



Canadian Public  
Relations Society

Manitoba Society

# Annual Report 2015-2016

CPRS Manitoba Annual Report 2015/2016

**CPRS Manitoba** | E [info@cprs.mb.ca](mailto:info@cprs.mb.ca) | W [www.cprs.mb.ca](http://www.cprs.mb.ca) | @cprsmanitoba



# Canadian Public Relations Society

Manitoba Society

## Annual General Meeting

Thursday, May 26, 2016

**P107, Red River College, 160 Princess Street**

5:00 p.m. Registration

5:30 p.m. AGM

6:15 p.m. Adjournment

### Agenda

- 1) Call to order
- 2) Approval of the Minutes of the 2014/2015 AGM
- 3) Approval of the financial statements for the year ending April 30, 2016
- 5) Approval of reports by the Board of Directors
- 6) Elections of the 2016/2017 Board of Directors (see slate below)
- 7) Other business that may come before the meeting
- 8) Adjournment



# Canadian Public Relations Society

Manitoba Society

## Minutes of the CPRS Manitoba 2014/2015 Annual General Meeting Monday, May 25, 2015 Manitoba Liquor & Lotteries, 830 Empress St.

**Attendees:** Chris Albi, Renee Barclay, Kailey Barron, Tamara Bodi, Jason Booth, Deborah Bowers, APR, David Hultin, APR, Lorne Kletke, APR, Jaclyn Leskiw, Heather Olynick, Jennifer Pawluk, Jason Permanand, Karen Rampersad, Pamela Simmons, Jason Small, Estelle Sures, Steve West, Gail Granger, Danielle Keenan, Erin Moorley, Jane Puchniak, Jack Rach, Katrina Sklepowich

**Proxies submitted:** Melanie Lee Lockhart, APR, Julie Kentner, Kathryn McBurney, Janine Harasymchuk

**1. Call to Order and Approval of the minutes of the 2013-14 Annual General Meeting.**

The meeting was called to order at 5:38 p.m.

**Motion to approve:** Lorne Kletke, APR

**Seconded:** Heather Olynick

Motion carried.

**2. Approval of the financial statements for year ending April 30, 2014.**

The financial statements were presented by the treasurer, Lorne Kletke, APR

**Motion to approve:** Jennifer Pawluk

**Seconded:** Deborah Bowers, APR

Motion carried.

**3. Approval of proposed changes to the by-laws.**

Major revisions of our by-laws and regulations were adopted at last year's AGM to strengthen the governance and overall effectiveness of the organization as well as to align the governance provisions with those of the national Canadian Public Relations Society. Two amendments to these by-laws were proposed. One proposal was to delete the provision that prevented any individual from holding a single, elected office for a period of more than two (2) consecutive years and prevented any individual from serving on the Board of Directors for more than eight (8) consecutive years. The second change would delete a section about mailing or electronically transmitting a notice of the Annual General Meeting and a proxy form, to members, at least 21 days prior to the meeting because this is covered elsewhere in the by-laws.

**Discussion:** Gail Granger expressed opposition to the first proposed change because she believes there should be time limits for serving on the board.

**Motion to approve:** Jason Permanand

**Seconded:** Steve West

Motion carried.



# Canadian Public Relations Society

## Manitoba Society

#### 4. Approval of reports of the Board of Directors

President Tamara Bodi spoke about the past year, thanking the board of directors for their dedication, especially the two members who were not standing for re-election, Melanie Lee Lockhart, APR and Lorne Kletke, APR. She presented the summaries of all of the committees and discussed the year's programs and initiatives. She also recognized Deborah Bowers, APR for successfully achieving APR accreditation and Terry Aseltine for receiving a lifetime designation.

**Motion to approve:** Gail Granger

**Seconded:** Estelle Sures, APR

Motion carried.

#### 5. Election of the 2015-16 Board of Directors (see accompanying slate)

**Motion to approve slate as presented:** Jennifer Pawluk

**Seconded:** Deborah Bowers, APR

Motion carried.

#### 6. Other business

None.

