



Canadian Public  
Relations Society

Manitoba Society

# Annual Report 2018-2019



# Canadian Public Relations Society

Manitoba Society

## Annual General Meeting

Thursday, June 6, 2019

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 2017/2018 AGM
- 3) Approval of the financial statements for the year ending April 30, 2019
- 5) Approval of reports by the Board of Directors
- 6) Elections of the 2019/2020 Board of Directors (see slate on page 26)
- 7) Other business that may come before the meeting
- 8) Adjournment



# Canadian Public Relations Society

## Manitoba Society

### CPRS AGM MEETING MINUTES

Thursday, June 7, 2018

5:30 p.m., P104, Roblin Centre, Red River College (downtown campus)

**Members:** Chris Dean, Tammy Sawatzky, Conor Lloyd APR, Susan Harrison, Melanie Lee Lockhart, Trent Burton, Tamara Bodi, Jason Permanand, Monique Chenier APR, Janine Harasymchuk, Laura Curtis, David Hultin APR, Chris Albi

**Student members:** Stephanie Fung, Melanie Loeb, Daniela Whelan, Matt Worobec, Chanel Lovlin

**Guests:** Pavasha Shoaib

**Proxies:** Deborah Bowers

#### 1. Call to Order

- a. The meeting was called to order at 5:40pm. Quorum was reached.
- b. Treaty No 1 land was recognized

#### 2. Approval of the Minutes of the 2016/2017 AGM

- a. The minutes for the 2016/17 AGM were reviewed.

**Motion to approve:** Tamara B

**Seconded:** Melanie LL

Motion carried

#### 3. Year in review by President Conor Lloyd, APR

- a. Pleasure to represent CPRS Manitoba during its 60<sup>th</sup> year of operation.
- b. Streamlined our Manitoba of the Year award
- c. Realigning and took a collective approach to delivery professional development that yielded great results and helped re-engage past CPRS members and bringing about new opportunities
- d. Took a fiscally responsible approach towards delivering our networking and professional development sessions. This not only stabilized our financial position, but allowed us to plan and execute a highly successful PD program and end of year that continued to raise the profile of CPRS Manitoba
- e. Hosted Dan Tisch, APR, FCPRS, and CEO of Argyle Public Relationships for a discussion on the Future and Elevation of PR
- f. Society welcomed 3 new APRs
- g. Big thank you for a great year to the current board and to those not returning

#### 4. Approval of the financial statements for the year ending April 30, 2018

- a. The financial statements for the year ending April 30, 2018 were presented as circulated in the annual report by treasurer David Hultin, APR.
  - i. CPRS MB is in a stable financial position entering 2018/19 however the incoming board must remain vigilant with regards to aligning revenues and expenditures



# Canadian Public Relations Society

## Manitoba Society

- ii. CPRS MB maintains a single bank account, of which the President, Vice-President and Treasurer are the signing officers.
- iii. A line item that saw a significant increase is administration by virtue of ordering a new batch of CPRS MB notebooks for use as thank you gifts for our speakers.
- iv. Our single largest expenditure is for programming throughout the year
- v. Comend Susan Harrison, outgoing Vice President, for her stewardship and tight purse strings of our signature Manitoba Communicator of the Year event
- vi. Revenue-wise, the society receives membership fees from CPRS National, in-kind support from Red River College for our meeting space, and ticket sales to programming activities. We also receive sponsorship dollars or in-kind support via MCOY.

**Discussion:** Question regarding sponsorship related to MCOY and RRC 'in kind' and it is presented in the budget as a dollar item/revenue. Why is that? In kind dollars should be reflected in the budget as an expense to offset the revenue - Monique C.

*To reflect this going forward, the treasurer will remove the \$1,200 from the revenue line and place it in the sponsorship portion of the final report instead. It will not have a dollar value attached to it...just a simple thank you to the College for sponsorship our meeting space.*

**Motion to approve:** Monique C with change to in kind line

**Seconded:** Daniela W

Motion carried.

