



Canadian Public
Relations Society

Manitoba Society

Annual Report 2020-2021



Canadian Public
Relations Society

Manitoba Society

Annual General Meeting

Wednesday, June 9, 2021

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 2019/2020 AGM
- 3) Approval of the financial statements for the year ending April 30, 2021
- 5) Approval of reports by the Board of Directors
- 6) Elections of the 2021/2022 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

5:30 p.m., Wednesday, June 10, 2020 via ZOOM

Members: Jay Makwana, David Hultin APR, Steve West, Susan Harrison, Charles McDougall, Stephanie Fung, Taylor Fenn, Allison Collins, Laurel Trotter, Carolyn Rickey, Katrina Sklepowich, Laura Curtis, Jason Permanand, Monique Chenier APR, Jason Small APR

Student members: Orycia Karpa, Samantha Stevenson, Kristina Balderas

Guests: Kiki Cloutier

Proxies: Christelle Mekoh

1. **Call to Order**

- a. The meeting was called to order at 5:35 p.m. Quorum was reached.
- b. Treaty No. 1 land was recognized

2. **Approval of the Minutes of the 2018/2019 AGM**

- a. The minutes for the 2018/19 AGM were reviewed.

Motion to approve: Stephanie Fung

Seconded: David Hultin, APR

Motion carried

3. **Approval of the financial statements for the year ending April 30, 2020**

The financial statements for the year ending April 30, 2020 were presented as circulated in the annual report by treasurer David Hultin, APR.

- a. CPRS maintains a single bank account; signing officers are Susan Harrison, David Hultin, APR and Conor Lloyd, APR.
- b. At the beginning of the fiscal year – May 1, 2019 – there was \$13,972.61 on hand while on April 30, 2020 there was a balance of \$12,808.75. Of our fixed costs:
 - i. Bell MTS costs increased again this year. Moved website to Web Hosting Canada which will result in a significantly reduced web hosting costs (\$25/qtr vs. \$50/mth).
 - ii. The Post Office box increased slightly by \$5/yr.
 - iii. Cost increase (\$120) for board event insurance.
- c. Programming expenditures continue to be largest throughout the year (with venue rental, catering, audio visual, Eventbrite costs). Spring programming events were postponed due to the COVID-19 pandemic.



Canadian Public Relations Society

Manitoba Society

- d. Most of the bills for the 2019 Manitoba Communicator of the Year awards were paid early in the current fiscal year due to the timing of the previous year's event.
- e. The 2020 Manitoba Communicator of the Year awards were postponed to mid-September 2020, if the pandemic allows. Decision to be made closer to the event date.

Discussion: Request a motion to accept the financial statements as presented? – David Hultin, APR

Motion to approve: Monique Chenier, APR

Seconded: Katrina Sklepowich

4. Year in review by President Susan Harrison

- a. Our professional development team hosted a number of interesting events this year, including two casual mixers, a panel discussion on branding and public opinion, and presentations on making communications accessible. Student liaisons flipped their fundraising & sponsorship event to a well-received virtual presentation and Q&A session following a province-wide shutdown due to COVID-19.
- b. The CPRS national tour with Dr. Terry Flynn on *The Science and Practice of Social Trust and Misinformation* was postponed due to the pandemic with a hope to reschedule in the fall of 2020.
- c. The 2020 Manitoba Communicator of the Year (MCOY) award ceremony was also postponed to September 2020. CPRS Manitoba vice-president announced the 2020 MCOY award winners, Adam Dooley for the Crowning Achievement award, and the Louis Riel School Division for the Small Campaign award. Congratulations and we look forward to celebrating you in September.
- d. CPRS Manitoba's membership base grew by 10% to a total of 77 members at the end of April 2020. In the next year, the board plans to develop new strategies to encourage membership renewals and seek out new members.
- e. CPRS Manitoba had two members start their accreditation process, and a third will be completing their accreditation which they began last year. Applications for the 2020-21 APR process are due to CPRS National by December 1, and a work sample overview and resume due December 30.
- f. In October 2019, University of Winnipeg PACE student member, Olivia McFadzen, successfully completed CPRS' Public Relations Knowledge exam. Way to go, Olivia!



