



Canadian Public
Relations Society

Manitoba Society

Annual Report 2021-2022



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Annual General Meeting

Thursday, June 23, 2022

In-person (Qualico Family Centre at the
Assiniboine Park)

Agenda

Registration 5:30 pm

AGM 5:45 pm

- Call to order
- Approval of minutes from the 2020/2021 CPRS Manitoba Annual General Meeting
- Approval of reports of the Board of Directors
- Elections of the 2022/2023 Board of Directors
- Other business that may come before the meeting
- Adjournment

Awards 6:15 pm

Networking 6:30 pm

**The positions of President and Vice-President are entering the first year of a 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.*



Canadian Public Relations Society

Manitoba Society

CPRS 2020/2021 AGM MEETING MINUTES Wednesday, June 9, 2021 via ZOOM

Members: David Hultin, APR, Susan Harrison, Monique Chenier, APR, Kristina Balderas, Jason Small, APR, Stephanie Fung, Laurel Trotter, Cintia Rosales, Taylor Fenn, Jay Makwana, Jennifer Pawluk, Katrina Skleopwich, Vanessa Figus

Student members: Ayoola Ajibare, Aldin Sabic

Guests: Wayne Knorr

Proxies:

1. Call to Order

- a. The meeting was called to order at 5:37 p.m. Quorum was reached.
- b. Treaty No. 1 land was recognized

2. Approval of the Minutes at the 2020/2021 AGM

- a. The minutes for the 2020/21 AGM were reviewed.

Motion to approve: Stephanie Fung

Seconded: Monique Chenier, APR

Motion carried by David Hultin, APR

3. Approval of the financial statements for the year ending April 30, 2021

The financial statements for the year ending April 30, 2021 were presented as circulated in the annual report by treasurer David Hultin, APR.

- a. CPRS maintains a single bank account; signing officers are David Hultin, APR, Monique Chenier, APR, Susan Harrison.

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

Motion to approve: Jason Small, APR

Seconded: Katrina Sklepovich

Motion carried

4. Year in review by President David Hultin, APR

5. Approval of reports by the Board of Directors

- a. The reports provided by the board were reviewed in David Hultin, APR's presentation.

Discussion: Request to motion to accept the approval of the reports from the board of Directors?
– David Hultin, APR

Motion to approve: Jennifer Pawluk

Seconded: Katrina Sklepovich

Motion carried.



Canadian Public Relations Society

Manitoba Society

6. Elections of the 2021/2022 Board of Directors

7. Other Business

Wayne Knorr President, CPRS National — Membership strategy:

4 key audiences

Students

Emerging professionals

Senior practitioners

Built strategies to renew memberships

Capturing information from website

Professional development: outside of the conference

Deadline to nominate: June 16

8. Adjournment

- a. The meeting was adjourned at 6:20 p.m. All attendees were invited to stay on and take part in the Mind Blizzard brainstorming session to plan the 2022 National Conference.



Canadian Public Relations Society

Manitoba Society

CPRS Board of Directors | 2021-2022

President

David Hultin, APR

Past President

Susan Harrison

Vice-President

Monique Chenier, APR

Treasurer

David Hultin, APR

Secretary

Patrícia Garcia Lopes

Accreditation

Monique Chenier, APR

Membership + Engagement

Monique Chenier, APR

Professional Development

Stephanie Fung

Erin Girouard, APR

Communications

Jay Makwana

Lionel Pinto

Student Liaisons

Patrícia G. Lopes, UWinnipeg

Vidul Tyagi, UWinnipeg

Chloe Pommer, RRC

Sponsorship

Monique Chenier, APR

Members-at-Large

Christelle Mekoh



DAVID HULTIN, APR



SUSAN HARRISON



MONIQUE CHENIER, APR



ERIN GIROUARD, APR



STEPHANIE FUNG



JAY MAKWANA



CHRISTELLE MEKOH



VIDUL TYAGI



CHLOE POMMER



PATRICIA G. LOPES



Canadian Public
Relations Society

Manitoba Society

President's Report

David Hultin, APR

The 2022 CPRS Manitoba Annual General Meeting marks the end of my two-year term as president, a stretch that was dominated from start to finish by the COVID-19 pandemic.

Four years ago, when I asked to be considered for a leadership role, I thought that my challenge would be meeting or exceeding the work of all the folks who came before me, a who's who of public relations and communications giants in this province who have led this chapter and left their mark.