#### 7. Adjournment at 6:06 p.m.



# Canadian Public Relations Society

Manitoba Society

## Appendix A

### CPRS Board Slate 2015-2016

**President**

Tamara Bodi

**Past President**

Jason Permanand

**Vice-President**

Conor Lloyd

**Treasurer**

David Hultin, APR

**Secretary**

Julie Kentner

**Accreditation**

Deborah Bowers, APR

**Mentorship**

Steve West

Renee Barclay

**Membership**

Heather Olynick

Lorne Kletke, APR: Membership Strategy Development

Volunteer (non-board member)

**Professional Development**

Jason Small

Kailey Barron

Jaclyn Leskiw

**Communications**

Chris Albi

Arpita Goala

Jack Rach

Jason Booth



# Canadian Public Relations Society

Manitoba Society

## President's Report: Tamara Bodi

In my final and second year as president of CPRS Manitoba, I'm delighted to share a number of notable accomplishments made by our talented board of directors. While annual reports should stick to the highlights of the previous fiscal year, I hope you'll humour me for a few paragraphs while I note the efforts that have come about over the course of two or more years, and, what I believe is the result of a shared vision.

First, we have Lorne Kletke, APR, to thank for his long-term financial planning as our former treasurer. In 2014, he compiled a comprehensive event management analysis that reviewed our then event database service and presented alternative options. His forecasting informed our decision to switch to EventBrite, which in less than two years has proven to be a cost- and user-friendly service that has also saved board members an enormous amount of time.

Second, it was a pleasure to watch the launch of the CPRS Manitoba Mentorship Program, which as you'll see below, enjoyed its pilot year in 2015-16. We have Steve West and Renee Barclay to thank for successfully steering and managing the entire program (and for bringing Mentos to the launch party!), and looking even further back, our Past-President Jason Permanand, who initially proposed we develop the program.

I also believe our long-term plan and strategy also served us particularly well in membership. Membership Chair Heather Olynick, who has served in the role for two years, continued to work with board members to member-by-member, grow our membership. This resulted in an increase of full-time members by an astounding 28 per cent to 74 – up from 58 members a year ago. This also resulted in our chapter being recognized by CPRS National as one of two of 14 chapters with the largest membership gains during March Membership Month. We were also excited to have a member join us from Brandon.

With eight successful Manitoba Communicator of the Year (MCOY) awards and galas behind us, it became evident in early 2015 that it was time to evolve it to better serve our diverse membership and the community as a whole, and to further elevate their astounding professional accomplishments. We heard from and reached out to members, nonmembers, nominees, previous MCOY jurists and other CPRS chapters for feedback and information. I am particularly proud of the work we undertook as a board – with special thanks to Deborah Bowers, APR and Jason Permanand – to evaluate the research, share a vision, and create a strategic foundation so a review committee could be struck prior to rollout of the ninth annual MCOY.

In fall 2015, incoming Vice President Conor Lloyd was tasked with steering two committees that would evolve the nomination and awarding process, and the gala event itself. Conor, who was assisted by PD co-chair Kailey Barron, worked hard with committee members to see the process through, resulting in



# Canadian Public Relations Society

## Manitoba Society

an evening dinner gala and the expanding of the award into two separate honours. We thank all the committee volunteers for their valuable time and input. At the gala, feedback from guests and honoured awardees was tremendous, and we already look forward to celebrating Manitoba's most prestigious PR and communications awards in 2017 for its 10<sup>th</sup> anniversary.

Julie Kentner not only continued to efficiently execute her role as Secretary and lend her strategic voice to many a board discussion, she, I suspect, astounded the board by volunteering to be lead planner for the Mark Ragan event in June 2016. An event of this magnitude, with an international speaker of Ragan's calibre, is no easy task. However, Julie has done a professional job delegating, planning and shaping the event, which in just a few weeks sold out. Twice. We will be sorry to see Julie's exit; she's been an exemplary board member with her valued input; her years of volunteer service; her near-perfect board meeting attendance; and her single-handed offer to plan, book, attend and escort presenters to our Brandon professional development event in June 2015.

