide you, to support you and to prepare you for a rich and fulfilling life in politics.

Lorraine Sims is a Political and Leadership Coach, guiding individuals and groups to reach their highest and noblest vision.

Alumni Anna Bloomfield, Richmond, B.C.



A graduate of the 2002 Women's Campaign School, Anna Bloomfield has volunteered with many different groups in her community and ran for Richmond City Council in the last municipal election.

As the Canadian Women Voters Congress' Membership Chair, Anna is a tireless volunteer and promoter for the Congress. Working at a booth on Canada Day (left), she gave free tattoos to kids and parents at the Salmon Festival in Steveston, B.C.

Are you a graduate of the Women's Campaign School? We'd like to profile you in the next Alumni column! Send a photo and a brief bio with description of what you're doing in the photo (75 words or less). Photos (300 DPI, .jpg or .tif format) and bios can be e-mailed to the editor at amy_sept@shaw.ca, or mail them "Attention: Newsletter Editor" to the Congress' mail box.

Message from the President

by Lynda Jovanovic, President



When I first joined the Canadian Women Voters Congress in 2000, I never dreamed I would become its president. I was in such awe of those marvelous women who had organized my Campaign School. Now three years later, I find myself adding my mark to theirs.

I am humbled and honoured to be your President for 2003 – 2004. Moreover, I am thrilled to be working with this new Board of Directors. The incredible mix of talent that came together at the Annual General Meeting on June 23 will most certainly propel the Congress and its School to the next level.

The Board met for the first time as a working group on July 6 in Surrey at the annual all-day planning session. We worked diligently on a strategic plan, one that will allow us to take our educational program to Eastern Canada. Among the many things discussed at this meeting was next year's Women's Campaign School.

The Campaign School continues to be partnered with the University of British Columbia's Continuing Studies program, a relationship we're very pleased to continue. In anticipation of a spring federal election, the 2004 Women's Campaign School has been scheduled for February 27- 29. Further information will be available this Fall.

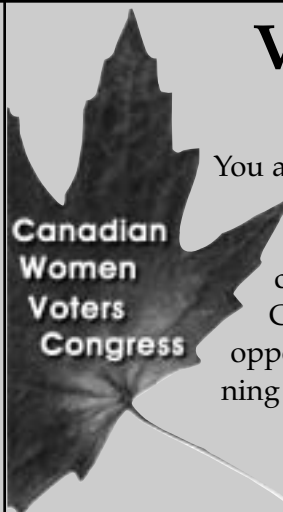
Your Board is planning an exciting year, but we cannot do it without you. Please contact us to find out how you can get involved. If you've already indicated interest in joining a committee, you will be hearing from us.

Please don't hesitate to e-mail or phone us with your questions and suggestions. We always enjoy hearing from you. Help us help others to shape a better world.

Welcome new members!

- Councillor Judy Higginbotham, Surrey
- Nicola Hill, Vancouver
- Geneviève Laliberté, North Vancouver
- Adrienne Leakey, Vancouver
- Dana Oshiro, Richmond
- Lesley Pepper, Victoria
- Rhonda Smith, North Vancouver
- Inger Weber, Port Alberni

Volunteers needed 2004 Campaign School



You are invited to contribute your greatest talents to create an inspired three-day experience that will raise the political aspirations and confidence of next year's proud Women's Campaign School candidates. This is a great opportunity for you to participate in the planning and success of our School.

To participate in the planning and organizing, please contact:

Lorraine Sims, Campaign School Chair, 604-874-9169 or trinitycoaching@shaw.ca.

From anonymity to Palm Pilot recognition or how to become a “source”

By Pauline Buck APR, Public Relations Committee

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Sometimes a new client will come to me and say they want to hire me to get them some publicity. But more accurately, it's not some publicity they want – it's good publicity. They want to be seen and recognized for their positive accomplishments by the target audience they're trying to attract. The goal of every publicity campaign is to receive fair, balanced and believable coverage. So, how is this accomplished?

First, have a clear picture of who your audience is and what message you want to convey to them. Know exactly what you want to say, where you stand and how you feel about an issue. And make sure your key messages can be delivered in less than 10 seconds. Know also how your position affects others. Not everyone will agree with you. To some, what you're trying to accomplish will have negative affect on their lives. Be ready with a thoughtful response to their concerns. (They may disagree with you on this issue, but you want them on side for the next one.)

Then, during the interview, make sure to deliver your most important points. A successful interview isn't one where you answered all the questions the reporter asked. A successful interview is one where you said what you came to say – you made your points.