And then the pandemic happened. Plans were tossed aside and ideas were put on hold. As the province grappled with the virus, I came to realize that my role would be that of a caretaker as well as a bridge to an uncertain – but hopefully optimistic - future.

It is a role that I embraced and will look back on with many good memories. In conjunction with the efforts of my colleagues on the board of directors, CPRS Manitoba remained a place for communicators to gather on a regular basis and foster a sense of community. We connected virtually and met every month, we organized professional development & social events, and even held a national conference, too.

The 2021-22 board are immensely talented communicators that routinely filled roles that were outside their assigned portfolios, all in an effort to keep us moving forward. Our meetings were filled with discussions and ideas that reflected a diversity of perspective and our depth of experience across many different sectors.

Thank you to: Susan Harrison (Past President), Monique Chenier, APR (Vice President & director responsible for Accreditation, Membership, and Strategic Partnerships), Jay Makwana



Canadian Public Relations Society

Manitoba Society

(Communications), Stephanie Fung and Erin Girourd, APR (Professional Development), Kristina Balderas (Secretary, June- September/2021), Christelle Mekoh (Member-at-large), as well as Vidul Tyagi, Chloe Pommer, Patrícia Garcia Lopes (for also assisting as Secretary throughout the year) and Lionel Pinto (Student Representatives) for the time, energy and commitment to public relations and communications here in Manitoba.

The AGM also brings to an end Susan Harrison's formal involvement on our board after a six-year stretch. She has been a vocal advocate for CPRS Manitoba and I will miss her dearly as a colleague and friend.

I'm pleased that we found ways to engage with our membership and the wider communications community. The full year in review follows this message and I hope you will take the time to read through it. Here are some highlights:

- Congratulations and welcome to the newest APRs in Manitoba (Jennifer Pawluk and Charlie McDougall, who are also incoming board members) as well as student award winners Georgia Dalke (Red River College Polytech) and Sarah Mary Campbell (University of Winnipeg). We are incredibly proud of all four and commend them for the work that they put in to receive these recognitions.
- *Joint session with CPRS Regina:* In October we co-hosted a virtual accreditation and certification session with our colleagues to the west. This came together after several discussions about ways we could deepen our connections with our prairie neighbours while taking advantage of the technology (Zoom) available to us.
- *Professional development session on mental health:* In November we welcomed Dr. Jessica Kreviazuk, FRCP, for an important virtual Q&A session to discuss mental health and how to talk about the subject matter in a respectful manner through internal and external communications.
- *Holiday mixer:* Our get-together with IABC Manitoba kicked off the holiday season at Rae and Jerry's and was our first in-person event of the year. The energy in the room was electric and it also marked the first time that many of us on the board had the opportunity to meet each other in-person.



Canadian Public Relations Society

Manitoba Society

- *Women in communications:* In March we celebrated women communicators and sat down with inspiring leaders to learn more about their experience in communications and the role it has played in elevating their careers to the senior-most member of their organizations. My thanks to Kate Fenske, Chief Executive Officer (Downtown Winnipeg Biz) and Jessica Miller, Chief Executive Officer (Winnipeg Humane Society) for sharing part of their day with us.
- *Speed Meeting:* In April, our student board liaisons from Red River College and the University of Winnipeg organized an event at Little Brown Jug Brewery. Aimed at students from both programs who are beginning their communications careers, the highly successful evening featured one-on-one conversations and networking opportunities with professionals from different areas of the communications field who work here in Winnipeg.
- *At the Heart:* In June we organized our highest profile event in 26 years when we played host to the CPRS National conference at The Fairmont Hotel. Please see the Vice-President's report for a detailed conference wrap-up.
 - This major national conference was only possible because of the support of many people here in Manitoba. My thanks to:
 - Chapter members who did some of the early brainstorming work before we even had a formal conference structure as well as the folks who acted as sounding boards while staying deep in the background.
 - The Local Advisory Committee for bringing the conference to life through a brand and identity, for delivering a program that featured important conversations that I hope remain top of mind for all Canadians, and for organizing social events as well.
 - Everyone who supported "At the Heart" both in-person or virtually.
 - Patrícia Garcia Lopes and Lionel Pinto, who volunteered even more of their time to help provide social media support over the course of the three days.



Canadian Public Relations Society

Manitoba Society

- Monique Chenier for co-chairing the conference in addition to her role as Vice President. Our counterparts at National did not make it easy but Monique's advocacy on behalf of Manitoba and determination to hold everyone accountable delivered a conference that hit all the right notes.