David Hultin, APR, our treasurer has been keep busy reconciling events, invoices and scholarship cheques all year. His patience and financial skills have kept us afloat and we are pleased to have David continue on the board. This fiscal, the board approved a proposal put forward by National to move to a joint insurance policy for officers and directors of the board (D&O) – one that is shared by other incorporated CPRS chapters. This opportunity reduces our insurance policy cost as it replaces our single coverage, while it conveniently maintains the same annual renewal date of March 13<sup>th</sup>. As CPRS Manitoba is an organization that hosts several events, National also put forward the idea of CPRS Manitoba obtaining its own Commercial General Insurance (CGL) coverage to protect our board, members and guests, which our board agreed upon unanimously and has put in place.

Our professional development (PD) team offered a variety of events this year, including a media panel, mixers, and Brews N News. Events were mostly held at the Winnipeg Winter Club (WWC), which, unbeknownst to us prior to booking, was under heavy construction all year. Recognition goes to Jason Small, who as PD lead really carried the bulk of the PD tasks due to unanticipated time constraints and commitments of his PD committee colleagues. Despite this, PD was able to rollout four events and we received positive feedback from members, non-members and presenters. Special thanks also go Jaclyn Leskiw, who booked and coordinated the WWC space. Lastly, both she and Kailey are proficient writers and proofreaders, and we're extremely grateful to them for their unofficial roles in these capacities!

The communications committee delivered numerous announcements to our membership and the community through EventBrite, social media and our website. Because CPRS Manitoba is not in a position to pay for traditional advertising, we're heavily reliant on owned and to a much lesser degree, earned media, to help us communicate event promotions and important notices to members and non-members. Much of this is quite timely, requiring committee members Arpita Goala and Jack Rach to issue notices quickly and frequently, so special thanks to them, as well as Chris Albi, who plays an important role answering and vetting CPRS Manitoba's emails, and who coordinated posts for our blog.



# Canadian Public Relations Society

## Manitoba Society

We experienced a fairly significant setback in August when our WordPress website was hacked – almost exactly four years to the day when the site was previously hacked. To rectify this issue, we worked closely over the course of months with service provider MTS and independent IT consultancy PageRange Services to step-by-step, claim our site back, and rebuild. Unfortunately, we also experienced email delivery complications, which with more diligence, were eventually rectified. In the end, I'm pleased to say that [cprs.mb.ca](http://cprs.mb.ca) is better designed and is more intuitive. Jack also offered to step in and do regular security updates.

Our outgoing accreditation chair, Deborah Bowers, APR, worked with National as a Manitoba candidate entered the APR program in late 2015. Deborah has served on the board for several years and we're sorry to see her go, as she's a strategic thinker, a friendly face and an excellent communicator. Best of luck, Deborah!

Every year, CPRS Manitoba elects two public relations students to the board. This year we were delighted to have Melissa Matias from the University of Winnipeg and Katrina Sklepowich from Red River College (RRC) join us as Student Liaisons. While Melissa is currently in the middle of her academic year, Katrina has completed the Creative Communications program and as the CPRS Manitoba student member with the highest mark in public relations, we were honoured to recognize her with the CPRS Manitoba Creative Communications Student Scholarship at MCOY and at a special award reception at RRC. Katrina and Melissa also planned a highly successful panel event in March that served our student membership and the community well. Congratulations!

Finally, Past-President Jason Permanand continued to provide valuable advice and guidance on strategic, governance and historical matters to the betterment of the board and the organization. His volunteer commitment to CPRS Manitoba goes well beyond the official scope of his title, and his contributions at board meetings will certainly be missed.

CPRS Manitoba aims to foster the professional interests of our strong and vibrant membership, while promoting and advocating for our profession as a whole. We want – and believe we do – deliver value to our members through quality professional development events, good member communications, and by promoting the added value of being members of a national organization. These are exciting times for PR and communications practitioners. Digital communications has transformed everything from issues management to the way we share information with media and the public. Demand for qualified and informed practitioners with diversified expertise is increasing as the news media industry is morphing and adjusting to the ever-sophisticated consumption habits of Canadians, and as news media brands continue to change the landscape. I can hardly wait to see where this all takes us.