### 5. Approval of reports by the Board of Directors

- a. The reports provided by the board were reviewed.

**Discussion:**

**Motion to approve:** Susan H

**Seconded:** Monique C

Motion carried.

### 6. Elections of the 2018/2019 Board of Directors

- a. Conor presented the slate as previously circulated to the membership in the annual report.

**Motion to approve slate as presented:** Melanie LL

**Seconded:** Janine H

Motion carried.

### 7. Other business that may come before the meeting.

### 8. Adjournment

The meeting was adjourned at 6:04pm



# Canadian Public Relations Society

Manitoba Society

## Appendix A

### CPRS Board Slate 2018-2019

**President**

Susan Harrison

**Past President**

Conor Lloyd, APR

**Vice-President**

David Hultin, APR

**Treasurer**

David Hultin, APR

**Secretary**

Melanie Loeb

**Accreditation**

Monique Chenier, APR

**Membership**

Katrina Sklepowich

**Professional Development**

Chris Albi  
Laura Curtis  
Stephanie Fung  
Laurel Trotter

**Sponsorship**

Monique Chenier, APR  
Katrina Sklepowich  
Daniela Whelan

**Communications**

Trenton Burton  
Laura Curtis  
Daniela Whelan  
Chanel Lovlin  
Matt Worobec

**Student Liaisons**

Taylor Fenn, RRC  
Ashley Smith, UWinnipeg



# Canadian Public Relations Society

Manitoba Society

## President's Report:

### Susan Harrison

It has been my distinct privilege to serve my first year as President of CPRS Manitoba, working alongside a great group of hard-working individuals who comprise our board of directors. I'm happy to share a number of accomplishments made by these very talented people.

After our first official meeting in June, things really kicked into gear last August with a full professional development planning session. By utilizing a collective approach where all board members were encouraged to share their ideas for topics, venues and formats, several ideas were brought forward. Over the course of the year, our Professional Development (PD) Team of **Laura Curtis, Stephanie Fung, Chris Albi**, and later **Laurel Trotter** coordinated a number of different events that were all extremely well-attended, culminating in our partnership event with CPRS National, "*Staying Strong: Crisis Management Lessons Learned in the Midst of the Humboldt Broncos Tragedy*," which brought Grant Bastedo, APR to Manitoba for a captivating presentation. In the coming year, we will continue to work to offer our members professional development opportunities that are interesting, beneficial and of good value.

Of course, once you plan a great event, you have to let your members and the greater PR/comms community know about it. To this end, our communications team of **Trenton Burton** and **Chanel Lovlin** kept on top of our social media channels, posting engaging, fun, and topical content when they weren't busy promoting CPRS Manitoba events or CPRS National news. Employing different platforms and boosting key posts when required leaves no doubt that our strong presence on these channels are a big part of our PD success. A special thanks to Trent for also taking on the maintenance of the CPRS Manitoba website in addition to his social media duties. Not everything takes place in the digital space, however, so many thanks to **Matt Worobec** for his help in designing promotional materials for PD events and the Manitoba Communicator of the Year Awards (MCOY).

**David Hultin**, who serves as both our Vice-President and Treasurer, led an incredible MCOY awards nomination process and recognition breakfast event that allowed us to celebrate the achievements of the many dynamic individuals and organizations who continually raise the bar and set new standards of excellence for communications in Manitoba. Now 12 years in, the MCOYs continue to be Manitoba's most prestigious public relations and communications awards and it is gratifying to see interest and support for them continue to grow. Congratulations to **Matt Schaubroeck** (small campaign), **Adam Dooley & Mark Bernhardt** (large campaign), and **Correy Myco**, (Crowning Achievement award) on their well-deserved awards! I would also like to thank our Sponsorship team of **Daniela Whelan, Monique**



# Canadian Public Relations Society

## Manitoba Society

**Chenier**, and **Katrina Sklepowich** who were tasked with bringing sponsors onboard for both MCOY and the Staying Strong/Humboldt event – both of which were a little more than a month apart. This group rose to the occasion and successfully brought on several sponsors, adding to the success of the events.

