



Canadian Public
Relations Society

Manitoba Society

Annual Report 2019-2020



Canadian Public
Relations Society

Manitoba Society

Annual General Meeting

Wednesday, June 10, 2020

Virtual Conference (Via Zoom)

5:30 p.m. AGM

6:15 p.m. Adjournment

Agenda

- 1) Call to order
- 2) Approval of the Minutes of the 2018/2019 AGM
- 3) Approval of the financial statements for the year ending April 30, 2020
- 5) Approval of reports by the Board of Directors
- 6) Elections of the 2020/2021 Board of Directors (see slate on page 23)
- 7) Other business that may come before the meeting
- 8) Adjournment



Canadian Public Relations Society

Manitoba Society

CPRS AGM MEETING MINUTES

Thursday, June 6, 2019

5:30 p.m., Auditorium, Roblin Centre, Red River College (Downtown Campus)

Members: *Susan Harrison, David Hultin APR, Monique Chenier APR, Katrina Sklepowich, Trenton Burton, Chanel Lovlin, Daniela Whelan, Chris Albi, Laura Curtis, Stephanie Fung, Laurel Trotter, Jay Makwana, Melanie Lee Lockhart APR*

Student members: *Ashley Smith, Taylor Fenn, Lori Lewis, Renata Castro, Orycia Karpa, Samantha Stevenson, Cintia Rosales*

Guests: *Lori Lewis, Nikhil Kumar, Poonam Chopra*

Proxies: *Conor Lloyd APR, Adam Dooley*

1. Call to Order
 - a. The meeting was called to order at 5:39 p.m. Quorum was reached.
 - b. Treaty No. 1 land was recognized

2. Approval of the Minutes of the 2017/2018 AGM
 - a. The minutes for the 2017/18 AGM were reviewed.
 - b. Melanie Lee Lockhart, APR requested to add APR designation behind her name

Motion to approve: Melanie Lee Lockhart, APR

Seconded: Katrina Sklepowich

Motion carried

3. Approval of the financial statements for the year ending April 30, 2019
The financial statements for the year ending April 30, 2019 were presented as circulated in the annual report by treasurer David Hultin, APR.
 - a. CPRS maintains a single bank account; signatories are Susan Harrison, David Hultin, APR and Conor Lloyd, APR.
 - b. At the beginning of the fiscal year – May 1, 2018 – there was \$15,659.23 on hand while on April 30, 2019 there was a balance of \$13,972.61. Of our fixed costs:
 - i. Bell MTS web hosting remained static
 - ii. Post office box rental increased by 2.5% to \$204 annually
 - iii. Northbridge General Insurance for board event insurance increased slightly with the inclusion of CPRS National officer and director insurance
 - iv. Manitoba Companies Registration increased 60% to \$40



Canadian Public Relations Society

Manitoba Society

- c. Other routine expenses include:
 - i. Two \$500 student awards for the University of Winnipeg and Red River College
 - ii. Administration costs (stamps and envelopes)
- d. Programming expenditures continue to be largest throughout the year (with venue rental, catering, audio visual costs). Event examples include the highly successful Dan Tisch event and the Manitoba Communicator of the Year award. Events and sponsorship teams have been diligent in keeping costs down and securing sponsorships.

Discussion: Request a motion to accept the financial statements as presented?

– David Hultin, APR

Motion to approve: Laura Curtis

Seconded: Melanie Lee Lockhart ,APR

- 4. Year in review by President Susan Harrison
 - a. Thanked Red River College for sponsoring the CPRS Manitoba board meeting space
 - b. Professional development events proved popular with diverse and timely topics including discussions and presentations with True North Sports & Entertainment, Brews & News, Grant Bastedo of Takt Public Relations on the Humboldt tragedy and more. CPRS Manitoba's student board members hosted a well-attended networking and panel event as well.
 - c. The 2019 Manitoba Communicator of the Year Awards (MCOY) celebrated recipients Matt Schaubroeck of Economic Development Winnipeg in the small campaign category, Adam Dooley of Dooley PR & Mark Bernhardt of DynaCare in the large campaign category, and Correy Myco of Changemakers – An Argyle Company, for Crowning Achievement. Marlene Klassen, APR became Manitoba's sixth Life Member, and Taylor Fenn received the CPRS Manitoba Creative Communications Student Scholarship Award for achieving the highest mark in public relations.
 - d. Taylor Fenn will be awarded the CISION/CPRS Student Award of Excellence at the CPRS National conference this year.
 - e. Sponsorship team secured new sponsors for two back-to-back events and updated the MCOY sponsorship package to reflect the new sponsorship approach in the coming year.