Please continue to let us know how CPRS Manitoba is doing by sending us a note to [president@cprs.mb.ca](mailto:president@cprs.mb.ca).





# Canadian Public Relations Society

Manitoba Society

## Vice-President's Report: Conor Lloyd

In May at a dinner gala, CPRS Manitoba was pleased to recognize Red River College and the Canadian Museum for Human Rights as the 2016 Manitoba Communicators of the Year.

This year, MCOY shifted its focus away from a luncheon, as has been the practice since its inception in 2008, towards a dinner. In addition to changing the format of the event, a working group was struck this year to also evaluate the award criteria and the group also explored expanding the award to multiple categories to create greater awareness and opportunities for organizations and individuals to be recognized by CPRS.

A special thank you to Adam Dooley, Hannah Rose-Pratt, Jason Permanand and Kailey Barron for volunteering their time on the MCOY Steering Committee and for developing a key set of recommendations to help evolve MCOY and move the award forward. The group recommended that MCOY be divided into two categories – a large campaign award and a small campaign award – with a budget threshold of \$20,000. The committee also determined that it would bring its award selections to the CPRS Manitoba board for review, and that for 2016, the CPRS VP would serve as award selection committee chair.

Creating two award categories worked and we received another record year of nominations, as the award selection committee noted that it was a challenge to once again select the recipients for this year's award. Special note of thanks to Gail Granger, Jason Permanand, Breanne Talbot and Dan Hurley of CPRS Vancouver Island for volunteering their time to serve as award selection committee members. Their expertise and experience played a very important role in evaluating this year's submissions and their commitment to CPRS Manitoba is noted and greatly appreciated.

The overall event hosted 50 guests at the Winnipeg Art Gallery, and this year we also welcomed new sponsors to the event. Red River College supported MCOY as the Student Sponsor, and Eureka.cc, a media monitoring company based out of Quebec, and McKim Communications Group also came on as sponsors. Unfortunately, our longstanding partner MarketWired wasn't able to renew their ongoing commitment this year as Nasdaq purchased them. As well, this year Premier Printing wasn't able to renew as a sponsor.

To help promote the event we employed the use of social media advertising, Mail Chimp email notices, blogging on the CPRS site and sponsored posts via Facebook. This generated a positive response and also increased website and Facebook traffic and helped bump up ticket sales in the final weeks.

Overall the event was another success, and we look forward to continue building MCOY so we can recognize more outstanding work in the field of public relations and communications here in Manitoba.



# Canadian Public Relations Society

Manitoba Society

## Financial Statement: David Hultin, APR

**CPRS Manitoba Chapter, Financial Summary**  
**May 1, 2015 – April 30, 2016**

Opening balance (as at May 1, 2016): \$24,056.10

### REVENUE

2015 MCOY sponsorship (Marketwired)	\$2,000.00
2015 MCOY registrations	\$1,150.00
Luncheon/mixer registrations	\$8,728.93
CPRS membership dues	\$4,062.72

Revenue: 

---

\$15,941.65

### EXPENSES

Luncheon venues	\$4,720.02
CPRS National conference registration for Conor Lloyd	\$1,350.35
2015 AGM food costs	\$111.61
Global Payment fees	\$126.09
2015 MCOY winner donations	\$500.00
2016 student award RRC	\$500.00
2016 student award UWinnipeg	\$500.00
2015 MCOY venue	\$2,079.31
Website	\$1,114.42
Marketing materials	\$30.51
Board insurance	\$736.56
Eventbrite fees	\$494.55
APR library	\$48.00
PO Box	\$187.95
Speaker gifts	\$135.30
MB Companies Registration	\$25.00
Bank transaction fees	\$12.50

Expenses: 

---

\$12,672.17

**Closing Balance (as at April 30, 2016): \$27,325.58**



# Canadian Public Relations Society

## Manitoba Society

### ACCOUNTS RECEIVABLE

2016 MCOY sponsorship	\$1,000.00
2016 MCOY registrations	\$1,760.00
Ragan event registrations	\$4,415.00
Ragan event sponsorship	\$500.00

