



# Canadian Public Relations Society

Manitoba Society

**Annual Report** | 2022-2023

## 2022-23 Annual General Meeting | Thursday, May 25, 2023

In-person (Heritage Room (P312), RRC Polytech Princess Street Campus)

### Agenda

Registration 5:30 pm

AGM 5:45 pm

- Call to order
- Approval of minutes from the 2021/2022 CPRS Manitoba Annual General Meeting
- Approval of reports of the Board of Directors
- Elections of the 2023/2024 Board of Directors
- Other business that may come before the meeting
- Adjournment

Networking 6:30 pm

*\*The positions of President and Vice-President are entering the second year of a two-year term and are 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.*

## 2021-22 Annual General Meeting | Thursday, June 23, 2022

In-person (Qualico Family Centre at Assiniboine Park)

### Meeting Minutes

**Members:** David Hultin, APR, Monique Chenier, APR, Jason Small, APR, Erin Girouard, APR, Nick Sears, Kristin Hooper, Stephanie Fung, Jay Makwana, Conor Lloyd, APR, Sharmon Luchuck, Yvonne Swiderek,

**Student members:** Patricia Garcia Lopes, Lionel Pinto, Vidul Tyagi, Georgia Dalke, Aimee Escoto

**Proxies:** Susan Harrison

#### 1. Call to Order

The meeting was called to order at 6:15 pm. Quorum was reached. Treaty No. 1 land was recognized.

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

The minutes for the 2020/21 AGM were reviewed.

**Motion to approve:** Monique Chenier, APR      **Seconded:** Jason Small, APR      CARRIED

#### 3. Approval of the financial statements for the year ending April 30, 2022

The financial statements for the year ending April 30, 2022 were presented as circulated in the annual report by treasurer David Hultin, APR.

**Discussion:** David Hultin, APR requested motion to accept the financial statements as presented.

**Motion to approve:** Stephanie Fung      **Seconded:** Jay Makwana      CARRIED

#### 4. Year in review by President David Hultin, APR

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

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

**Discussion:** David Hultin, APR requested motion to accept the approval of the board reports as amended.

**Motion to approve:** Monique Chenier, APR      **Seconded:** Jason Small, APR      CARRIED

**6. Elections of the 2022/2023 Board of Directors**

**7. Other Business**

**8. Adjournment**

The meeting was adjourned at 6:50 pm. All attendees were invited to stay on for networking.

**Motion to adjourn:** Nick Sears                      **Seconded:** Jason Small, APR                      CARRIED

# CPRS Manitoba Board of Directors | 2022-2023

## **President**

Monique Chenier, APR

## **Past President**

David Hultin, APR

## **Treasurer**

David Hultin, APR

## **Vice President**

Charles McDougall, APR

## **Professional Development**

Erin Girouard, APR

Nick Sears

## **Accreditation**

Jennifer Pawluk, APR

## **Membership**

Kristen Hooper

## **Special Projects**

Lindsay MacKenzie, MCM

## **Communications**

Patrícia Garcia Lopes

Lionel Pinto

## **Secretary**

Patrícia Garcia Lopes

## **Student Liaisons**

Lynda Ori, UWinnipeg

Michelle Fontanilla,

UWinnipeg

Caline Naaman, UWinnipeg



## President's Report | Monique Chenier, APR

We came into the 2022-23 CPRS Manitoba board term on a well-deserved and hard-earned high note after hosting the CPRS National Conference in early June 2022 for the first time since 1996. As co-chairs of the Local Advisory Committee and liaisons to the national office, Conor Lloyd APR and I lead a team of dedicated Manitoba volunteers who provided local input to theme, program, sponsorship, social events, and more to ensure attendees experienced a warm and friendly Manitoba welcome. There may have even been a well-attended and relatively well-behaved pub crawl through the Exchange District.

This was the first in-person conference since our world was turned upside down, and the first-ever hybrid conference where both in-person and virtual attendance was available. We had the additional challenge of transitioning to a new national association and event management team during the planning process. Under the theme “At The Heart”, we presented a program that addressed reconciliation, diversity/equity/ inclusion, democracy and trust, and so much more, welcoming nearly 100 members of our “once-a-year family” in person and more than 50 virtual attendees. Thank you to everyone who made the conference so memorable.

The conference generated excitement and motivation among our membership which I believe translated into a strong and capable board for the 2022-23 term. In fact, I don't remember the last time we had such bench strength in the sheer number of accredited members who stepped up to lead the society.