Canadian Public Relations Society

Manitoba Society

- f. Our communications team helped us meet our event and sponsorship goals with increased promotional activity and generated moderate growth on all our social media platforms and the CPRS Manitoba website.
 - g. Membership dipped slightly this year, though we had new attendees at many of our events this year and they present good opportunity for growth. With a nearly event split between full and student members, CPRS Manitoba has 70 members with another 40 up for renewal. Organizational changes at CPRS National impacted membership tracking and insight capabilities but we anticipate improvements next year.
 - h. Accreditation team added one new APR member to our chapter; congratulations to Jason Small, APR, Communications Manager for the Canadian Red Cross for Manitoba and Nunavut. One member is pursuing accreditation in 2018/19.
 - i. Thanks to all members of the board, both remaining and outgoing for your support and guidance over the last year.
5. Approval of reports by the Board of Directors
- a. The reports provided by the board were reviewed in Susan Harrison's presentation.
- Discussion: Request to motion to accept the approve the reports from the board of Directors? – Susan Harrison
Motion to approve: Katrina Sklepowich
Seconded: Laura Curtis
Motion carried.
6. Elections of the 2019/2020 Board of Directors
- a. Susan presented the slate as previously circulated to the membership in the annual report:
 - i. Treasurer – David Hultin, APR, Christelle Mekoh
 - ii. Secretary – Ashley Smith
 - iii. Accreditation – Monique Chenier, APR
 - iv. Membership – Renata Castro and Christelle Mekoh
 - v. Professional Development – Laura Curtis, Stephanie Fung, Laurel Trotter
 - vi. Communications – Laura Curtis, Taylor Fenn, Jay Makwana, Cintia Rosales
 - vii. Outreach & Engagement – Chris Albi
 - viii. Sponsorship – Katrina Sklepowich, Monique Chenier, APR



Canadian Public Relations Society

Manitoba Society

Motion to approve slate as presented: Melanie Lee Lockhart, APR
Seconded: David Hultin, APR
Motion carried.

7. Adjournment
 - a. The meeting was adjourned at 5:57 p.m.



Canadian Public Relations Society

Manitoba Society

CPRS Board of Directors | 2019-2020

President

Susan Harrison

Past President

Conor Lloyd, APR

Vice-President

David Hultin, APR

Treasurer

David Hultin, APR
Christelle Mekoh

Secretary

Ashley Smith

Accreditation

Monique Chenier, APR

Membership + Engagement

Chris Albi
Renata Castro

Professional Development

Laura Curtis
Stephanie Fung
Laurel Trotter

Sponsorship

Katrina Sklepowich
Monique Chenier, APR

Communications

Laura Curtis
Taylor Fenn
Jay Makwana
Cintia Rosales

Student Liaisons

Kristina Balderas, UWinnipeg
Orycia Karpa, RRC

Student Members-at-Large

Vikas Chand, UWinnipeg
Neesha Esmail, UWinnipeg
Bela Gyarmati, UWinnipeg
Samantha Stevenson, RRC



Back row, from left: Susan Harrison, Jay Makwana, Stephanie Fung, Ashley Smith, Bela Gyarmati, Orycia Karpa, Chris Albi, Vikas Chand, Christelle Mekoh | Front row from left: Katrina Sklepowich, Kristina Balderas, Taylor Fenn, Cintia Rosales, Monique Chenier APR (Missing: Renata Castro, Laura Curtis, Neesha Esmail, David Hultin APR, Conor Lloyd APR, Laurel Trotter and Samantha Stevenson)



Canadian Public Relations Society

Manitoba Society

President's Report

Susan Harrison

It has been both a privilege and a pleasure to have served as President of CPRS Manitoba these past two years. While we are ending our 2019/20 season in a way none of us could have imagined, I am so very grateful to have been given the opportunity to work alongside a group of brilliant and hardworking communications professionals who continually inspire me with their talents and skills.

As we all continue to navigate through the new realities the COVID-19 pandemic has thrust upon us, it's a good time to pause and reflect on the high points of the year that was, and look forward to a time when we can begin to re-engage with each other.

