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February 28, 2017

Attention: All Members
CUPE Local 873

Dear Members;

Re: Strategic Public Relations

Through direction from our membership, key stakeholders, and with a view to enhancing our administration of the negotiated Collective Agreements, the Provincial Executive Committee (PEC) undertook a comprehensive review of our organization. This review included consideration of the position of CUPE 873 with related national and provincial professional organizations and with respect to municipal, provincial, and national levels of government.

The PEC analyzed the prior strategic plan to identify completed, outstanding and new strategic key objectives. The result of this process was the update and renewal of our two-year strategic plan.

The global advancement of the interests of our members, and of our union, continues to be the predominant focus of our PEC. In our strategic plan this is summarized with five business areas identified as key objectives: member services; communications, political action; professional advancement and labour relations.

In October 2016, convention carried a motion, which adopted our Union's 2017-2019 strategic plan.

Following convention, the PEC created a request for proposal (Strategic Public Relations plan) seeking a public relations firm to create and implement a strategic public relations plan for our Union.

We distributed the RFP on October 31, 2016 to prospective bidders. We were seeking the following;

The agency was requested to:

- 1) Develop a strategic public relations plan incorporating the below elements
- 2) Coordinate with Immersion Creative, whom have been contracted to design the campaign
- 3) On agreement with the client, implement the strategic plan
- 4) Analysis report following the project

The RFP required feedback from each agency on the following:

- Account management
- Campaign development
- Communications strategy
- Media planning
- Social media management

Following the RFP process including receiving various firm's proposals and interviews, we were happy to engage Talk Shop Media as our new public relations firm to assist us with strategically executing our goals.

On February 8, 2017 The Provincial Executive Board passed a motion to implement the extensive public relations campaign, to be launched this coming spring. Stay tuned for a casting call.

Sincerely,



Bronwyn Barter
Provincial President
Ambulance Paramedics and Emergency Dispatchers of BC
CUPE Local 873

BB/sw/MoveUp