To those board members who are moving on, Patrícia Garcia Lopes and Lionel Pinto: thank you for your service to the profession. For all those who are staying, I look forward to working with you to continue providing value to our members: David Hultin APR (past president), Charlie McDougall APR (vice president), Nick Sears (treasurer), Michelle Fontanilla (secretary), Erin Girouard APR and Michelle Fontanilla (communications), Jennifer Pawluk APR (accreditation), Kristin Hooper (membership), Lindsay MacKenzie MCM (special projects), and Lynda Ori (program & PD). We're going to have a great 2023-24 program year.

Building on the momentum from successfully hosting the national conference, I'm so proud of how we continued to provide value to our members. Reports from each of our portfolios follow this message and I hope you will take the time to read them in detail. Here are the highlights:

- Vice President Charles McDougall APR lead the process of conducting a SWOT analysis to gain insight into options for the way forward for our chapter in the coming years. The results of that exercise determined that the Manitoba chapter would be best served by growing our membership base while building capacity to support the board's efforts. Watch more details on our member recruitment campaign in the coming year.
- Our hard-working program and professional development dream team of Erin Girouard APR and Nick Sears planned seven events throughout the program year. Our mix of both in-person and virtual professional development events covered topics including the CPRS

accreditation process (partnered with CPRS National), the Future of Social Media, PR Power Panel: What's Next for our City, and Sports & Scandal, a crisis communications case study. Our social events, including our annual holiday mixer partnering with IABC Manitoba, were great opportunities for members and the wider PR community to get together and network. Watch our social channels for details of events in fall 2023.

- Congratulations to our newest accredited member in Manitoba, Brandon Boone, APR. We were also thrilled learn that four members are currently working through the accreditation process – our highest number in recent memory – which demonstrates the value of the APR in our industry. If anyone is interested in signing up for the next cohort, speak with Jennifer Pawluk APR – the deadline is December 1.
- Part way through the term, we welcomed new Master's of Communication Management recipient Lindsay MacKenzie to the board in the role of special projects. One of the perks of hosting the CPRS National Conference in 2022 was that the Manitoba Chapter received an honorarium to put towards member education and development. Lindsay will be leading the charge to present a series of virtual professional development events leading up to revamped MCOY Awards in fall/winter 2023-24. Consider volunteering your special talents for this once-in-25-years opportunity.
- Our student liaisons from University of Winnipeg organized a "speed networking" event where students from both U of W and RRC Polytech were able to interact and engage one-on-one with PR professionals in different industries. Their goal was to help students understand the PR work environment, how to penetrate into the industry after graduation, and the requirements for career growth in the PR industry in Canada and from all accounts it was a highly successful event. Thank you Lynda and Michelle.
- We would also like to recognize our student award winners Darcy Gosek (RRC Polytech) and Abbie Barzaga (University of Winnipeg) who achieved highest overall academic achievement in their respective classes. Congratulations.

In closing, thank you to everyone who volunteered on our board this past year, to all the current and future members who attended our events, and to all the speakers and facilitators who shared their expertise and experience. It's with this kind of teamwork that we achieve our goal of an engaged and informed public relations community in Manitoba.

## Treasurer's Report | David Hultin, APR

CPRS Manitoba Chapter, Financial Statement (May 1, 2022 – April 30, 2023)

### CPRS Manitoba Chapter, Financial Summary May 1, 2022 – April 30, 2023

Opening balance (as at May 1, 2022):	\$ 10,544.94
<b>REVENUE</b>	
Professional development	\$ 2,077.72
CPRS National	\$ 4,334.74
Revenue:	<u>\$ 6,412.46</u>
<b>EXPENSES</b>	
Programming	\$ 2,355.82
National Conference fees	\$ 1,498.64
Student scholarships	\$ 1,000.00
Board insurance	\$ 853.00
PO Box	\$ 214.20
Administration	\$ 265.12
Web hosting and maintenance	\$ 226.57
Expenses:	<u>\$ 6,413.35</u>
Closing Balance (as at April 30, 2023):	\$ 10,544.05
<b>ACCOUNTS RECEIVABLE</b>	
Total Accounts receivable	<u>\$ -</u>
<b>NET REVENUE</b>	<u>\$ 6,412.46</u>
<b>ACCOUNTS PAYABLE</b>	
Total Accounts payable	<u>\$ -</u>
<b>NET EXPENSES</b>	<u>\$ 6,413.35</u>
*Net Income	<b>-\$ 0.89</b>



## **Vice-President's Report** | Charles McDougall, APR

2022-23 has been a transition year for the Manitoba chapter.

The past year has been about discerning how the chapter can best serve its membership, coming out of the pandemic lockdowns.