Over the past year, we continued to take a collaborative approach to planning where board members were encouraged to share their ideas. Not only did this actively engage all our members, it set the tone for open discussion and communication, integral for having the best ideas brought forward.

Throughout the course of the year, we continued to carefully hone our professional development offerings, delivering topics that were timely, interesting and provided good value to our PR and communications community. We also offered a special Brews & News information session designed especially for those practitioners interested in pursuing their APR, which we hope to offer again this fall.

Online, we steadily grew engagement on our social media platforms, most notably through our reinvigorated LinkedIn account. A new Facebook group (Manitoba Communicators) was also launched with the purpose of connecting the local PR and communications community in an open and friendly forum where ideas could be shared and discussed. We also successfully migrated our website to a new provider which will allow us to realize a significant cost savings.



Canadian Public Relations Society

Manitoba Society

Although a number of our larger planned events, including our Manitoba Communicator of the Year Awards and Dr. Terry Flynn's session on *The Science and Practice of Social Trust and Misinformation* were postponed due to the pandemic, a realignment of our approach to developing strategic partnerships and sponsorships for such special events will serve us well in the future.

CPRS Manitoba takes great pride in working with the next generation of public relations professionals and we were thrilled to once again honour two outstanding students with \$500 scholarships. Our congratulations to Ziv Traitelovich, graduate of the Professional, Applied and Continuing Education (PACE) program at the University of Winnipeg and Lily Medynska, graduate of the Creative Communications program at Red River College, recipients of the awards.

Finally, we continued to keep a keen eye on all expenditures, which has resulted in a stable financial position for the chapter heading into the upcoming year.

Since becoming involved with the CPRS Manitoba board four years ago, I have had the opportunity to work alongside so many great people who have a passion for public relations and communications. Whether it's been a colleague on a recent board, a former member of the board, or one of the many talented individuals in our communications community, I truly consider myself lucky to have met so many enthusiastic, creative, and fantastic people in my role. We may not be the largest communications and PR community in the country, but one thing is for certain, we are mighty.

As I come to the end of this report, I would like to extend my sincere thanks and appreciation to the 2019/20 CPRS Manitoba Board of Directors for their unwavering commitment, their energy, their ideas and their time. You have all made my time as President one of the best experiences of my career.

Thank you as well to Red River College who once again generously provided the space for our monthly board meetings. We are so grateful for your ongoing support of our chapter.



Canadian Public Relations Society

Manitoba Society

I would also like to thank Past-President Conor Lloyd, APR, not only for his advice and guidance over the years (which has been appreciated!), but his complete willingness to answer the thousand questions I have probably asked him and never once seeming irritated about it. Thank you!

As we transition to new leadership, I want to be the first to welcome our incoming President, David Hultin, APR, and wish him all the best in his new role. I have had the pleasure of working with David for the past four years on the CPRS Manitoba Board where he has served as both Treasurer and Vice President. Under his watchful eye he has kept our finances in good order and revived our Manitoba Communicator of the Year Awards event. I cannot imagine a better person to steer CPRS Manitoba for the coming years than David, and I am excited to see what he has planned for our society.

And finally, thanks to all of you, our members, for continuing to support CPRS Manitoba. We could not do anything without you.

Until we meet again, be well.



Canadian Public Relations Society

Manitoba Society

Vice-President's Report

David Hultin, APR

13th 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, honouring 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 we are thrilled to recognize two very worthy recipients in the categories of Small campaign (budgets under \$20,000) and Crowning Achievement.

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

Special thanks to:

- Deborah Bowers, APR (City of Winnipeg) and Steve West (retired from City of Winnipeg) for supporting the MCOY awards as the awards selection committee;
- the CPRS Manitoba Board of Directors; and
- Manitoba Beef Producers for their sponsorship in-kind.



Canadian Public Relations Society

Manitoba Society

**Due to the ongoing situation involving the COVID-19 pandemic, the MCOY awards breakfast that was originally set for April 24, 2020 has been rescheduled to September 18 at the Qualico Centre in Assiniboine Park – so long as there are no public health orders restricting large group gatherings. It should be a fine morning as we hopefully return to some kind of new normal and celebrate communications excellence in our province.*

In addition to the MCOY awards, CPRS Manitoba will also present its Student Scholarship Award to Lily Medynska from the Creative Communications program at Red River College. Lily is the CPRS student member who earned the highest overall academic achievement in the PR major.