AT MCOY, we were thrilled to also recognize two Manitoba chapter members who reached important milestones; **Jason Small, APR** was successful in obtaining his accreditation, while **Marlene Klassen, APR, LM** was presented with a **CPRS Life Member designation**, making her the sixth member of a very exclusive club.

Membership is an area in which we have remained fairly consistent for the last few years. This past year was much the same. While our numbers have dipped slightly, this past year saw increased numbers of new faces at our PD events which indicates an opportunity for growth in this area. We also continue to have an almost even split between full and student members. While this portfolio usually has two directors, some early challenges led to **Katrina Sklepowich** taking on the role herself, which was much appreciated. Thank you, Katrina!

Each year, CPRS Manitoba elects two student liaisons to join the board of directors. These positions are important as they serve as the vital link between students and CPRS. This year, we were fortunate to have **Ashley Smith** from the University of Winnipeg and **Taylor Fenn** from Red River College join us in these roles. Not only were they great voices around the table, together, Ashley and Taylor put together an amazing event - *Connecting with Confidence* - that drew a huge crowd of students and industry professionals. We were also honoured to recognize Taylor with the CPRS Manitoba Creative Communications Student Scholarship Award for achieving the highest mark in public relations. It was my pleasure to present her with this award at the Red River College Creative Arts Awards as well as at our MCOY awards breakfast.

Finally, my sincere thanks and appreciation to our Secretary, **Melanie Loeb**, who has continually kept us on track and organized throughout the year.

I first became involved with CPRS Manitoba because I love our industry and wanted to be part of an organization that works to advance the profession of public relations/communications in the province. Having come to the end of my first year as President, I remain one of CPRS Manitoba's biggest fans. Not only have I had the opportunity to work with a great group of committed board members who all bring unique skills and viewpoints to the table, I have also been able to meet many industry colleagues who are doing top-notch work that inspires me each and every day.



# Canadian Public Relations Society

## Manitoba Society

Personally, this past year has been one that has required me to develop many new skills that will serve me well for years to come. It has been interesting, demanding, fun, but always rewarding. I look forward to moving into the upcoming year with our fantastic board of directors, secure in the knowledge that we have many more great things for you, our membership, ahead.

In closing, I want to thank Past-President, **Conor Lloyd** for his advice and guidance this year. It's a steep-learning curve coming into this role and can be a bit daunting, so his support has been appreciated. Thanks as well to Red River College for generously providing the space for our monthly board meetings as well as the AGM. And finally, thank you to all of you, our members for continuing to support CPRS Manitoba and for making 2018-19 another successful year.



# Canadian Public Relations Society

Manitoba Society

## Vice-President's Report:

David Hultin, APR

### 12<sup>th</sup> annual Manitoba Communicator of the Year (MCOY) awards

Since 2008 CPRS Manitoba has recognized and celebrated excellence in public communications with the Manitoba Communicator of the Year Award (MCOY).

The MCOY Award is the province's most prestigious public relations and communications award and honours practitioners, teams and organizations that lead the way in innovation, resourcefulness and creativity. It celebrates Manitoba businesses, government, non-profits and community organizations whose efforts within the previous year or two have resulted in greater understanding of a specific issue, successful promotion of a cause, expert management of a crisis, or public's acceptance of an organization's mandate.



This year there were eight nominations across the Small Campaign (2), Large Campaign (3), and Crowning Achievement categories (3).

The Small and Large campaigns were measured by the research, analysis and planning, communications plan implementation, evaluation and measurement, and overall quality of each entry. The Crowning Achievement Award considered contributions/achievement to public relations, professional accomplishments, and community involvement.