In response, the vice-president has helped the chapter by conducting a SWOT analysis in order to gain insight into options for the way forward for the chapter in years to come.

This involved conducting some nine interviews of mostly current board members.

A content analysis of the interviews concluded that the board has bench strength in the diversity of the current team. However, we find ourselves restricted by what we can do as a volunteer board with limited time and resources. We would like to do more events to support our membership, stay relevant and compete with other communications organizations. Board members recognized that coming out of the pandemic, there are opportunities to host both in-person and online events—reaching broader audiences than before the COVID-19 lockdowns. Therefore, I concluded from the analysis that the Manitoba chapter would be best served by conducting a multi-year membership campaign in order to grow the organization while building capacity to support the board's efforts.

Looking forward to next year, the board team will be supporting the recruitment chair to create a plan to build for growth in the Manitoba chapter — both in membership and capacity.

## **Program & PD Report** | Erin Girouard, APR & Nick Sears

The 2022/2023 season saw COVID-19 restrictions lifted for the first time in several years to enable a mix of in-person and virtual events.

CPRS Manitoba hosted seven networking and professional development events, three of which were online. At these events, we explored a wide-range of topics with high-profile subject matter experts and connected CPRS Manitoba members with both local and national communicators working in our industry.

The season kicked off in October with the annual Fall Mixer at Brazen Hall Kitchen & Brewery with 24 attendees. Later that month, we partnered with CPRS National to offer members a virtual information session on the CPRS accreditation process featuring presenters from across Canada.

In December, we partnered with IABC Manitoba for the 4<sup>th</sup> Annual Nutcrackers & Networking event at Rudy's Eat & Drink, with 23 attendees. Guests had the opportunity to network, win

door prizes, and enjoy appetizers.

Our 2024 roster of events began in January with a virtual presentation from Dr. Alex Sevigny titled The Future of Social Media. It was our most popular event of the year with 33 attendees.

In February, we hosted a panel discussion titled PR Power Panel: What’s Next For Our City. The expert panel consisted of Mary Agnes Welch, Maureen Fitzhenry, Sheila North and moderator Nick Sears. The event was well received by all attendees.

In March, we hosted a virtual presentation titled Sports & Scandal where we explored the crisis communications with a focus on Hockey Canada. The event featured a presentation from award-winning journalist Laura Robinson.

Overall members enjoyed the networking and professional development opportunities offered by CPRS Manitoba in 2022/23, with sufficient lead time for ticket sales and ongoing promotion and support from board members the professional development events will continue to perform strongly in the years to come.

## Accreditation Report | Jennifer Pawluk, APR

My goal as Accreditation Chair for 2022–2023 was to support candidates as they navigate the stages of accreditation from application to work sample submission through oral and written exam preparation. In Fall 2022, CPRS Manitoba volunteers provided support to the CPRS National team in organizing a virtual information session about the accreditation process, featuring CPRS Manitoba Vice-President Charles McDougall, APR as a guest panellist. Our congratulations to Brandon Boone, APR, the sole member of CPRS Manitoba to attain his accreditation during the last cycle.

Current accredited members of CPRS Manitoba include:

Terry Aseltine, APR, FCPRS LM

Erin Girouard, APR

Brandon Boone, APR

David Hultin, APR

Deborah Bowers, APR

Marlene Klassen, APR

Brenda J. Bazylewski, APR

Lorne Kletke, APR

Monique Chenier, APR

Conor Lloyd, APR

Robert H. Drain, APR, FCPRS(H) LM, decd.

Melanie Lee Lockhart, APR

Hilary Friesen, APR

Charles McDougall, APR

Brian Garagan, APR

T. Kent Morgan, APR LM

Jennifer Pawluk, APR

Carolyn Rickey, APR

Warren Preece, APR

Pam Simmons, APR

Carl Radimer, PR, FCPRS(H) LM, decd.

Jason Small, APR

Estelle Sures, APR LM

Elizabeth Wheeler, APR

## **Membership Report | Kristin Hooper**

As of April 11, 2023, CPRS Manitoba's membership count is down slightly from last year sitting at a total of 67 — 22 full-time members, 2 affiliate members, 5 life members and 27 student members. All in all, CPRS Manitoba continues to maintain a solid membership.

The goal of the Membership role at CPRS Manitoba is to retain existing members, make new members feel welcome and valued and to recruit new members to keep the Chapter diverse and lively. We aim to accomplish this through engaging and building relationships with members and reaching out to individuals and organizations that may find membership with CPRS Manitoba beneficial for their public relations career.

