

Title:	Canadian Public Relations Society Fonds, 1955-1990 (non-inclusive)		
Creator:	Ontario Editorial Bureau		
Dates of Material:	1955-1990 (non-inclusive)	Record Group Number:	RG 75-68
Summary of Contents:	<p>Correspondence, Press Releases, Minutes, Information on Conferences, Speeches and Clippings, 1955-1989 (non-inclusive)</p> <p>1.1 Correspondence, 1955</p> <p>1.2 Contains letters from the president Leonard L. Knott. A list of members and case histories are also included, 1956</p> <p>1.3 Includes an article by Dan J. Forrestal, President of the Public Relations Society of America, 1957</p> <p>1.4 First letter to the society from President Murray Tevlin and speeches by Chas. C. Milne of the <i>Financial Post</i>, William A. Gray of Sheraton Hotels, and a speech entitled <i>The Voice of America is not Getting Through</i> by W.G. Wallis of Hill-Clark-Francis Ltd., 1958</p> <p>1.5 Personnel changes take place. W. J. Sheridan is the president, Leonard Knott continues as Chairman of the Foundation and Roy Cottier retires as editor of <i>PR in Canada</i>. Jack Yocum becomes the president of CPRS Toronto 1959</p> <p>1.6 Contains the new constitution and bylaws of the Canadian Public Relations Society of Toronto and a report on Operation Canadiana. Ben Viccari takes over as president of CPRS Toronto.1960</p> <p>1.7 Includes information on the national code of ethics of the Canadian Public Relations Society and remarks by G.A. Lawrence at the 13th annual conference of the CPRS, 1961</p> <p>1.8 An additional article was added to the National Constitution (article XV Judicial Enforcement of Professional Standards). Case histories are included, 1962</p> <p>1.9 A record of activities from 1948-1963 of the two founding public relations groups in Montreal and Toronto, of the National Society, and of its member societies across Canada, 1963</p> <p>1.10 Correspondence, 1968-1969</p> <p>1.11 This file contains the by-laws and a report on the consultants' questionnaire, 1971</p>		

1.12 Contains a report from Muriel Fleger (the outgoing president of CPRS Toronto), a plan to establish a fellowship program and revisions to the by-laws. Patrick Macleod assumed responsibility of the CPRS National Office, 1972

1.13 Contains a draft of revised by-laws approved by the National Council, 1973

1.14 A sample accreditation test paper is included as well as notes on procedure for accreditation. Regulations for the Canadian Public Relations Society and a total compensation survey for 1974 are also included. The 1974-1975 register of members is also within this file, 1974-1975

1.15 This file contains a letter from President Melbourne V. James and biographies of nominees for the CPRS Toronto board of directors. There is also a list of members of the Hamilton Public Relations Association as well as a paper on the Public Relations Education Program presented by the Management Development Institute, Ryerson Polytechnical Institute in co-operation with the Canadian Public Relations Society of Toronto, 1975

1.16-1.18 Contains a paper prepared for the Accreditation Committee of the Canadian Public Relations Society by Louis Cahill. A CPRS Accreditation Report is also included. An address by Kenneth W. Voss to the Thorold Chamber of Commerce is within this file, as well as reference notes written by Louis Cahill for a talk for the meeting of consultants of the CPRS. Lou Cahill, Chairman of the National Consultants' Section also gave a report to the National Executive of the CPRS. Included is a *Primer of Public Relations Counseling*, 1976

1.19-1.23 A Directory of Public Relations Counselors is within this file. Remarks by Lou Cahill, Secretary of Inside Canada Public Relations to the Public Relations Society of America, Counselors Section are provided. Also included is a paper on how the Public Relations Counselor serves management. Peter G. Osgood presented a paper on *Professionalism and Business: Working Together through CPRS*. A statement of goals and objectives of the Canadian Public Relations Society is also included, 1977

1.24 -1.25 Included are biographies of the 1978-1979 nominees for the CPRS Toronto Board of Directors, 1978

2.1-2.2 A Counselling Presentation Discussion Paper by Heal Shaw Walden Limited is included as well as Lou Cahill's notes for the National Consultants' Meeting and a report on the CPRS Education and Research Trust Foundation. A Canadian Public Relations Society Total Compensation Survey for 1978 is presented. James B. Strenski presented a talk entitled *\$35 for What?* and Lou Golden, author of *Only by Public Consent* also presented a paper. Other presentations included: *The Business*

of New Business by Anthony M. Franco, *How to Effectively Budget a Public Relations Program* by Phyllis H. Berlowe, *The Needed Marriage : PR and OD* by James A. Barr, *The "Hiring" Line* by Bill Cantor and *Reporting to Clients* by Donald E. Hammerstrom, 1978

2.3-2.5 Includes *Small can be Beautiful: A Business Manual for Smaller Agencies* by Saul Shiefman, *Special Events for Fun and Profit* by Lee Sinoff and *International Public Relations* by Jack P. Whitehouse, 1979

2.6 A draft revision of the by-laws is included as are remarks by Stuart R. Wilson, Chairman of the Consultants' Section. His talk was entitled *The Future Canada and the Public Relations Consultant*, 1980

2.7 *The Duty to Communicate and the Freedom of Information* by Jacques Coup De Frejac of France is in this file. Jacques Bouchard of the International Centre for Societal Advertising presented *Public Relations and Societal Advertising* and a Canadian Public Relations Society Professional Development Needs Analysis is also included, 1981

2.8-2.9 Correspondence regarding *Public Relations in Canada*. Chapters from this book are also included. This book was coordinated by Dr. John Jenkins of Wilfred Laurier University, 1982