Thank you to our judges Elizabeth Wheeler, APR (SAFEWork Manitoba), Jessica Poitras (Wawanesa Insurance), and Tammy Sawatzky (Communication Services Manitoba) for their time and support of the MCOY program.



# Canadian Public Relations Society

## Manitoba Society

### **Small Campaign (budget under \$20,000)** *Matt Schaubroeck, Economic Development Winnipeg*

The 2018 Winnipeg Whiteout street parties, held over the course of six weeks, brought over 120,000 fans downtown to share in the excitement of playoff hockey in Winnipeg and resulted in wave after wave of unprecedented media coverage by media outlets from around North America.

This campaign exceeded its goal of promoting Winnipeg to a worldwide audience. Winnipeg was placed on a North America-wide stage, and millions of individuals saw the city in a new and positive light. Economic Development Winnipeg wanted to show the world the very best Winnipeg has to offer, because that new reputation would yield long-term dividends for the city in terms of economic development opportunities, tourism, and civic pride.

### **Large Campaign (budget over \$20,000)** *Adam Dooley, Dooley PR, and Mark Bernhardt, Dynacare*

In December of 2017, Dynacare bought out all Unicity Laboratory and X-Ray Services labs, becoming the sole provider of lab diagnostics in Winnipeg. The company immediately came under fire in the media from opposition MLAs over its new monopoly market position. Consequently, there was a need to demonstrate that despite a lack of alternative options, Dynacare brings value to the provincial health care system and to the public, and is focused on its mission of supporting healthy lives with commitment and care.

The campaign worked in conjunction with Diabetes Canada to create Manitoba's biggest ever wellness initiative, gain positive media coverage and ultimately change how Manitobans' felt about Dynacare.

#### *Small Campaign Category Award*

##### **Matt Schaubroeck**

Corporate Communications Manager, Economic Development Winnipeg



Matt Schaubroeck is the corporate communications manager for Economic Development Winnipeg. This role has him managing media enquiries, executing on public relations campaigns, and authoring a wide variety of deliverables related to both economic development and tourism in Winnipeg. His job will see him writing theatre reviews, media releases, and business development presentations – sometimes all in the same day.

He holds an MBA from the Asper School of Business, and BA (Honours) from the University of Winnipeg. He is also an entrepreneur, amateur cellist, and marathon runner.

He is more of a hockey fan now than he was when he started this job.

#### *Large Campaign Category Award*

##### **Adam Dooley**

Owner, Dooley PR



Adam has developed and executed communications programs for regional, national and North American organizations. Adam's strategies build strong brands and polished corporate images.

He launched Dooley Communications in 2007 after an award-winning career as a reporter, editor, and public relations and marketing executive. Dooley Communications has worked with a variety of large and small clients including Dynacare, Ford of Canada, Steinbach Credit Union, Cando Rail Services, the Government of Manitoba and the City of Winnipeg. The agency has specialized experience in the healthcare, agriculture, retail and financial sectors.

#### *Crowning Achievement Award*

##### **Correy Myco**

Executive Vice President, Marketing, ChangeMakers - An Argyle Company



Correy Myco founded ChangeMakers in 1998, and he continues to guide the team's creative and strategic work, applying his strengths as an award-winning creative director, photojournalist and former editor. In his 25 years in the industry, Correy has established a reputation for excellence and is sought after by senior executives for strategy, issues management and reputation advice. His solid reputation is evidenced by client loyalty and the number of our long-term clients who started with Correy in the company's early days and continue to rely on us to achieve their desired results.



# Canadian Public Relations Society

## Manitoba Society

CPRS MB was especially proud to recognize Adam because in addition to his lengthy communications career, he is a Past President of CPRS Manitoba and played a leading role in launching the Manitoba Communicator of the Year awards during CPRS Manitoba's 50th anniversary year.

### ***Crowning Achievement Award***

*Correy Myco, ChangeMakers – An Argyle Company*

As the founder and leader of ChangeMakers, Correy has advised many of Manitoba's biggest brands, earned the industry's highest awards, employed and mentored a generation of professionals, and made outstanding and generous contributions to the community.