After many years of challenges with our Chapter's membership list, we're looking forward to the launch of a new national membership database, which will allow us to streamline our membership processes.

This year, we started developing updated correspondence to welcome new members, to encourage them to connect with the national and local social media channels and to introduce them to the national newsletter.

A big thank you goes out to Vice President Charlie McDougall, for his research, insights and assistance with a recent SWOT analysis and proposed membership campaign, a big part of CPRS Manitoba's strategic plan to develop new strategies to encourage membership renewals and to seek out new prospective members in 2023/24.

CPRS Manitoba student members are from the Creative Communications program at Red River College Polytech and the Public Relations & Strategic Communication Diploma at The University of Winnipeg. Our student members were engaged in the many activities hosted throughout the year. Students also helped with promotion of events, attended board meetings where they provided valuable insight and ideas. In mid-April there was a successful student-led speed-networking event for Public Relations students where they had the opportunity to connect with established professionals and CPRS Manitoba members.

Going forward, we will continue to strive to grow our membership and the public relations community in Manitoba by offering a hybrid of networking and professional development events and by showcasing the many benefits the society has to offer.

## Special Projects | Lindsay MacKenzie, MCM

Time flies like an arrow, though my perceived experience is to identify more with the banana fruit in this expression. By the time this report is published it will have been one year since I was conferred a Master's of Communication Management at McMaster University. The program has a long history with CPRS chapters, including the national body, all across Canada and works diligently to ensure that practitioners are guided by technical as well as theoretical concepts in their pursuit of excellent public relations. In an effort to give back to a program that entrusted me with the responsibility to practice ethical communications, I joined the CPRS board in Manitoba and I will write the APR examination this fall.

I am excited to be welcomed by a board and board chair who are open to new ideas and have given me a 'green light' to disrupt the norm when it comes to legacy projects CPRS Manitoba has organized. Here are some examples of what you can look forward to next year.

**MCOY Awards will return in fall/winter 2023-24:** In addition to recognizing the top Manitoba Communicator of the Year, CPRS Manitoba will add two additional award categories for Outstanding contribution to further Equity, Diversity and Inclusion and Outstanding Communications Planning to further ESG priorities. As a board, we are dedicated to using our position in the PR community in Manitoba to further the importance of DEIB initiatives and amplify topics that reflect issues important to the C-Suite we advise. The Awards will culminate in a lively networking event to acknowledge APR and PRK recipients as well.

**Professional Development Sessions:** One of the perks of hosting the CPRS National Conference in 2022 was that the Manitoba Chapter received an honorarium to put towards member education and development. In connection with the spirit of the reinvigorated MCOY Awards, PD sessions will be organized in the lead up to awards night. We heard from members that their time is valuable and while they want to learn about the latest trends in PR, it is best done virtually so that they can make it part of their regular work schedules.

Here are some of the topics you can look forward to next year:

- How to build purpose-driven organizations
- Role of ESG for communicators
- Human-centered Design/Design Thinking for PR
- Introduction to Voice of Stakeholder
- Disinformation, misinformation and cultivating safe online communities
- AI & PR
- Managing risk and monitoring reputation
- Accessibility guidelines and accessible communication
- Trends in the journalist and public relations practitioner relationship

I've observed in my short time with CPRS is how the organization champions the expertise of its membership. This strength of being a CPRS member is the access you have to other like-minded professionals who believe strongly in the value of communication and relationship building. One of my objectives as Special Projects Director is to leverage the CPRS membership across the country to advance discussions on important topics that, as practitioners, we need to be equipped to provide guidance.

All of these ideas don't happen without a healthy volunteer base to support our efforts. I encourage our membership to get involved on a committee helping to organize these professional development sessions or to volunteer with the revamped MCOY Awards. Please reach out to me or to Monique Chenier to get involved.

Thank you for your continued support as members and I look forward to bringing you ideas and innovation in the year ahead.

## **Communications Report** | **Patrícia Garcia Lopes, Lionel Pinto**

The Communications Department, as well as the other teams in our board of directors, has been facing and working through some challenges, especially considering the post-pandemic setting we have in Canada, and across the world. Also, changes in social media platforms have not only dominated the news these last few months, but have also impacted our performance.