Total Accounts receivable	\$7,675.00
---------------------------	------------

<b>NET REVENUE</b>	<b>\$23,616.65</b>
--------------------	--------------------

### ACCOUNTS PAYABLE

Ragan PD (venue, airfare, hotel, per diem, currency exchange, bank fees)	\$4,000.00
2016 MCOY (venue, awards, digital advertising currency exchange, etc.)	\$3,000.00
Ragan PD (speaker's payment including currency exchange and bank fees)	\$2,744.10

Total Accounts payable	\$9,744.10
------------------------	------------

<b>NET EXPENSES</b>	<b>\$22,416.27</b>
---------------------	--------------------

*Net Income	(\$1,200.38)
-------------	--------------



# Canadian Public Relations Society

Manitoba Society

## Secretary's Report: Julie Kentner

The secretary has ensured all board contact lists are up-to-date and maintained, as well as taking meeting minutes, distributing them for board review and making any needed edits before finalizing the minutes and posting them to the shared Google Drive.

In addition, the secretary contacted the University of Manitoba to ask about the CPRS archives. Most of the donations were made by Bob Raeburn in the late 1980s to the late 1990s, and then by Ed Unrau from 2004 to 2010, which is the last year a donation was made.

We will work with the archivist to sign a deed of gifts and present printed copies of meeting minutes (on acid-free paper) as well as electronic copies on a drive. In addition, two plaques have been presented to the chapter and these will be placed in the archives as well. This will be done in June 2016.



# Canadian Public Relations Society

Manitoba Society

## Programming Report: Jason Small, Kailey Barron, Jaclyn Leskiw

The year started in September with a fall mixer that had 16 people pre-register, but many others sign up at the door. The event was held at the King's Head. While it was a successful event, poor, disorganized customer service on the part of the King's Head staff and management caused a couple of headaches, including a cancellation of our pre-order of food and difficulties with getting invoiced. The Professional Development (PD) team agreed afterwards to not use King's Head again for events that required pre-ordering of food due to the problems that arose.

In total, CPRS Manitoba hosted four PD luncheons throughout 2015-16 – with one in each of October, December, February and March. For the fifth event of the year, the team had been looking at doing a late afternoon workshop in April instead of a luncheon but with the Mark Ragan event (more information below) coming to fruition, it was agreed that would be the fifth PD event of the year instead.

The first event, *Building and Protecting Your Brand through Social Media*, featured social media consultant Susie Parker of SPARKER Strategy Group and was held on Oct. 28. The event drew 45 attendees.

The second luncheon was held on Dec. 2 and featured Kevin Hunter, Senior Director, Marketing and Community Engagement with the Assiniboine Park Conservancy. Titled *Case Study: Launching the Massive Redevelopment of Assiniboine Park & Zoo*, the informative and entertaining talk drew 30 attendees.

A joint CPRS Manitoba – IABC Manitoba – Ad Association of Winnipeg Holiday Mixer was held on December 9, 2015 at 5:00 p.m. at Albert Street Cocktail Company. Planning for the mixer began on October 29 when IABC Manitoba reached out to us via email. The date was mutually-agreed upon by all three organizations. CPRS Manitoba's professional development team researched and booked the venue, while IABC Manitoba took care of Winnipeg Harvest donation details, graphic design and the door prize draw. Each organization contributed \$75 towards the door prize draw for a gift card to Fusion Grill. Total attendance was 62 (44 from CPRS Manitoba, 14 from IABC Manitoba, and 4 from the Ad Association of Winnipeg). Total cost per head was \$5; the total bill was \$310.75. The cost was split by between the three organizations proportionally based on guests in attendance (i.e. since CPRS guests made up 71 per cent of the total guest list, CPRS's contributed 71 per cent towards the total bill).