Small Campaign (Budget under \$20,000)

Louis Riel School Division

The Louis Riel School Division is a school division in Winnipeg, Manitoba offering English language and French immersion education to more than 15,500 students in the care of 2,148 staff across 40 schools.

The LRSD released its Multi-Year Strategic Plan (MYSP) in October of 2019. This first-of-its-kind document for the organization outlines LRSD's goals for the next four years and serves as the guiding narrative behind the division's decisions and actions. LRSD set out to create the MYSP because of its commitment to uphold Manitoba Education's K-12 Framework for Continuous Improvement, which puts an emphasis on the importance of accountability in planning and reporting within school divisions in the province.

Overall, the campaign for the MYSP was wide-reaching and resulted in a successful launch of the publication. The MYSP helped create unified goals and strategies throughout the LRSD and is now the guiding principle behind every other form of communication in LRSD.

The digital communication tactics used to promote the MYSP also received some of the best engagement the LRSD has seen.



Canadian Public Relations Society

Manitoba Society

Crowning Achievement Award

Adam Dooley, Dooley PR

Adam has spent his career championing excellence in public relations and corporate communications.

He's known today as the president and principal consultant of Dooley PR & Marketing, which he founded as a solo practitioner in 2007. Since then, he and his company have become known as one of the most respected PR agencies on the Canadian Prairies.

Adam's work has been recognized with awards multiple times during his career. Most recently, he and his team were honoured with the 2019 CPRS *Manitoba Communicator of the Year Award* for small campaign. They won for their work in conceiving and helping to execute the largest diabetes wellness information campaign in Manitoba's history. The #Dynacare4Diabetes campaign also won two CPRS National Awards of Excellence that year; a gold for Canadian Health Care Campaign of the Year, and a silver for Best Special Events Project. The campaign went on to take North American honours from Ragan for Best Community Outreach Campaign.

Adam taught both public relations and advertising at the University of Winnipeg and has been a guest lecturer to students there almost annually for the past 15 years. He is also a regular guest speaker for Red River College's public relations students and at Canadian Mennonite University.

He is a past president of CPRS Manitoba. While he was president, the chapter was honoured for membership growth and as the most improved chapter. More notably, it was under his leadership that CPRS Manitoba established the Manitoba Communicator of the Year Awards.



Canadian Public Relations Society

Manitoba Society

Financial Statement

David Hultin, APR

CPRS Manitoba Chapter, Financial Summary (May 1, 2019 – April 30, 2020)

Opening balance (as at May 1, 2019):	\$ 13,972.61
REVENUE	
Crisis PD sponsor + outstanding ticket revenue	\$ 622.75
2019 MCOY ticket sales + sponsorship	\$ 3,710.00
Programming ticket sales	\$ 4,964.80
CPRS membership dues	\$ 2,075.00
Revenue:	<u>\$ 11,372.55</u>
EXPENSES	
Programming	\$ 4,915.25
2019 Student Awards RRC + UW	\$ 750.00
2020 MCOY	\$ 492.30
Outstanding 2019 programming reimbursements	\$ 77.28
2019 MCOY	\$ 3,195.88
Board insurance	\$ 1,328.00
Eventbrite fees (3 PD + MCOY)	\$ 524.95
PO Box	\$ 208.95
Administration	\$ 292.04
Web hosting	\$ 671.76
MB Companies Registration	\$ 80.00
Expenses:	<u>\$ 12,536.41</u>
Closing Balance (as at April 30, 2020):	<u>\$ 12,808.75</u>
ACCOUNTS RECEIVABLE	
	\$ -
Total Accounts receivable	<u>\$ -</u>
NET REVENUE	<u>\$ 11,372.55</u>
ACCOUNTS PAYABLE	
2020 MCOY expenses	\$ 86.39
Total Accounts payable	<u>\$ 86.39</u>
NET EXPENSES	<u>\$ 12,622.80</u>
*Net Income	-\$ 1,250.25



Canadian Public
Relations Society

Manitoba Society

Secretary's Report

Ashley Smith

After getting up to speed in his new role, the secretary 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.

Two years ago, 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 2019/20 season was successful for both professional development and networking events organized by CPRS Manitoba. Building on last year's momentum, the 2019/20 events focused on topical opportunities and challenges facing the communications industry. Throughout the year, we were able to cover a number of diverse topics, engage with high profile speakers, and connect with communications professionals while continuing to grow the CPRS Manitoba community.