This includes the establishment, development and success of an after-school tutoring, mentoring and scholarship incentive program that now serves over four hundred high school students affected by issues of poverty and race.

Correy has worked with this program for a decade now on a pro bono basis serving on its board, helping it establish a positive image and brand, raising its profile and helping it gain the notice it needs to attract funding and support and thrive. What began as an after-school program for thirty kids in a school library now serves over four hundred in its own facility. The high school graduation rate in the target group has risen from 52% to 86% with 80% of those graduates going on to a post-secondary education.



# Canadian Public Relations Society

Manitoba Society



*From left to right: Marlene Klassen, APR, LM; Taylor Fenn; Matt Schaubroeck; Mark Bernhardt; Susan Harrison (President, CPRS MB); Adam Dooley; Correy Myco; Jason Small, APR; Monique Chenier, APR (Accreditation Lead, CPRS MB); David Hultin, APR (Vice President & Treasurer, CPRS MB)*

This year's celebration was a breakfast and networking event at The Qualico Centre in Assiniboine Park with 70 guests in attendance. In addition to the MCOY awards, we recognized:

- Taylor Fenn: CPRS MB/Red River College Creative Communications Student Award for earning the highest grade in the Public Relations & Communication Management Major;
- Marlene Klassen, APR, LM: honoured as a Life Member for her contributions to the profession; and
- Jason Small, APR, The Canadian Red Cross, received his Accredited in Public Relations designation.



# Canadian Public Relations Society

## Manitoba Society

A recap of the event, “CPRS Manitoba honours local PR pros” was featured in the May 15, 2019 edition of *Communique* - the CPRS National e-blast to members. Susan Harrison, President of CPRS Manitoba remarked:

*“CPRS MB is proud to recognize and celebrate the achievements of the many dynamic individuals and organizations who continually raise the bar and set new standards of excellence for communications in Manitoba. This year’s MCOY recipients - Matt, Adam, Mark, and Correy - have not only developed and demonstrated innovative strategies and approaches, they have helped elevate our profession within Manitoba. Our congratulations to them, and all of this year’s nominees.”*

My thanks and deep appreciation to the entire CPRS Manitoba Board of Directors for their support of the 12<sup>th</sup> annual MCOY event, as well as the following organizations: Red River College, The PRHouse and Manitoba Egg Farmers (student sponsors); The University of Winnipeg (award sponsor); and Print Express & Copy (print sponsor).



# Canadian Public Relations Society

Manitoba Society

## Financial Statement:

David Hultin, APR

CPRS Manitoba Chapter, Financial Summary  
May 1, 2018 – April 30, 2019

Opening balance (as at May 1, 2018):	\$15,659.23
<b>REVENUE</b>	
Dan Tisch professional development events	\$8,565.00
2019 MCOY ticket sales	\$60.00
2018 MCOY ticket sales	\$1,540.00
Programming ticket sales (1 PD, 1 mixer)	\$3,195.00
CPRS membership dues	\$2,450.28
Revenue:	\$15,810.28
<b>EXPENSES</b>	
Programming (2 mixers, 1 PD, 1 student led event)	\$4,077.18
Dan Tisch professional development events	\$6,430.22
2018 MCOY	\$2,241.16
2019 Student Award RRC	\$500.00
2018 Student Award UWinnipeg	\$500.00
2019 MCOY	\$659.32
Board insurance	\$1,206.44
Eventbrite fees	\$871.80
PO Box	\$204.75
Administration & web hosting	\$766.03
MB Companies Registration	\$40.00
Expenses:	\$17,496.90
Closing Balance (as at April 30, 2019):	\$13,972.61
<b>ACCOUNTS RECEIVABLE</b>	





# Canadian Public Relations Society

Manitoba Society

## Secretary's Report:

### Melanie Loeb

After getting up to speed in her new role, 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.