Canadian Public Relations Society

Manitoba Society

- g. CPRS Manitoba awarded two student scholarships, valued at \$500, to Ziv Traitelovich, University of Winnipeg PACE graduate, and Lily Medynska, Red River College Creative Communications graduate.
- h. CPRS Manitoba's communications team continued building engagement and impressions on our social media streams, which generated moderate growth on all platforms. The Manitoba Communicators Facebook group was launched in November 2019, and the board plans to encourage participation, facilitate conversation and grow the member base of the group in the coming year.
- i. A notable campaign this year, the MCOY 20/20 Visions for the Future of PR, featured insights and predictions from local communicators in an effort to drive interest toward MCOY nominations. The campaign earned strong impressions and engagements with our local audience.
- j. The communications team also migrated the CPRS MB website to a new service provider, which will realize a significant cost savings for the society. Thank you to Liam Goring for volunteering his time and expertise to guide us through this project.
- k. The CPRS Manitoba sponsorship team completed an audit of our sponsorship packages this year. They created a new streamlined approach for the current year with an updated partners list and sponsorship strategy. Activities are on hold until we have a better idea of what the pandemic will bring in the fall of 2020.
- l. Thanks to the Red River College for its support of the society by providing meeting space; we appreciate the College's continued support and generosity over the years.

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 a motion to accept the approval of the reports from the board of Directors?

– Susan Harrison

Motion to approve: Connor Lloyd, APR

Seconded: Taylor Fenn

Motion carried.

6. **Elections of the 2020/2021 Board of Directors**



Canadian Public Relations Society

Manitoba Society

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

I.	Vice-President	Monique Chenier, APR (two-year term to end spring 2022)
II.	Treasurer	David Hultin, APR
III.	Secretary	Kristina Balderas
IV.	Accreditation	Jason Small, APR
V.	Membership & Engagement	Currently Vacant
VI.	Professional Development Chair	Stephanie Fung
VII.	Professional Development	Cintia Rosales, Laurel Trotter
VIII.	Communications	Bela Gyarmati, Taylor Fenn, Jay Makwana, Cintia Rosales
IX.	Members-at-Large Mekoh	Vikas Chand, Neesha Esmail, Christelle

Motion to approve slate as presented: Conor Lloyd, APR

Seconded: Jason Small, APR

Motion carried.

7. **Other Business**

8. **Adjournment**

- a. The meeting was adjourned at 6:11 p.m.



Canadian Public Relations Society

Manitoba Society

CPRS Board of Directors | 2020-2021

President

David Hultin, APR

Past President

Susan Harrison

Vice-President

Monique Chenier, APR

Treasurer

David Hultin, APR

Secretary

Kristina Balderas

Accreditation

Jason Small, APR

Membership + Engagement

Monique Chenier, APR

Professional Development

Stephanie Fung

Laurel Trotter

Cintia Rosales

Sponsorship

Monique Chenier, APR

Communications

Taylor Fenn

Jay Makwana

Bela Gyarmati

Student Liaisons

Ayoola Ajibare, UWinnipeg

Aldin Sabic, RRC

Members-at-Large

Christelle Mekoh

Vikas Chand, UWinnipeg

Neesha Esmail, UWinnipeg



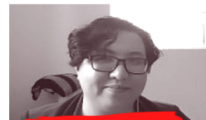
DAVID HULTIN, APR



SUSAN HARRISON



MONIQUE CHENIER, APR



STEPHANIE FUNG



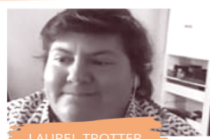
JASON SMALL, APR



JAY MAKWANA



TAYLOR FENN



LAUREL TROTTER



KRISTINA BALDERAS



CINTIA ROSALES



BELA GYARMATI



CHRISTELLE MEKOH



NISHA ESMAIL



VIKAS CHAND



AYOOLA AJIBARE



ALDIN SABIC



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Manitoba Society

President's Report

David Hultin, APR

As the pandemic-altered 2020-21 year draws to a close, I'm grateful to be involved in the CPRS Manitoba chapter and to be surrounded by a diverse and talented group of communications professionals.