We kicked off the season with a fall mixer held at Brazen Hall. Similar to last year, there was no fee to attend this networking event and CPRS Manitoba provided appetizers while guests were responsible for purchasing their own beverages. It was a great crowd, with approximately 60 people attending throughout the evening. A door prize was drawn that evening and the recipient received a complimentary ticket to an upcoming CPRS Manitoba professional development event.

Shortly following the fall mixer, a Brews & News event was held at SMITH, hosted by Monique Chenier, APR. The topic of discussion for this casual get together was APR accreditation. The event had strong interest but fewer attendees, with five people attending the discussion. Despite fewer people than expected, the discussion went well, and the venue was excellent.

On November 15, we were pleased to host a panel discussion called *Election Reflection – Brand, Negativity, Public Opinion & Why it Matters* at The Met in downtown Winnipeg. Adam Dooley, President of Dooley PR & Marketing guided an engaging conversation with experts in the field of political communications and public engagement. The panelists were: Mary Agnes Welch, Principal at Probe Research Inc; David Leibl, Principal of Guidepost Strategies; and veteran communications professional and community leader, Michelle Finley. Attendees enjoyed breakfast, networking, and the panel discussion followed by a question and answer period. The event was well-timed for post federal and provincial elections paving the way for a number of communications strategies and campaigns to be analyzed and discussed. The event received positive feedback from guests.

We once again celebrated the holiday season at a joint event with IABC Manitoba. We returned to the Royal Winnipeg Ballet in early December for a festive mixer where more than 50 guests enjoyed hors d'oeuvres and networking with fellow colleagues in the communications industry. This continues to be a great event that connects our two associations and facilitates new networking opportunities.

On March 5, CPRS Manitoba welcomed more than 50 guests to *Making Communications Accessible* a professional development breakfast held at the Winnipeg Winter Club. The event focused on *The Accessibility for Manitobans Act* and how it has changed the way organizations are required to present information. Two presentations were given at the event. Yutta Fricke, Executive Director of Manitoba Disabilities Issues Office discussed the Act and how it has and will affect the way communicators deliver messages and how to make them accessible. She outlined some tips and guidelines that should be followed. Scott Gillam, Manager, Digital Platforms of the Canadian Museum for Human Rights discussed how the museum implemented accessibility throughout all their exhibits and in their online communications. The insights and details from both presentations allowed attendees to see the importance of accessibility and the dedication that has been put into the programs involved. It was an excellent learning opportunity, with many takeaways for all attendees.



From left: David Leibl, Mary Agnes Welch, Michelle Finley and moderator Adam Dooley reflect on the election, brand negativity, public opinion and why it matters.



Canadian Public Relations Society

Manitoba Society

Membership Report

Renata Castro

Although CPRS Manitoba, like everyone, has experienced challenges in recent months due to COVID-19, a number of excellent networking and professional development events prior to the pandemic continued to attract members, resulting in this past fiscal year being extremely successful for membership.

In the 2019-2020 term, CPRS Manitoba saw a 10 per cent increase in its membership base, with a total of 77 members by the end of April 2020 (comprised of 50 affiliate, lifetime, and regular members, and 27 student members). In addition, there are 37 memberships up for renewal before the end of April 2020.

This year, we developed updated correspondence to reach out to members. This was a strategic touchpoint, reminding members of the value of CPRS and increased the overall member experience.

Due to COVID-19, March Membership month was extended to the end of April. During this campaign, CPRS National offered a 15 percent discount on initiation fees. CPRS Manitoba also complimented this incentive with a prize draw for local goods worth \$200. During the campaign CPRS Manitoba received a total of five member enrollments. We look on building on this during next year's campaign.

We were also excited to learn that CPRS National is creating a new member database which should make keeping in touch easier. We look forward to the launch of this new initiative.

Over the next year, we look on developing new strategies to encourage membership renewals and to seek out new prospective members to CPRS Manitoba.



Canadian Public Relations Society

Manitoba Society

Accreditation Report

Monique Chenier, APR

The Canadian Public Relations Society offers rigorous and well-respected professional development opportunities for every career level.

Public Relations Knowledge (PRK®) Exam

In October 2019, we celebrated University of Winnipeg PACE student member, Olivia McFadzen, who successfully completed the Public Relations Knowledge (PRK®) Exam.