I'm confident that our chapter is on solid footing and ready for whatever comes our way. I'm also excited to welcome our new board and I look forward to working together during 2022-23.

And finally, a heartfelt thanks to all directors, past, present, and future for their contributions and dedication to CPRS here in our province.

Thank you for the opportunity to serve as president.



Canadian Public
Relations Society

Manitoba Society

Vice-President's Report

Monique Chenier, APR

I'm excited to wrap up my second and final year as vice president of CPRS Manitoba, volunteering with a dedicated board who cheerfully worked through another year in a primarily virtual format. We supported each other from afar to achieve some INCREDIBLE successes.

- On the professional development front, we teamed up with CPRS Regina to host a virtual event to outline the three levels of certification within CPRS: the Public Relations Knowledge Exam, Accreditation in Public Relations (APR), and Fellow. We were lucky enough to be joined by Margaret Percy, APR, LM, Presiding Officer of the CPRS National Accreditation Council, Alex Sevigny PhD, APR, Chief Examiner CPRS Accreditation in Public Relations Program, Robert Ellis APR, FCPRS, LM and several of our most recent PRK and APR recipients.
- For the first time since 1996 (not 1997 as previously reported), CPRS Manitoba hosted the CPRS National Conference June 5-7 at the Fairmont Winnipeg. Fully supported by CPRS national board and staff, our Local Advisory Committee (LAC), chaired by yours truly and Conor Lloyd APR, provided local input to theme, program, sponsorship, social events, and more to ensure attendees experienced a warm and friendly Manitoba welcome. In this almost post-covid world and with inclusion top of mind, 2022 was the first time CPRS offered a hybrid model where both in-person and virtual attendance was available. The energy was palpable as our nearly 100-strong "once-a-year family" got together in person after two virtual conferences. Nearly another 100 people attended virtually. Under the theme "At The Heart", we presented a program that addressed reconciliation, diversity/equity/inclusion, democracy and trust, and so much more. Thank you to the LAC members who put so much time and effort into making this a conference to remember: Jennifer Pawluk APR, Katrina Sklepowich, Julie Kentner, Corey Quintaine and Matthew Cutler. Special shout-out to two CPRS Manitoba student members who volunteered throughout the conference, Patrícia Garcia Lopes and Lionel Pinto.



Canadian Public Relations Society

Manitoba Society

For the 2021-22 term, our small but mighty CPRS Manitoba board stepped up to run our usual programs and events as well as successfully hosted a national conference under extremely difficult circumstances. Thank you, David Hultin APR, Susan Harrison, Jay Makwana, Stephanie Fung, Erin Girouard APR, Christelle Mekoh, Patrícia Garcia Lopes, Lionel Pinto, Vidul Tyagi and Chloe Pommer. You people are rock stars, and it has been a pleasure serving with you.

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 our new directors: welcome aboard. We're going to have a great 2022-23 program year.



Canadian Public Relations Society

Manitoba Society

Financial Statement

David Hultin, APR

CPRS Manitoba Chapter, Financial Summary (May 1, 2021 – April 30, 2022)

CPRS Manitoba Chapter, Financial Summary	
May 1, 2021 – April 30, 2022	
Opening balance (as at May 1, 2021):	\$ 13,123.33
REVENUE	
Professional development ticket sales	\$ 1,906.44
CPRS membership dues	\$ 3,203.93
Revenue:	\$ 5,110.37
EXPENSES	
Programming	\$ 2,062.46
National Conference fees (2021 & 2022)	\$ 2,060.25
Student scholarships	\$ 1,500.00
Board insurance	\$ 836.00
PO Box	\$ 214.20
Administration	\$ 485.96
Web hosting and maintenance	\$ 529.89
Expenses:	\$ 7,688.76
Closing Balance (as at April 30, 2022):	\$ 10,544.94
ACCOUNTS RECEIVABLE	
Total Accounts receivable	\$ -
NET REVENUE	\$ 5,110.37
ACCOUNTS PAYABLE	
Total Accounts payable	\$ -
NET EXPENSES	\$ 7,688.76
*Net Income	-\$ 2,578.39



Canadian Public
Relations Society

Manitoba Society

Secretary's Report

Patrícia Garcia Lopes

Although I have been the board's secretary for just 5 months, I was able to offer some help by organizing information; writing our monthly minutes and sharing it with members; updating the board members' contact information; organizing the texts and structure of our annual report; writing articles about our events; and aiding with internal communication issues.