These past twelve months were a shared experience unlike any other - my thanks and deep appreciation to board members Monique Chenier, APR, Susan Harrison, Kristina Balderas, Jay Makwana, Taylor Fenn, Stephanie Fung, Laurel Trotter, Cintia Rosales, Bela Gyarmati, Vikas Chand, Neesha Esmail, Jason Small, APR, Ayoola Ajibare, Aldin Sabic, and Christelle Mekoh for working together virtually to advance the field of public relations, building the local chapter within the province and acting as a voice at the national level.

We maintained a regular meeting schedule by using the Zoom platform. Kitchen tables and couches along with family members and pets became regular (and welcome!) additions. Thank you to our board secretary, Kristina Balderas, for keeping everything organized and ensuring each board member had the information they needed before and after each meeting.

Having access to this virtual technology was certainly helpful but the spontaneous moments that arise when a group of people come together in-person will be nice to have back when our province is in a better spot.

There is no denying it was a quiet year, at least by pre-pandemic CPRS MB standards. However, the unique challenges of the pandemic and the unexpected opportunities it created resulted in several highlights worth sharing.

Please be sure to read each section of this year-end report to see the full details from the board member(s) responsible for that portfolio.

- Website and social media:



Canadian Public Relations Society

Manitoba Society

- Board member Jay Makwana devoted the better part of the year to fixing broken links, updating all of the content and improving the overall look resulting in a more functional website to carry us into the future. It was a time-intensive undertaking and greatly appreciated by all members of the board.
- Taking charge of our communications and keeping our social media feeds active and filled with interesting content took on extra importance this year, with so many folks relying on their digital channels to receive and share information. Thank you to Taylor Fenn for keeping CPRS MB connected to our wider community.
- CPRS National conference:
 - Monique Chenier, APR, Susan Harrison and I began discussions with the CPRS National office about hosting an upcoming CPRS National conference. It has been over 20 years since the conference last came through Winnipeg and it is time to reintroduce the city and province to our communications counterparts across the country – so long as we can gather safely and health restrictions allow.

The conference is organized with the support of a Local Advisory Committee along with the staff from the CPRS national office and features many opportunities for local members to get involved, either as volunteers, speakers or by purchasing a ticket. Stay tuned – we should have more news to share in the months ahead.
- Strategic review:
 - The board started a deep dive into CPRS MB – a strategic review of our mission and vision, our activities, our bylaws, and our goals going forward. My thanks to Susan and Monique for initiating and leading these conversations.

These discussions will continue with the upcoming board and we will also engage with our membership for their thoughts and opinions on CPRS MB. We'll have more information about how you can take part later this year.
- Professional development:



Canadian Public Relations Society

Manitoba Society

- Many thanks to Professional Development lead Stephanie Fung and her team, who embraced the challenge of programming in a virtual environment and for delivering an array of interesting events.

They kicked off the year with a light-hearted fall mixer, followed by a Brews and News (in conjunction with Jason Small, APR for a session on accreditation), a PD event with three of Winnipeg's pro sports teams, our traditional holiday get-together, and for providing additional lift to our student event, organized by Aldin Sabic and Ayoola Ajibare, that featured a discussion on social media platform TikTok. And finally, they also ensured that we recognized our 2020 MCOY recipients even though we could not gather with them in person.