2.10 This file includes a 1983 Total Compensation Survey, a summarized history of the Consultants' Section by Lou Cahill and a Canadian Encyclopedia contribution about public relations written by Paul Stuart. This is the 35th birthday of the Canadian Public Relations Society and a booklet entitled *Our 35th Birthday* is included. There is also a speech by Honourable William E. Payne to the 35th annual CPRS Conference, 1983

2.11-2.13 Gerry McAuliffe presented a paper entitled *The Media – and the Message*. Denis Massicotte also presented a speech. Allan J. Hope of Thorne Stevenson & Kellogg Management Consultants presented a seminar for the Consultants' Academy, Toronto, 1984

2.14-2.16 *New and Refreshing Ways to Approach Prospective Clients* is presented by Thorne Stevenson & Kellogg. Notes for the Patrick MacLeod Roast are included. Mr. MacLeod was succeeded by Arbo Mattila. *Horizon 1990: A Proposed Five Year Plan for the Canadian Public Relations Society* draft proposal is included. Jim Carr's speech to a special workshop at the CPRS Annual Convention is also included. Louis J. Cahill received the CPRS Lamp of Service (top recognition within the society) at the 37th annual national conference, 1985

2.17-2.18 By laws and regulations are included as well as a 1986 Total Compensation Study. A CPRS accreditation work sample is also provided, 1986

2.19-2.20 Correspondence and a Resource Centre Catalogue, 1987

2.21 A mentor program to support students in their graduating year was set up by CPRS Student's Committee. Revised bylaws are included as well as a Resource Centre Catalogue, 1988

3.1-3.2 *Horizon 1990: A Proposed Five Year Plan for the Canadian Public Relations Society* draft is included with correspondence and an address to the CPRS Society by John Francis, National President. The address is entitled *Communication Challenged for Business and Government in the 90's – A Look Beneath the Bottom Line*. A code of professional standards is included. 1 b&w photo is also included, 1989

Pamphlets and Booklets Including Information on Annual Conferences, Achievement Awards and Public Relations Education, 1955-1990 (non-inclusive)

3.3 Flyers and pamphlets, 1955-1974 (non-inclusive)

3.4 Flyers and pamphlets, 1977-1979

3.5 Flyers and pamphlets, 1980-1981

3.6 Flyers and pamphlets, 1982-1983

3.7 Flyers and pamphlets, 1984

3.8 Flyers and pamphlets, 1985-1986

3.9 Flyers and pamphlets, 1987-1988

3.10 Flyers and pamphlets, 1989-1990

Publications, 1955-1989 (non-inclusive)

3.11 *Newslog* published by the Information Service Committee of the Toronto Chapter of the Canadian Public Relations Society, 1955-1956

3.12 Publications including: *C.P.R.S. Bulletin* 10th anniversary conference edition and *Canadian Public Relations Society 1958 National News Letter*, 1957-1958

3.13 *The Release* published for the Canadian Public Relations Society, Toronto and edited by Murray F. Cheetham, 1960-1962, 1971-1974

3.14 *The Counselor* published by the Counselors' Section of the Public Relations Society of America, 1976-1979

	<p>3.15 <i>Executive Director's Newsletter</i> published by the Canadian Public Relations Society, 1977-1988</p> <p>3.16 <i>Rap</i> published by the Canadian Public Relations Society (Toronto), 1978-1987</p> <p>3.17 <i>Monograph</i> published by the Canadian Public Relations Society Consultants' Institute, 1984-1985, 1987</p> <p>3.18 <i>Communication/Communique</i> the National Newsletter of the Canadian Public Relations Society, 1972-1974, 1988-1989</p> <p>3.19 <i>Public Relations Review</i> published by the Foundation for Public Relations Research and Education and <i>Maxim</i> published by the Canadian Public Relations Society (Calgary), 1976, 1989</p>
<p>Physical Description / Condition:</p>	<p>95 cm. (2 1/2boxes) containing correspondence, press releases and publications</p>
<p>Administrative/ Biographical Sketch</p>	<p>In 1948, Montreal public relations personnel discussed the idea of forming an association to advance the skill, status and knowledge of public relations work. Under Gordon Hume, they formed the Canadian Public Relations Society (CPRS). The same year, Jack W. Lawrence headed the formation of the Public Relations Society of Ontario (PRAO).</p> <p>In 1953, Stuart Richardson of Montreal along with Leonard Knott, Duncan Campbell and Monty Berger met with PRAO President Ken MacGillivray, Bryan Vaughan, Jack Brockie and Jack Lawrence. They voted unanimously to amalgamate the 2 societies. The Society of British Columbia joined in 1957, followed by Manitoba in 1958. Saskatchewan and the Atlantic Provinces joined in the 1960s.</p> <p>Under President Harvey Adams, a Code of Professional Conduct was incorporated into the CPRS Constitution. In 1968, it was resolved that accreditation should be implemented. A National Office was established in 1970. Under the leadership of Charles Tisdall, a Communications and Public Relations Foundation was established in 1979.</p> <p>The Canadian Public Relations Society, Inc. (CPRS) represents 1,800 public relations practitioners in 16 Member Societies throughout the country.</p>

	<p>The Society offers professional accreditation in public relations (APR), professional development and education programs. It is affiliated with various colleges and universities as well as networking opportunities.</p> <p style="text-align: right;">Source: http://www.cprs.ca/</p>		
Location:	Brock University Archives		
Source Information:	This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.		
Subject Headings:	Cahill, Louis Ontario Editorial Bureau Public relations Public relations firms		
Added Entries:			
Related material held at other repositories:			
Described by:	Anne Adams	Date:	July 18, 2016