Last year, the secretary delivered CPRS meeting minutes (on acid-free paper) to the University of Manitoba archives.

The next archive delivery will be made at the conclusion of the 2020 fiscal year and include documents from 2018-19 and 2019-20.



# Canadian Public Relations Society

Manitoba Society

## Programming Report:

**Laura Curtis, Stephanie Fung, Laurel Trotter**

The 2018-19 season was a great one for both professional development and networking events organized by CPRS Manitoba. Showcasing diverse topics with both interesting and high profile speakers allowed us to gain momentum throughout the year and yielded strong attendance numbers at all events.

We kicked off in September with a fall mixer held at Brazen Hall. This year, there was no fee to attend, which worked well in attaining 40+ guests to the event. CPRS provided the appetizers and guests were responsible for purchasing their own beverages. It was a nice crowd and a good networking opportunity. Next came our fall Brews and News event held at Brown's Social House in October. Hosted by Steve West, former communications professional with the City of Winnipeg, the topics for discussion was the open/close debate surrounding Portage and Main. Unfortunately, this venue did not work well for this type of event. Parking was difficult to find and the restaurant was extremely noisy, making it hard to facilitate a discussion.

The first professional development event of the season *Talking Brand & Community Engagement with True North Sports & Entertainment* was a huge success! Held at the Inn at the Forks on November 14<sup>th</sup>, the event welcomed more than 60 guests. The panel discussion included three participants from True North Sports & Entertainment; John Olfert, Executive Vice President & Chief Operating Officer, Krista Sinaisky, Manager Corporate Communications, and Katie Hall Hursh, Senior Director, Business Development, True North Real Estate Development. Through an in-depth discussion attendees learned about what it takes to build a strong brand within the community, the details behind organizing and managing media at the Whiteout Street Parties, and how TNSE has evolved over the years, particularly since the return of the Winnipeg Jets in 2011. It was an excellent learning opportunity with many take-aways.

In December CPRS Manitoba once again partnered with IABC Manitoba on the annual Holiday Mixer. This year's event *Nutcrackers & Networking* was held in the lobby of the Royal Winnipeg Ballet building on Graham Avenue. The venue was excellent – centrally located with easy access to parking and bus transportation. More than 50 people attended the fun and festive event.

The winter Brews and News focused on brand perception – the good, the bad and everything in between. The event was held at the end of January at Ray and Jerry's, and despite the -40 degrees



# Canadian Public Relations Society

## Manitoba Society

temperature that evening there were still 25 people in attendance. The event was facilitated by Mary Agnes Welch, former journalist at the Winnipeg Free Press and principal researcher at Probe Research. Attendees were seated in groups and given conversation topics. This set up worked well, and positive feedback was brought forward by attendees.

At the end of March CPRS Manitoba welcomed Grant Bastedo of Takt Public Relations based in Saskatchewan as part of a national tour organized by CPRS. *Staying Strong: management lessons learned in the midst of the Humboldt tragedy* was an in-depth look at what it took to manage this sensitive crisis situation from a public relations perspective. Held at the Victoria Inn, the luncheon welcomed 57 guests with positive response to the topic and venue by participants.

CPRS Manitoba wrapped up the season with the 2019 Manitoba Communicator of the Year Awards. Held at the Qualico Family Centre in Assiniboine Park, this year's breakfast event had more than 70 attendees. The winners included small campaign; Matt Schaubroeck, Economic Development Winnipeg for the Winnipeg Whiteout Street Party, large campaign; Adam Dooley, Dooley PR for the Dynacare campaign, and crowning achievement; Correy Myco, President & CEO of ChangeMakers.



# Canadian Public Relations Society

Manitoba Society

## Membership Report:

**Katrina Sklepowich**

This year was a successful year for membership recruitment – we had fabulous networking and professional development events this year that attracted both current and potential members, with many potential members having either expressed interest in joining or having joined CPRS Manitoba over the past few months. CPRS Manitoba currently has 43 members, including affiliate, lifetime, and regular members, as well as 27 student members, bringing our total membership up to 70. This does not include the 40 memberships currently up for renewal, which includes 29 student members who have the opportunity to join as affiliate members in 2019-2020.