For the next year, I hope to make some information easily accessible to the members, create an archive with our minutes and implement new projects to help us organize our data and relevant knowledge. Additionally, I will keep writing articles about our events, as a way to record and reinforce the value of these opportunities for our chapter's members.



Canadian Public
Relations Society

Manitoba Society

Programming Report

Stephanie Fung, Erin Girouard, APR

The 2021/2022 season continued into the pandemic with COVID-19 lockdowns and restrictions continuing to halt most in-person gatherings. However, a few in-person events were still held throughout the year. CPRS Manitoba hosted six networking and professional development events - where three of these were online. At these events, we covered interesting topics with high-profile speakers, and connected CPRS Manitoba members with incredible communicators.

The season kicked off with an online joint-event between CPRS Regina and CPRS Manitoba. The event had to be postponed from October to November due to attendance issues. Overall, it was a success where members from across the two provinces discussed the CPRS accreditation and certification process.

Also in November, we held a virtual professional development session on communicating mental health, with Dr. Jessica Kreviazuk, FRCP. The discussion had 21 participants.

CPRS Manitoba, with IABC Manitoba, held its first in-person event since the beginning of the pandemic. The 3rd Annual Nutcrackers & Networking was a success at Rae and Jerry's Steak House, with 41 attendees. Guests had a fantastic time meeting new and old friends, eating delicious appetizers, enjoying festive drinks and winning incredible door prizes.

With the COVID-19 pandemic having had an upward swing at the end of December and beginning of January, the Crisis Comms In A Digital World professional development event unfortunately had to be canceled due to low attendance. The topic will be revisited in the future.



Canadian Public Relations Society

Manitoba Society

On March 31st, we were pleased to invite two inspiring leaders to share how women communicators broke through the glass ceiling in their organizations:

- **Jessica Miller** – Winnipeg Humane Society
- **Kate Fenske** - Downtown Winnipeg Biz

Moderated by Monique Chernier, APR, the 17 active participants in this virtual professional development event were able to hear this panel reflect on their journeys as communicators, how they got to where they are in their organizations and insights on what they've learned along the way.

If you have any suggestions for guest speakers or topics for future networking and professional development events, please contact us.

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, honoring 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 over 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 postpone the 2022 MCOY Awards.

We will be taking the time to rebrand and relaunch the MCOY Awards. If you would like to be involved in this project, please reach out to the CPRS Manitoba board of directors.



Canadian Public Relations Society

Manitoba Society

Accreditation Report

Monique Chenier, APR

This year was one of many hats, so accreditation was managed under the vice president's portfolio as well. It's so rewarding to provide guidance to candidates working through the rigorous process of earning their APR designation. I was pleased that two candidates achieved their accreditation this year. Congratulations to Charles McDougall, APR and Jennifer Pawluk, APR. I'm thrilled that both these professionals will be taking a leadership role on the CPRS Manitoba Board of Directors for the 2022-23 term.

The list of CPRS Manitoba accredited members includes:

Terry Aseltine, APR, Fellow CPRS, LM

Deborah Bowers, APR

Brenda J. Bazylewski, APR

Monique Chenier, 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

Charles McDougall, APR

T. Kent Morgan, APR, LM

Jennifer Pawluk, APR

Warren Preece, APR

Carl Radimer, PR, Honourary Fellow, LM*

Carolyn Rickey, APR

Pam Simmons, APR

Jason Small, APR

Estelle Sures, APR, LM

Elizabeth Wheeler, APR

*deceased



Canadian Public Relations Society

Manitoba Society

Communications Report

Jay Makwana, Lionel Pinto

The last two years have certainly been challenging for the whole world, including communication and PR professionals. Some of us are still working from home, and regularly having Zoom meetings. The digital consumption overload has led to selective engagements, and has also affected participation in certain events and social media posts.

Twitter

- The largest amount of growth, increasing from 462 to 566 followers.
- A total of 95 posts generated 32,618 impressions and 2,663 engagements. (including link clicks)
- LinkedIn continues to be our largest growing platform and has performed well over the last two years.

Facebook

- A total of 22,413 people reached and 1,650 engagements (including link clicks)
- The total page likes marginally grew from 504 to 516.
- We boosted multiple events to increase the reach and encourage more sign-ups.
 - We reached 19,635 people, created 39,948 impressions and 255 link clicks.