- Speaking of our signature award, congrats once again to our 2020 Manitoba Communicator of the Year award recipients, Brendan Boone and Adam Dooley. They are the latest in a long line of outstanding Manitoba communications professionals who we've been pleased to honour for their work. We were unable to celebrate with them in person and we truly hope we'll be able to have them join us in September (health restrictions permitting) at the 2021 MCOY breakfast where we can properly recognize their accomplishments.
- Congratulations to our newest APR, Erin Girouard. The APR has been a respected measure of professional experience and competence in the field of public relations for over 50 years and I'm thrilled to see another name added to the list of APRs here in Manitoba. Thank you to fellow APR and board member Jason Small for leading the Accreditation portfolio this past year.
- Our 2020 student award winners were Marina Nagornaya (University of Winnipeg PACE Program) and Mackayla Essery (Red River College Creative Communications). Congrats to both and the future of the profession is bright!

Tending to the business of CPRS Manitoba is time consuming in a normal year, and the challenges brought about by COVID-19 have only stretched everyone even further. I'd like to recognize the significant others, family members, and employers of each board member for supporting our work. Your support does not go unnoticed – thank you.



Canadian Public Relations Society

Manitoba Society

I also tip my hat to all of the CPRS Manitoba members who have been working overtime (and then some) to deliver pandemic communications to their various stakeholders. Clear and concise communications has never been more important and you are delivering in spades.

I'm looking forward to the 2021-22 year and hopefully, a gradual return to some kind of normal. As we wait – patiently – to get to that spot, let's all remember to be thoughtful, be kind, and take care of each other along the way.

Thank you for the opportunity to serve as the president and please don't hesitate to reach out if you have any interest in becoming more active in the local chapter.



Canadian Public Relations Society

Manitoba Society

Vice-President's Report

Monique Chenier , APR

To wrap up my first year as vice president of CPRS Manitoba, I want to acknowledge our dedicated volunteer board members who persevered through what has been a challenging year. And while I know many of us are experiencing virtual meeting fatigue, the technology allowed us to connect each month and support each other to move projects forward, albeit on a smaller scale than we've seen in the past.

This year's Vice President role was restructured to serve as a support to all committees. As such, I've been lucky enough to get to work more closely with a number of dedicated board members.

- On the accreditation front, assistance was provided in coaching candidates working through the rigorous process of earning their APR designation. I was pleased to learn that one of the candidates I started working with last year when I was accreditation chair achieved her goal. Congratulations Erin Girouard, APR.
- When we were making the difficult decision to delay the MCOY Awards program, we discussed doing a virtual event but believe that award winners of this calibre deserve to be recognized in person, if at all possible. Nominations in the small campaign, large campaign and crowning achievement categories will be open until August 10, 2021. Stay tuned for more information on our hope to host a fall event.
- On the website front, we completed a review of the site and have a capable team of volunteers working through improving the user experience, updating the content and creating a fresh new look.
- We had created a new sponsorship opportunity program in 2019 but never fully rolled it out with the onset of the pandemic. Revisiting it this year, we decided to hold off until we can see some light at the end of the tunnel for providing in-person benefits to our valued sponsors.
- A review of our society bylaws and regulations, last updated in 2014 and 2016 respectively, was completed. Some suggested updates are pending but being cognizant



Canadian Public Relations Society

Manitoba Society

of the expanded responsibilities of many communicators during this pandemic, we chose to hold off until we were in a better position to get member engagement in the process.

To those board members who are moving on: thank you for your service to the profession. For those who are staying, I look forward to working with you to continue providing value to our members. To new board members: welcome aboard. We're going to have a great 2021-22 program year.