CPRS National experienced significant staffing and organizational changes this year, which has impacted CPRS Manitoba's ability to track membership. We look forward to developing a new and improved system for working with the National office to both recruit and steward members here in Manitoba.



# Canadian Public Relations Society

Manitoba Society

## Accreditation Report:

### Monique Chenier, APR

#### Accreditation in Public Relations

Accreditation through the Canadian Public Relations Society is a voluntary certification program that identifies practitioners who have depth of experience and competence in the professional practice of public relations.

In 2018, one CPRS Manitoba member achieved accreditation: congratulations to Jason Small, APR, Communications Manager for the Canadian Red Cross for Manitoba and Nunavut. There is one CPRS Manitoba member pursuing accreditation in 2018/2019.

APR® is a respected measure of professional experience in the field of Canadian public relations. CPRS's accreditation process requires candidates to demonstrate a high level of professional knowledge, strategic thinking, expertise and integrity. The APR designation 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 the professional PR community. 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 written and oral exam preparation.

Applications for the 2019/2020 APR process are due to the CPRS National Office by December 1, 2019, with a work sample overview and resume due December 30, 2019. If members have any questions about CPRS accreditation or the APR process, please visit the CPRS website at [https://www.cprs.ca/Certifications/Mid-Level-Practitioner-\(5-20-years\)](https://www.cprs.ca/Certifications/Mid-Level-Practitioner-(5-20-years)) and/or contact the CPRS Manitoba Accreditation Director, Monique Chenier [monique@moniquechenier.com](mailto:monique@moniquechenier.com).



# Canadian Public Relations Society

## Manitoba Society

Following is a list of CPRS Manitoba accredited members:

Terry Aseltine, APR, Fellow CPRS, LM  
Brenda J. Bazylewski, APR  
Deborah Bowers, APR  
Monique Chenier, APR  
Hilary Friesen, APR  
David Hultin, APR  
Marlene Klassen, APR, LM

Melanie Lee Lockhart, APR  
Conor Lloyd, APR  
T. Kent Morgan, APR, LM  
Carolyn Rickey, APR  
Pam Simmons, APR  
Jason Small, APR  
Estelle Sures, APR, LM

### **APR Maintenance**

All accredited members are encouraged to participate in the voluntary Accreditation Maintenance program, which has been designed to strengthen the value and relevance of the designation for practitioners, employers, clients and the public-at-large.

By maintaining their APR, members demonstrate their dedication to continuous training and development, along with a commitment to being a leader in the profession.

Successfully maintained APRs will be highlighted on the CPRS national website's public-facing list of accredited members to indicate their active involvement in the program.

### **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 [https://www.cprs.ca/Certifications/New-Practitioner-\(1-5-years\)](https://www.cprs.ca/Certifications/New-Practitioner-(1-5-years)) and/or contact the CPRS Manitoba Accreditation Director, Monique Chenier [monique@moniquechenier.com](mailto:monique@moniquechenier.com).



# Canadian Public Relations Society

Manitoba Society

## Communications Report:

**Trenton Burton, Laura Curtis, Chanel Lovlin**

2018/2019 was a busy and successful year for the communications committee.

This year, Event Brite was used as our main ticketing method and communications were sent out via Mail Chimp. Mail Chimp has more design flexibility and offers more analytics with regards to email tracking. We are currently cleaning mailing lists in Mail Chimp to ensure that our data is accurate and not duplicated.

We also continued our focus on Facebook and Twitter while expanding our reach on LinkedIn.

We increased our paid promotions on Facebook, focusing especially on our MCOY award submissions and Crisis Management and the Humboldt Broncos event.