Since the January event in 2015 had such a poor response and had to be cancelled, the decision was made in the fall not to hold a January 2016 luncheon. Instead, we hosted the first Brews and PR News gathering was held on Jan. 28 at the King's Head Pub (all the event required was a reservation of space,

13



# Canadian Public Relations Society

## Manitoba Society

since attendees all purchased their own food and drink, which is why the pub was used this time in spite of what happened in September).

In total, 15 people signed up for the free event with seven people attending to discuss issues of the day.

February saw the resumption of the PD luncheon schedule with *The View from the News Desk: A Panel with Three Top Journalists* on Feb. 25. In total, 28 people attended in spite of a conflict with the mayor's State of the City address. Dan Lett of the Free Press was initially one of the three panelists who agreed to take part but he had to pull out due to the conflict with the mayor's event.

The three journalists who took part in the discussion about the future of news media and reporters' relationships with Public Relations practitioners were Richard Cloutier of CJOB, Meaghan Ketcheson of CBC Radio and Jen Zoratti of the *Winnipeg Free Press*.

The final luncheon of the year was on March 24 and was titled Action and Reaction: Into the World of Political Communications. A total of 43 people attended this event to hear Jonathan Hildebrand, Director of Communications for Winnipeg Mayor Brian Bowman, speak about his political communications experience with both the city and the province, including the mayor's invitation to Donald Trump to learn more about human rights.

The last event of this fiscal year was a second Brews and PR News event, held on April 20 at the King's Head. A total of 10 people registered for the event with six people attending to talk about local issues.

In total, 146 people registered for the four luncheons. That total was up from the 138 who registered in 2014-15. Comparing each luncheon month-to-month with the same timeframe in 2014-15, the October luncheon attendance was up by 10, the November/December luncheon stayed the same at 30, the February event was down to 25 from 53 in 2014-15 and the March luncheon was up 19 compared to 24 attendees a year earlier.

All four of the luncheons were booked by Jaclyn and held at the Winnipeg Winter Club, which was always very accommodating with sudden changes in numbers and in serving people with dietary restrictions.

CPRS Manitoba reached an agreement to bring Mark Ragan to Winnipeg in June to host a half-day seminar on brand journalism and social media. Julie Kentner agreed to chair the planning for this event and has been working with board members to seek sponsorships and promote the event to members, non-members and the Winnipeg business community. We look forward to a successful event.



# Canadian Public Relations Society

Manitoba Society

## Membership Report: Heather Olynick

The year 2015-2016 was a successful year for membership in CPRS Manitoba. As of March 30, 2016, the chapter had a total of 74 full members and 33 student members registered. This is an overall increase of 11 per cent over the previous year, and a 28 per cent increase in full members.

National's Membership Month (held annually in March) was also a success for CPRS Manitoba, which tied with the Vancouver Island chapter for achieving the highest percentage of new members. As a result, National awarded CPRS Manitoba \$500 to be used towards professional development programming for members.

A good portion of new members came from applying a peer-to-peer approach, where the CPRS Manitoba board regularly brainstormed potential new members and then allocated the ask to board members with connections to them. An increasing number of journalists becoming public relations professionals also helped membership, as they looked to establish themselves in the PR industry.



# Canadian Public Relations Society

Manitoba Society

## Accreditation Report: Deborah Bowers, APR

### APR

In 2015, no CPRS Manitoba members pursued accreditation. There is one CPRS Manitoba member pursuing accreditation in 2016.

Following is a list of CPRS Manitoba accredited members:

Terry Aseltine, APR, Fellow CPRS, LM  
Deborah Bowers, APR  
Brian Garagan, APR  
Marlene Klassen, APR  
Melanie Lee Lockhart, APR  
Warren Preece, APR  
Carolyn Rickey, APR  
Pam Simmons, APR

Brenda J. Bazylewski, APR  
Robert H. Drain, APR, Honourary Fellow, LM  
David Hultin, APR  
Lorne Kletke, APR  
T. Kent Morgan, APR, LM  
Carl Radimer, APR, Honourary Fellow, LM  
Estelle Sures, APR, LM

CPRS's accreditation process requires candidates to demonstrate a high level of professional knowledge, strategic thinking, expertise and integrity. Its designation, APR ("Accredited in Public Relations"), is recognized both in Canada and abroad, through CPRS's sister organizations including the Public Relations Society of America ("PRSA").