Canadian Public Relations Society

Manitoba Society

Financial Statement

David Hultin, APR

CPRS Manitoba Chapter, Financial Summary (May 1, 2020 – April 30, 2021)

CPRS Manitoba Chapter, Financial Summary May 1, 2020 – April 30, 2021	
Opening balance (as at May 1, 2020):	\$12,808.75
REVENUE	
Refund for cancelled internet service	\$ 37.34
Programming ticket sales	\$ 84.80
CPRS membership dues	\$ 4,464.72
Revenue:	\$ 4,586.86
EXPENSES	
Programming (including student event)	\$ 196.61
2020 Student Awards	\$ 500.00
2020 MCOY	\$ 890.56
Board insurance	\$ 1,947.16
Eventbrite fees	\$ 25.43
PO Box	\$ 208.95
Administration	\$ 224.00
Web hosting	\$ 279.57
Expenses:	\$ 4,272.28
Closing Balance (as at April 30, 2021):	\$13,123.33
ACCOUNTS RECEIVABLE	
	\$ -
Total Accounts receivable	\$ -
NET REVENUE	\$ 4,586.86
ACCOUNTS PAYABLE	
MB Companies Registration + website upgrades	\$ 100.77
Total Accounts payable	\$ 100.77
NET EXPENSES	\$ 4,373.05
*Net Income	\$ 213.81

CPRS Manitoba Annual Report 2020-2021

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Canadian Public
Relations Society

Manitoba Society

Secretary's Report

Kristina Balderas

The secretary has ensured all board contact lists are up-to-date and maintained, created and shared meeting agendas, 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.

The next archive delivery will be made at the conclusion of the 2021 fiscal year and include the document from 2020-21.



Canadian Public Relations Society

Manitoba Society

Programming Report

Stephanie Fung, Laurel Trotter, Cintia Rosales

The 2020/2021 season hit a snag with COVID-19 lockdowns and restrictions bringing in-person gatherings to a halt. CPRS Manitoba held four virtual events in the first half of this season. At these events, we covered interesting topics with high profile speakers and connected with CPRS Manitoba members and other amazing communicators. All events this year were virtual and held on the Zoom platform.

The season was kicked off with the CPRS Virtual Fall Mixer. Similar to previous years, there was no fee to attend this networking event. It had an excellent turnout with more than 30 active participants. This was our first virtual event, and it was very well received. Participants stated the format of breaking into smaller rooms (with two to four people) really helped meeting people.

Shortly following the fall mixer, a Brews & News event was held, virtually, on accreditation. Hosted by Jason Small, APR, attendees had an open discussion on the benefits of accreditation and how it can help with their careers. It was a small group of less than 15 people, but it was a lively and engaging discussion, which sparked some real interest in accreditation at both the PRK and APR levels.

On November 17, we were pleased to invite three experts for the professional development event, *Bursting Through The Bubble: Keeping Fans In Seats When There Aren't Any*:

- **Scott Brown** – The Winnipeg Jets, Senior Director, Hockey Communications
- **Darren Cameron** - The Winnipeg Blue Bombers, Senior Director of Public and Player Relations
- **Andrew Collier** – The Winnipeg Goldeyes, General Manager

Stephanie Fung, Marketing & Communications Manager at Dooley PR & Marketing, and CPRS Manitoba board member, guided the panel in an engaging conversation on how adjustments were made to connect and build relationships in this pandemic. Winnipeg's major sports teams had to pivot, regroup and strategize. The panelists shared their insights and strategies to



Canadian Public Relations Society

Manitoba Society

keeping an audience engaged when they're not physically there; effective use of communications channels and how they've changed; and managing brand and brand identity during the pandemic. Attendees enjoyed this panel discussion from the comfort of their own computer screens, followed by a question and answer period. The event received positive feedback from guests, stating they got a lot out of it and were interested in how these very public-facing agencies were pivoting during the pandemic.

This year's holiday networking event was celebrated virtually, Snowfalls & Socializing had attendees discussing their favourite holiday moments, the worst Christmas commercials and more while getting to know each other over laughs and drinks from custom CPRS Manitoba drink recipes created specifically for the holiday mixer. When purchasing tickets, attendees had the opportunity to include a food-delivery voucher from SkipTheDishes, Uber Eats or DoorDash (attendee's choice) with their order, allowing them to enjoy a meal along with the revelry.