This change was strongly felt in our Twitter profile, after the platform was acquired by Elon Musk. Some people lost interest in the platform, and others withdrew from that space as a way to protest against the new owner. Our data from Twitter Analytics of the period between June/22 to May/23 indicates we lost 44 of our followers and, approximately, the same number of accounts we were following (because the profiles were deleted), as a result of this movement. During the same period, however, we were able to engage 11 new followers, showing that there's still a lot of potential for our Twitter communications once the relationship between platform and public stabilizes. Our profile on LinkedIn performed considerably better, as we gained 68 new followers between June/22 and May/23. As we observed in the analytics of both platforms, the posts with more engagement were the ones leveraged with the help of some other members of the board, showcasing the relevance of internal support for this department.

During this term, we also discussed the possibility of creating our own newsletter but unfortunately this project had to be postponed, as we didn't have enough people to develop meaningful and insightful messages on a monthly basis. Once the department recruits some more members to apply the new communications plan, we are sure this will be one of the flagships of our contact with Manitoba's current and future members.

Another project that had to be postponed was the revamp of our website. Due to unexpected personal and professional commitments, we weren't able to update the website as we had

idealized with a few other members. We had some meetings with Charlie McDougall, APR (Vice-president) to discuss some changes that could be applied to our page. Although his contribution was visionary, priceless and incredibly helpful, we only had time to work on some priorities (updating the board's members page and changing outdated banners, for example).

Nonetheless, for the next board of directors, we would recommend the Communications Department keep developing its plan of comms/engagement with current and future members. We firmly believe a monthly newsletter from CPRS MB can be beneficial to expand our contact with Manitoba's communicators. As informed before, this project couldn't be carried on due to the lack of personnel to contribute in all fronts of our department, but we believe that it has lots of potential for the next few years. We also would like to reinforce the participation of other members by sharing social media posts and helping the Communications department to bring our news and projects to a wider group of people.

## **Student Liaison Report | Lynda Ori & Michelle Fontanilla (UWinnipeg)**

It has been an incredible experience volunteering on the board of CPRS Manitoba and learning from the best professionals in the PR industry. As students with minimal work experience in the PR field, working with the different departments and the insightful discussions during the meetings gave us first-hand experience of the real work environment. The board members were always supportive, they always welcome our ideas and gave us the opportunity to contribute our ideas during the meeting.

The CPRS Student Liaison role provided us with a platform to hone our skills and build a professional network for success in our career. We also contributed to the communications department by designing visually appealing graphics to promote the CPRS Manitoba events on social media and for registration on Eventbrite.

One of the major tasks for the student liaisons was to organize an event for Public Relations and Communications students at the University of Winnipeg and Red River College. The event was structured as a "speed networking" event where students will interact and engage one-on-one with PR professionals in different industries. Our goal was to help students understand the PR work environment, how to penetrate into the industry after graduation, and the requirements for career growth in the PR industry in Canada. From the planning to execution, the CPRS board members were supportive especially the past student liaison, Patrícia Garcia Lopes. We had three external speakers and three internal speakers from the CPRS board, they are:

### **External:**

- **Nicole Williams**, Digital Strategist at Think Shift
- **Brenda Bourns**, Owner of Event Strategy Productions Inc
- **Stephanie Fung**, Director of Public Relations at Uphouse

**Internal:**

- **Charlie McDougall**, Strategic communications advisor at Indigenous Services Canada
- **Erin Girouard**, Director of Communications & Public Relations at Victoria General Hospital Foundation
- **Nick Sears**, Government Relations Officer at University of Manitoba

The event itself, although lower in attendance this year, was a great success. Unfortunately, students of the RRC Creative Communications program did not take part in this year's student led event. There was a total of seven students from the University of Winnipeg PACE PR and Strategic Communications program who made it, despite the April snow. The feedback shared with us was nothing but a positive note. The students found great value in the event, had a great time learning and listening to our guest speakers share their wealth of knowledge of the profession, their experience in the field, and the advice given for success.

As this year's student liaisons, we were extended the offer to remain on the board for the following season, and we are thrilled to say that it was an offer that we were glad to take. The importance to us in remaining members of the CPRS allows us as aspiring PR professionals to continue to build our network, to build relations, and make connections. In addition, the professional development seminars, and the meaningful contributions we plan to make in the upcoming season is something we look forward to.

Thank you for a great season!

## Appendix A | CPRS Manitoba 2023-2024 Slate of Candidates

### Elected/Acclaimed Positions

**Treasurer**

Nick Sears

**Secretary**

Michelle Fontanilla

**Accreditation**

Jennifer Pawluk, APR

**Membership**

Kristen Hooper

**Program & PD**

Vacant (Lead)  
Lynda Ori

**Communications**

Erin Girouard, APR  
Michelle Fontanilla

**Special Projects**

Lindsay MacKenzie, MCM

**Student Liaisons**

TBA (Fall 2023)

### 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 year 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