In addition to opening doors to career advancement, the APR provides additional opportunities to get involved with your professional community – and to continue your own learning in the field. CPRS members who hold the APR are invited to become graders for their colleagues' accreditation work, and to serve as judges for the Society's industry awards.

These activities provide an ongoing source of professional development: as a grader/judge, the accredited PR practitioner has the opportunity to get an inside look at different communication programs and campaigns being run across the country.

CPRS Manitoba provides study resource material to help prepare candidates for the APR examinations, as well as mentorship from senior communicators to help guide the work sample preparation and exam preparation.





# Canadian Public Relations Society

## Manitoba Society

Applications for the 2017 APR process, including an overview of the planned work sample project, are due to National Office by December 1, 2016. If you have any questions about CPRS accreditation or the APR process, please visit the CPRS website at <http://www.cprs.ca/accreditation> and/or contact the CPRS Manitoba Accreditation Director.

### **The Public Relations Knowledge Exam**

As a pre-cursor to accreditation, CPRS offers the Public Relations Knowledge (PRK) Exam, which allows recent graduates of public relations programs and other new entrants to the field to demonstrate their knowledge and readiness to join the profession.

There is no minimum amount of experience in the field required to write the exam. For more information, visit <http://www.cprs.ca/education/prk.aspx> and/or contact the CPRS Manitoba Accreditation Director.



# Canadian Public Relations Society

Manitoba Society

## Communications Report: Chris Albi, Arpita Goala, Jack Rach

It has been an exciting and challenging year for the communications committee. Our new content management system, a website revision and increases in social media communications and e-mail enquiries have kept the team very busy.

Last year, CPRS Manitoba switched to the content management system Eventbrite. It proved to be more effective in connecting with our membership about events, programming and initiatives. Being user friendly and more cost effective was a win-win for all.

Our new web face drew traffic and appealed to new and existing members. Enquiries from membership to job postings were regular and frequent. There have been 3,456 views on the web page since January 2016.

The 2015-2016 year saw moderate growth in social media.

- Twitter - Twitter was the more active social media channel, growing from 1,295 to 1,581 followers in the same time period, which equals 22 per cent growth.
- Facebook - From April 1, 2015 to March 31, 2016, total page likes on Facebook grew from 223 to 266 representing a 19 per cent growth.
- LinkedIn - The LinkedIn page needs more attention but did experience significant growth, going from 52 likes to 71 for a 37 per cent increase in followers on that platform.

Ongoing Social Media Recommendations - If there are any recommendations going forward, it's securing a board member with graphic design and/or photography skills who can create web- and social media-friendly images. Posts to the CPRSMB Facebook page have been links to [cprs.mb.ca](http://cprs.mb.ca). With Facebook's open graph protocol and its integration with WordPress, images do appear in links; however, most of the time these images have been cobbled together or pulled from the Internet, which is not good practice.

It was unfortunate that the board's social media manager could not attend any professional development luncheons; however, other board members were able to demonstrate our excellent PD programming by live tweeting from the CPRSMB Twitter account.

In fall 2015, Chris Albi presented the \$500 CPRS Manitoba scholarship on behalf of CPRS Manitoba to the top PACE student from the Public Relations and Strategic Communications Diploma program.



# Canadian Public Relations Society

Manitoba Society

## Mentorship Report: Steve West, Renee Barclay

After surveying CPRS Manitoba members early in 2015 to gauge interest in and need for mentorship, we were pleased to launch a small pilot mentorship program in the fall. The slate consisted of four pairs of mentors and mentees, and two pairs of peer-to-peer mentors, to which we later added our first pair of distance mentors.

In January 2016, the Mentorship Committee checked in with mentors and mentees to determine the progress of the Mentorship matches to date. The response to the program was highly positive. Following the spring 2016 close of the pilot, an exit survey will be conducted to gain participants' formal feedback, insights and suggestions, to build upon this initial intake with the goal of establishing a sustainable mentorship program for our members.