If you have any suggestions for guest speakers or topics for future networking and professional development events, please contact Stephanie Fung at stephanie@dooleypr.com.

Manitoba Communicator of the Year

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

The MCOY 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 recent years have resulted in a greater understanding of a specific issue, successful promotion of a cause, expert management of a crisis or public acceptance of an organization's mandate.

Due to the pandemic and the restrictions implemented, the CPRS Manitoba board made the decision to combine the 14th and 15th MCOY Award ceremonies and postpone it to September 2021. So long as there are no public health orders restricting large group gatherings, the MCOY Award will be held on September 16, 2021, in the Qualico Centre at Assiniboine Park. If there are public health orders restricting large gatherings, steps will be made to take the event online. We look forward to celebrating our 2020 MCOY winners, the Louis Riel School Division (Small



Canadian Public Relations Society

Manitoba Society

Campaign winner) and Adam Dooley, President of Dooley PR & Marketing (Crowning Achievement Award), along with the 2021 winners.

Nominations are still open for the 2021 Manitoba Communicator of the Year Award. To nominate yourself or someone you know, and to learn more, visit our [online Nomination Guidelines](#). If you have any questions, feel free to reach out to Stephanie Fung at stephanie@dooleypr.com.



Canadian Public Relations Society

Manitoba Society

Membership Report

Susan Harrison

Like the rest of the world, CPRS Manitoba has been waiting, holding its breath until COVID-19 and our year of keeping apart is a memory.

With the uncertainties and ongoing restrictions impacting activities, membership in the 2020-21 year declined by approximately 10%, with a total of 69 members by the end of April 2021. Current membership is comprised of 43 affiliate, lifetime, and regular members, and 26 student members.

This past year, we were happy to see the launch of a new portal from CPRS National that gives local societies the ability to view chapter membership reports as needed. This now allows us to look up member information at any time, providing us with a better handle on who is new to our society, and who is on the verge of leaving, providing an opportunity to reach out to say hello! Or provide a reminder of all the great reasons to stay involved.

During the annual March Membership month campaign, CPRS National waived initiation/reinstatement fees for new and returning members. CPRS Manitoba complemented these efforts by providing social media support on all our platforms throughout the month.

Although we did not have a dedicated director in the Membership role this year, the board has discussed ideas and plans to bring new members on board. In light of our new familiarity with video communications, conversations have focused on our ability to offer added member benefits to potential communications professionals residing in communities across Manitoba. As we begin to look to a reopening of the province in the coming months, we look forward to developing new plans and strategies to encourage membership in CPRS Manitoba, both in Winnipeg and beyond.



Canadian Public Relations Society

Manitoba Society

Accreditation Report

Jason Small, APR

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

In 2020-21, we were able to continue growing our roster of APR members in Manitoba, in spite of the pandemic.

Erin Girouard successfully completed the APR certification and now has her accreditation. We want to congratulate her on the successful completion of the process. The chair also wants to thank board member Monique Chenier in supporting the practice testing for Erin.

In November, accreditation was the focus of a Brews and News event, offering several interested members an opportunity to learn more about the APR process. There were numerous questions from the interested group about how to become an APR.

One individual started the APR process in December and is continuing in the process now.

Since that time, multiple individuals have expressed an interest in starting the APR accreditation process, which will next begin in December 2021.

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)).



Canadian Public Relations Society

Manitoba Society

Accreditation in Public Relations (APR®)

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.

With only one intake per year, applications for the 2021/2022 APR process are due to the CPRS National Office by December 1, 2021, with a work sample overview and resume due December 30, 2021. 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.