The PRK is an intensive exam created by the CPRS National Council on Education to test the overall grasp of concepts and procedures most commonly used in the day-to-day life of junior PR and communication professionals. When starting out in PR it's important to stand out from the crowd by showing potential employers you have what it takes to succeed in the business. To do that, new graduates and those in the first five years of practice are encouraged to take the Public Relations Knowledge (PRK®) exam.

There are two intakes each year for the PRK Exam with optional studies materials available. Learn more at [https://www.cprs.ca/Certifications/New-Practitioner-\(1-5-years\)](https://www.cprs.ca/Certifications/New-Practitioner-(1-5-years)).

Accreditation in Public Relations (APR®)

In 2019/2020, there are two CPRS Manitoba members pursuing accreditation and a third member will be completing the process started in 2018/2019.

APR® is a respected measure of professional experience in the field of Canadian public relations. The voluntary CPRS 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).

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.



Canadian Public Relations Society

Manitoba Society

With only one intake per year, applications for the 2020/2021 APR process are due to the CPRS National Office by December 1, 2020, with a work sample overview and resume due December 30, 2020. 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)).

To discuss getting started on either of these certification programs, please contact the CPRS Manitoba Accreditation Director, Monique Chenier APR monique@moniquechenier.com.



Canadian Public Relations Society

Manitoba Society

Communications Report

Taylor Fenn, Jay Makwana, Laura Curtis, Cintia Rosales

This year, Eventbrite was used as our main ticketing method and communications were sent out via MailChimp. A MailChimp template was developed and saved to the account. We also continued our focus on Facebook, Twitter and LinkedIn.

In November 2019, the Manitoba Communicators Facebook group was launched, a destination for communications professionals in Manitoba to join in conversation about industry topics, trends and advice. The group saw moderate growth, with 94 members as of May 2020, but minimal interaction. Encouraging participation, facilitating conversation and growing the member base in the Manitoba Communicators Facebook group could be a goal for the 2020-21 CPRS Board of Directors.

One notable campaign was the MCOY 20/20 Visions for the Future of PR. Each post featured insight from a Manitoba communicator and gave their prediction for the future of our profession. The purpose of the campaign was to drive interest toward MCOY nominations. The campaign garnered a combined 35,954 impressions on Twitter and Facebook, with 3,073 engagements.

CPRS Manitoba saw moderate growth on all social media platforms in 2019-2020:



MCOY 20/20 Visions for the Future of PR Campaign



Canadian Public Relations Society

Manitoba Society

Twitter

- Total of 143,053 impressions and 4,661 engagements.
- Twitter saw smaller gains than in previous years, growing from 1,967 followers to 1,996 (29 new followers).
- On average, we earned 12,000 impressions per month from May 2019 to May 2020.

Facebook

- Total of 45,859 impressions and 5,881 engagements.
- From May 1, 2019, to May 1, 2020 total page likes on Facebook grew from 448 to 502 (54 new likes).
- February saw the highest number of impressions and engagements, however numbers dropped with the onset of the COVID-19 pandemic.

LinkedIn

- Largest amount of growth, increasing from 156 followers to 363 (a total of 207 new followers).
- A total of 134 posts generated 36,348 impressions and a total of 972 engagements.

cprs.mb.ca

- Our website saw 7,646 views from May 2019 to May 2020.
- Website views were highest in November and February.

Ongoing Social Media Recommendations:

Job postings and insight from local industry experts continue to be our most popular posts on social media. Although Twitter has a larger reach than Facebook, the latter still proves to be our most successful outlet for driving website traffic.



Canadian Public
Relations Society

Manitoba Society

Sponsorship Report

Katrina Sklepowich and Monique Chenier, APR

This year, Katrina and Monique did an audit of CPRS Manitoba's many and varied sponsorship packages and created a new, streamlined approach for the 2019-2020 program year. Building on the partnerships CPRS MB has forged with different communicators and companies in the province over the past few years, as well as new relationships formed in 2018-2019, they compiled a comprehensive list of our sponsorship partners and drafted a refreshed sponsorship strategy.

Many of CPRS Manitoba's sponsorship activities are directly related to professional development events (such as the Terry Flynn tour with CPRS National) and signature events (e.g. MCOY); therefore, the sponsorship portfolio has been put on hold during the COVID-19 pandemic as CPRS Manitoba continues to adjust our programming and event plans for fall 2020.