During our research phase, the CPRS Manitoba Mentorship Committee contacted a number of the independent mentorship programs that are run by local CPRS societies across Canada. Our committee received considerable assistance from the CPRS Hamilton Mentorship Committee, to whom we are extremely grateful for their advice, guidance, and permission to adapt from their materials. We are also grateful to outgoing CPRS Manitoba President Tamara Bodi and Past President Jason Permanand for helping connect us with representatives of other society programs, and for their shared vision, encouragement and ongoing support of this initiative within the Manitoba Society.

Mentorships come in many forms. Most people are familiar with an arrangement where a younger professional mentors under a senior practitioner who, in turn, also learns from the mentee. Other mentorships are lateral, or peer-to-peer (e.g. those who would like to learn from each other about careers in other sectors), or distance mentorship. Whatever the form, we believe that mentor-mentee relationships will help us grow as a society, nurture emerging talent, leverage existing experience, and add opportunities and value to membership in CPRS Manitoba.

Our pilot program did not include students; at this time, the availability of mentors in the Manitoba communications and public relations market does not support such an extension of the Mentorship program.

CPRS Manitoba is pleased at the development and launch of a mentorship program that is primarily locally-grown and one which serves members of the CPRS Manitoba Society.



# Canadian Public Relations Society

Manitoba Society

## **Student Liaison Report: Katrina Sklepowich (RRC), Melissa Matias (U of W)**

Student liaisons are responsible for bridging the gap between their classmates and the activities and opportunities provided by CPRS Manitoba. The Red River College liaison post began in May 2015, while the University of Winnipeg's Public Relations, Marketing and Strategic Communication Diploma Program liaison was appointed in October 2016, as per the start dates for each program.

The liaisons worked together to plan and organize an event called *Industry 101: A Mixer for Students, Grads, and PR Pros*, which took place in March 2016.

The mixer was hosted at Garbonzo's Pizza Pub at the University of Winnipeg, and featured a panel of public relations professionals representing four different sectors in Winnipeg's communications industry. Moderated by Chris Albi (Communications Manager, Winnipeg Harvest and CPRS Manitoba board member), the panel discussed their experiences after graduation, providing current students with a well-rounded view of what to expect when entering the public relations and communications industry. Kailey Barron from the City of Winnipeg represented the government sector, Kristin Cuma from the Winnipeg Blue Bombers spoke about her experiences in the sports/entertainment sector, Jason Booth from Winnipeg Harvest talked about his work with non-profit communications, and Priscilla Rios from Aramark spoke to corporate communications.

The mixer attracted 27 guests, including industry professionals and students from the University of Winnipeg's public relations program and Red River College's Creative Communications program. Both before and after the panel discussion, guests had the opportunity to network with fellow students and public relations professionals.

The event received very positive feedback from both attendees and panelists. The mixer was entertaining and informative, and it was great to work with the staff at Garbonzo's. The laid-back, yet educational approach to the evening was appreciated by all who attended.

CPRS Manitoba has always been committed to helping students access valuable professional development training and the opportunity to meet with industry professionals. The CPRS Manitoba board will continue to work on strengthening and maintaining its relationships with its student members.



# Canadian Public Relations Society

Manitoba Society

## 2016-2017 Slate of Candidates

### Elected Positions

**President** - Conor Lloyd (two-year term to end spring 2018)

**Past President** - Tamara Bodi (two-year term to end spring 2018)

**Vice-President** - Susan Harrison (two-year term to end spring 2018)

**Treasurer** - David Hultin, APR

**Secretary** – Tammy Sawatzky

**Accreditation** - David Hultin, APR

**Membership** - Chris Albi

**Programming** - Samantha Lapedus, Jennifer Pawluk, Arpita Goala

**Communications** – Jack Rach, Katrina Sklepowich, Arpita Goala

**Mentorship** – Renee Barclay

**Professional Development/Communications** – Melissa Matias

The positions of President, Vice-President, and Past-President are entering the first of a two-year term, and are up for election. All other positions are one-year terms and are also up for election.