The list of CPRS Manitoba accredited members includes:

Terry Aseltine, APR, Fellow CPRS, LM
Deborah Bowers, APR
Brenda J. Bazylewski, APR
Robert H. Drain, APR, Honourary Fellow, LM*
Hilary Friesen, APR
Brian Garagan, APR
Erin Girouard, APR
David Hultin, APR
Marlene Klassen, APR
Lorne Kletke, APR
Conor Lloyd, APR
Melanie Lee Lockhart, APR
T. Kent Morgan, APR, LM
Warren Preece, APR
Carl Radimer, PR, Honourary Fellow, LM*
Carolyn Rickey, APR
Pam Simmons, APR
Estelle Sures, APR, LM
Elizabeth Wheeler, APR

**deceased*



Canadian Public Relations Society

Manitoba Society

Communications Report

Taylor Fenn, Jay Makwana

Throughout the 2020-2021 year, the circumstances presented by the COVID-19 pandemic and overall digital fatigue affected the number of impressions and engagements on CPRS Manitoba's posts.

Twitter

- Total of 85,783 impressions and 2,592 engagements
- Twitter saw a slight decrease in followers 1,996 followers to 1,978

Facebook

- Total of 13,529 impressions and 1,856 engagements
- The total likes grew from 502 to 504
- As of May 17, 2021, the page has 564 followers

LinkedIn

- Largest amount of growth, increasing from 362 to 462 followers
- A total of 94 posts generated 36,885 impressions and 868 engagements
- LinkedIn continues to be our largest growing platform and performed well even with a limited number of posts

Website

- Our website saw 5,127 views from May 2020 to April 2021.
- Website views were highest in March and April.

We have upgraded our website's Wordpress theme (Astra) and given it a new, modern look that is more mobile friendly, flexible to code, and makes it more secure. The annual maintenance of the website helped to fix more than 63 webpages that had errors.



Canadian Public Relations Society

Manitoba Society

Ongoing Social Media Recommendations:

Job postings and insight from local industry experts continue to be our most popular posts on social media. Profiling well-known industry experts for blog posts to leverage their recognition could be a viable option for boosting impressions and engagement on our social media and traffic to our website.



Canadian Public
Relations Society

Manitoba Society

Sponsorship Report

Please see the Vice-President's report on page 5.



Canadian Public Relations Society

Manitoba Society

Student Liaisons Report

Ayoola Ajibare (UWinnipeg), Aldin Sabic (RRC)

The student liaisons act as the two-way bridge between their coursemates and CPRS Manitoba, facilitating valuable information exchange between the association and students of public relations programs from the University of Winnipeg and Red River College.

Every school year, the student liaisons organize a student event to share industry insights, new trends, and networking opportunities. This year was no exception as the liaisons hosted a successful online panel discussion on “The Effective Use of TikTok Among Businesses in Manitoba.”

On May 27, 2021, the event had 23 people in attendance, including industry professionals, members of the association, and students of public relations, University of Winnipeg and creative communications, Red River College.

The panellists including Kyra Swanson from the Winnipeg Dodge, Tiana Tait from Tait Creative and Kit Muir from Travel Manitoba delivered presentations on the uses of TikTok, its benefits, do's and don'ts, and how brands can effectively use the platform to reach and engage with their target audience.

Attendees had the opportunity to ask questions and network with the panellists who shared insights and practical tips on how to create engaging content with their community. The event was a breath of fresh air as attendees confirmed they were excited to learn about the collaborative uses of TikTok.

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

Appendix A

CPRS Manitoba 2021-2022 Slate of Candidates

Elected Positions

Treasurer	David Hultin, APR
Secretary	Kristina Balderas
Accreditation and Strategic Partnerships	Monique Chenier, APR
Membership & Engagement	Christelle Mekoh
Professional Development Chair	Stephanie Fung
Professional Development	Erin Girouard, APR
Communications	Jay Makwana
Student Representatives	To be announced

Not Up for Election

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

President	David Hultin, APR
Vice-President	Monique Chenier, APR
Past President	Susan Harrison