Our MCOY awards prompted the most reach. On Twitter, our MCOY winner announcements garnered nearly 4,000 impressions, while the week of the awards saw over 6,000 impressions. The month of April saw 18,000 Twitter impressions, our best month in nearly a year. On Facebook, April saw 3,000 impressions.

We saw moderate growth on all social media platforms in 2018-19:

- Twitter - Twitter saw smaller gains than in previous years, growing from 1,904 followers to 1,967 (63 new followers). On average, we earned 12,600 impressions per month from May 2018 to April 2019 (inclusive).
- Facebook - From May 1, 2018, to May 1, 2019 total page likes on Facebook grew from 385 to 448 (63 new likes).
- LinkedIn - The LinkedIn page saw less attention but did experience some growth, going from 118 followers to 156 (38 new followers).

Our website saw 8,531 views from May 2018 to April 2018 (inclusive).



# Canadian Public Relations Society

## Manitoba Society

Twitter	Facebook	LinkedIn
1,904 followers to 1,967(63 new followers)	Likes grew from 385 to 448 (63 new likes)	118 likes grew to 156 (38 new followers)

### Ongoing Social Media Recommendations:

As organic reach on Facebook continues to plummet, paid promotions will be more important as time goes on. On top of that, putting a larger focus on LinkedIn will help us reach new audiences and engage current ones.



# Canadian Public Relations Society

Manitoba Society

## Sponsorship Report:

**Daniela Whelan, Katrina Sklepowich, Monique Chenier, APR**

This year Monique and Katrina worked hard to add to our list of sponsors. They engaged many new organizations and individuals who then contributed to events like the Humboldt Crisis Management event and the MCOY award ceremony.

We updated the MCOY Sponsorship package to reflect the new direction we have taken in recent years. Moving into next year we are planning new ways to engage sponsors, such as finding Brews & News sponsors as well as creating a sponsorship plan for special events.



# Canadian Public Relations Society

Manitoba Society

## Student Liaisons Report:

**Taylor Fenn (RRC), Ashley Smith (UWinnipeg)**

Student liaisons are responsible for bridging the gap between their classmates and CPRS Manitoba. Throughout the school year, the student liaisons informed their classmates of CPRS Manitoba events and opportunities and explained the benefits of joining the chapter.

The liaisons worked together to host Connecting with Confidence, a networking and panel event which took place in April 2019.

The panel was hosted at Little Brown Jug and featured seasoned networkers that gave advice on how to build connections and careers in Winnipeg's unique market. The panelists included Theresa Oswald (CEO of Doctor's Manitoba), Chris Albi (Instructor and Media Relations Professional), and Carly Edmundson (Executive Director of Marketing & Communications, CentrePort Canada). Student liaison Ashley Smith moderated the panel in which the speakers discussed their personal experience of building a successful network and answered a number of questions from the audience.

The event attracted 40 guests, including industry professionals and students from the University of Winnipeg's PACE program and Red River College's Creative Communications program. The event received positive feedback from attendees and panelists.

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

## 2019-2020 Slate of Candidates

### Elected Positions

**Treasurer** – David Hultin, APR, Christelle Mekoh

**Secretary** – Ashley Smith

**Accreditation** – Monique Chenier, APR

**Membership** – Renata Castro and Christelle Mekoh

**Professional Development** – Laura Curtis, Stephanie Fung, Laurel Trotter

**Communications** – Laura Curtis, Taylor Fenn, Jay Makwana, Cinitia Rosales

**Outreach & Engagement** – Chris Albi

**Sponsorship** – Katrina Sklepowich, Monique Chenier, APR

### Not Up for Election

The positions of President and Past-President are each entering the second year of two-year terms and are therefore not up for election. The position of Past-President is entering the second of a two-year term but is not an elected position.

**President** – Susan Harrison (two-year term to end spring 2020)

**Vice-President** – David Hultin, APR (two-year term to end spring 2020)

**Past President** – Conor Lloyd, APR (not elected; two-year term to end spring 2020)