How can you get your story out? Make news? One way is to know what constitutes news from the newsroom's point of view; it's the News Editor who decides the newsworthiness of each potential story.

Here are the key elements of all news stories.

- Humanity (about people or it affects people)
- Conflict (something not expected)
- Novelty (unique or new– something different, usually a lighter topic than Conflict)
- Locality (of local interest)

- Immediacy (all news is "new"– it needs to be happening now)
- Peril (a strong emotional word that newsrooms like to use to draw attention to a story)
- Celebrity (the presence of a celebrity adds weight and credibility to a news story)
- Pictures (the element of pictures for print or TV adds the probability that the story will run)

To meet the news editor's needs, provide them with story ideas that meet at least five of the above criteria. Before pitching the story ask yourself: Who's affected? What's new or novel about this? (the "so what" factor) Is it happening in or affecting the neighbourhood? Is anything in peril? (neighbourhood safety, the environment, standard of living, etc.) Will there be action pictures? (the media doesn't cover cheque presentations).

And one last piece of advice. Don't give up. You won't get covered every time. And you might get ignored at first. But, be consistent with your message, continue to offer information, and one day you'll get a surprise phone call from a reporter. You will have made it onto his or her Palm Pilot as a source for this particular subject. What to do then? Stay tuned for the next newsletter.

Pauline Buck is a Public Relations consultant in Vancouver, and has worked in the political arena in various capacities throughout her career.

SHARE THE NEWS

The 6th annual Women's Campaign School will be held from February 27 to 29, 2004. Further details will be featured in the next issue of Campaign.

Congress changes fiscal year

By Sylvia Lim, Treasurer



On July 6, 2003, the Canadian Women Voters Congress' Board of Directors approved a change on the Congress' yearend from February 28 to May 31.

The reasons for the change are twofold:

1. From a financial reporting perspective, an organization's yearend should reflect the true cycle of its operations. The Congress' natural cycle logically ends with the completion of the annual Campaign School. The school is usually scheduled to run in the spring of each year.
2. By changing the yearend to May 31, the Congress

can now report the financial activities of the current Campaign School year at the Annual General Meeting of the same year. Previously with a February 28 yearend, that was not possible. The change now enables members to receive timely, complete and more relevant financial information about the Congress and its Campaign School.

For the next Annual General Meeting in 2004, two financial reports will be presented for members' approval. One for the short year period of March 1st to May 31, 2003 and the other for the full twelve month period of June 1, 2003 to May 31, 2004.

Sylvia Lim is a Certified General Accountant. She brings balance to people's chequebooks and is the author of Simply Essential Personal Budgeting Kit.

What do you mean, women couldn't vote?

By Amy W. Sept, Public Relations Co-Chair



Eighty-six years ago, women won the right to influence the laws and policies that affected them when they won the right to vote.

In 2003, more than half of all Canadians are females and we have rights and recognition that just 50 years ago were still a dream. Today, however, these rights and liberties that were then only an ideal are often taken for granted.

What do you mean, women couldn't vote is the theme for Women's History Month this October. At a time when barely a quarter of our country's politicians are women, it's a timely point to ponder.

"Tomorrow's leaders need to ask the question 'What would it be like if no one had ever stood up for women's rights?'" states the government's Women's History Month Web site (http://www.swc-cfc.gc.ca/dates/whm/index_e.html).

"By becoming familiar with our history and taking pride in women's accomplishments, all Canadians can work together to achieve the goal of full equality for women."

Amy Sept is a communications professional in Vancouver who works for a provincial non-profit organization.



Goodbye to Kit Davison

By Bernice Davidson, Past-president

A celebration of Kit Davison's life was held at the Vancouver Club on June 17, 2003. The number of people who attended showed the high esteem in which the women of this city held Kit. Audrey Paterson spoke on behalf of the Canadian Women Voters Congress.



Kit was a founding member of the Congress and was an active member of the Board of Directors until her illness forced her to leave the Board. She continued to support us as the sponsor of the newsletter, and as always she promoted the Congress, made phone calls on our behalf and gave tremendous support wherever it was needed.

Kit gave so much to the Congress and now it is our turn to give back. Donations to the Kit Davison Bursary Endowment Fund can be forwarded to the Muscular Dystrophy Association, 303 – 1338 West Broadway, Vancouver, BC V6H 1H2.

Campaign is a publication of the Canadian Women Voters Congress.

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*We wish to thank the sponsors of the
fifth annual Women's Campaign School
April 24 - 27, 2003.*



The support of these sponsors ensures the continuation of the school. In addition to their acknowledgement during the school you will find their logos posted on our Web site during the entire year following.