We thank all of our incredible partners for supporting us – our sponsors have helped bring experts from across North America to speak to our membership and reach new audiences, and without our partners, we wouldn't be able to do what we do. This time of uncertainty and change has only made us more grateful for our community and we look forward to working with our partners to deliver high-quality and engaging events – either in-person or virtually – in the future!



Canadian Public Relations Society

Manitoba Society

Event	Brews & News	Accreditation	Professional Development & Networking Events			Signature Events						Manitoba Communicator of the Year (MCOY) Awards						
	Venue Sponsor	Accreditation Sponsor	Event Sponsor	Corporate Sponsor	Student Sponsor	Presenting Sponsor	Corporate Sponsor	Student Sponsor	Photography Services	Printing Services	Graphic Design Services	Presenting Sponsor	Award Sponsor	Student Sponsor	Corporate Sponsor	Photography Services	Printing Services	Graphic Design Services
Value	In-Kind	\$350	\$500	\$250	\$175	\$1,500	\$1,000	\$500	In-Kind	In-Kind	In-Kind	\$1,000	\$750	\$500	\$250	In-Kind	In-Kind	In-Kind
Event tickets		2	4	2	2	8	6	3/3				8	6	3/3	2			
Speaking at event						Yes, welcome address						Yes, welcome address	Yes, introduce award					
Display signage			yes			near podium	table	table				near podium	table	table				
Materials at seats						yes	yes					yes	yes					
Display products						yes						yes						
Program ad						yes						yes						
Verbal recognition	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Sponsor slide						logo	logo	logo	name	name	name	logo	logo	logo	name	name	name	name
Program						logo	logo	logo	name	name	name	logo	logo	logo	name	name	name	name
Website	name	logo	logo	logo	name	logo	logo	logo	name	name	name	logo	logo	logo	name	name	name	name
Social media	name	logo	logo	logo	name	logo	logo	logo	name	name	name	logo	logo	logo	name	name	name	name
Email	name	logo	logo	logo	name	logo	logo	logo	name	name	name	logo	logo	logo	name	name	name	name

CPRS Sponsor Benefits 2019 - 2020



Canadian Public Relations Society

Manitoba Society

Student Liaisons Report

Kristina Balderas (UWinnipeg), Orycia Karpa (RRC)

Every school year CPRS Manitoba selects a student liaison in public relations from the University of Winnipeg and Red River College. Student liaisons facilitate communications between their classmates and CPRS Manitoba of their events and opportunities and the benefits of being a member.

This year was yet another success for the student liaisons who worked together to plan and organize their annual CPRS Manitoba student event. During a time of social distancing, the liaisons hosted a webinar on *The Difference Between Fundraising and Sponsorship*, a presentation and Q&A event that was held in May 2020.

Presentations were delivered by two industry experts: Joan Gillis, General Manager of the Winnipeg Jazz Orchestra who spoke on fundraising and Chrystal Robert-Macey, Principal Consultant at The Sponsorship Experience who detailed her knowledge on sponsorship. The event attracted 20 guests, including industry professionals and students from the University of Winnipeg's public relations program and Red River College's creative communications program. Guests had the opportunity to network with fellow students and public relations professionals.

The event was informative as students were presented with new knowledge and a clear distinction on the difference between fundraising and sponsorship. The webinar received positive feedback from both students and industry experts.

CPRS Manitoba has always been committed to helping students access valuable professional development training and 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

Appendix A

CPRS Manitoba 2020-2021 Slate of Candidates

Elected Positions

Vice-President	Monique Chenier, APR (<i>two-year term to end spring 2022</i>)
Treasurer	David Hultin, APR
Secretary	Kristina Balderas
Accreditation	Jason Small, APR
Membership & Engagement	<i>Currently Vacant</i>
Professional Development Chair	Stephanie Fung
Professional Development	Cintia Rosales, Laurel Trotter
Communications	Bela Gyarmati, Taylor Fenn, Jay Makwana, Cintia Rosales
Members-at-Large	Vikas Chand, Neesha Esmail, Christelle Mekoh

Not Up for Election

*The position of President is entering the first year of two-year term and is therefore not up for election.
The position of Past-President is entering the first of a two-year term and is not an elected position.*

President	David Hultin, APR
Past President	Susan Harrison