Twitter

- Total of 32,058 impressions and 1233 engagements.
- Twitter followers remained almost the same at 1,974 this year, (1,978 last year).



Canadian Public Relations Society

Manitoba Society

Website

- Our website received 10299 page views, 5654 sessions from 4328 users this year (May 25, 2021 to May 24, 2022). Last year it received 5,386 page views.
- The front page, events page, Manitoba opportunities page and BOD page have received the highest growth.

The upgraded WordPress theme and new look has performed well. To increase website visitors, we have started a new initiative where PR students are writing blog articles about Public Relations and Communications. We also started using Bit.ly to shorten the website link and track the number of clicks on specific pages. For example, the Manitoba opportunities page received 298 clicks in the last 10 months.

Events like 'Let's Communicate Mental Health' and 'Breaking the Glass Ceiling: Empowering Women Communicators' received an excellent response and gained lots of engagements in the community.

Ongoing Social Media Recommendations:

Understanding the needs of our members is necessary. The focus has to be on creating better, and more relevant content in the coming years, especially at the national conference, to increase the rate of engagements on all three platforms. We also need to continue to highlight the strengths of our members and focus on the benefits that we all get out of our CPRS Manitoba membership.

Boosting posts whenever necessary will help reach new audiences that are not members and overcome our limited organic reach.



Canadian Public
Relations Society

Manitoba Society

Student Liaisons Report

Patrícia Garcia Lopes (UWinnipeg), Chloe Pommer (RRC), Vidul Tyagi (UWinnipeg)

Being part of CPRS Manitoba is certainly a game changer for every student that has the opportunity to go through this valuable experience. As Student Liaisons, we were able to navigate different departments within the board and familiarize ourselves with real-world duties and responsibilities. Our monthly meetings, which were still held online due to the SARS-COVID pandemic, were a rich environment for discussions and brainstorming. The board was always very welcoming to our input and ideas, and extremely supportive whenever we needed them. We have learned a lot from the board members, and from the speakers and guests we received at our events throughout the year. In addition, the networking opportunities offered by the CPRS MB to all students that are starting their new careers have helped us become active parts of this growing community.

As part of our attributions as liaisons, we also had the opportunity to organize an event for our colleagues. Considering we want to transfer classroom experience into the real world, having had the chance to create our own event was simply priceless. From the research to the execution and evaluation, all steps were followed by the board members, who gently offered their guidance and assistance. We targeted the communication students at The University of Winnipeg (PACE) and Red River College Polytechnic.

Our special evening, which we called “Speed Meeting”, was a project developed for 5 months. Aiming to offer an event that could be valuable for students who are beginning to tread a new path in their lives, we decided to offer sessions of interactions with professionals from different areas of the communications field. We opted to have the event in-person, respecting all health and safety guidelines. On the evening of April 21st, at the Little Brown Jug Brewery, students and professionals gathered together to exchange precious conversations.



Canadian Public Relations Society

Manitoba Society

Our 7 guests were: Cleo Curtis (Brandish Agency), Erin Girouard (Victoria General Hospital Foundation), Melanie Loeb (SkipTheDishes), Sana Mahboob (Prairies Economic Development Canada), Stephanie Fung (Dooley PR & Marketing), Taylor Fenn (Louis Riel School Division) and Trevor Suffield (Farpaint Films Inc). We sold 22 tickets and the feedback from students and guests was highly positive. Both groups went to social media to praise the event, and many of our colleagues asked for similar networking sessions in the future.

For the next student liaisons who will take our place soon, we recommend they start talking to their colleagues earlier on, in order to understand what would be a valuable event to offer them. In addition, the venue must be chosen and booked as soon as possible, and same goes for contacting the speakers/guests.



Canadian Public Relations Society

Manitoba Society

Appendix A

CPRS Manitoba 2022-2023 Slate of Candidates

Elected Positions

Treasurer	David Hultin, APR
Secretary	Patrícia Garcia Lopes
Accreditation and Strategic Partnerships	Jennifer Pawluk, APR
Membership & Engagement	Kristen Hooper
Professional Development Chair	Erin Girouard, APR
Professional Development	Nick Sears
Communications	Lionel Pinto
Student Representatives	TBA

Not Up for Election

The positions of President and Vice-President are entering the first year of a two-year term and 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	Monique Chenier, APR
Vice-President	Charlie McDougall, APR
Past President	David Hultin, APR