

CPRS Hamilton 2015-16 Annual Report



BOARD OF DIRECTORS

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Lisa Stocco, APR

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Dan Muys, APR

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Ginny Jones, APR, FCPRS

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Pinnacle Awards:

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Carrie Beatty

Mentorship:

Rosita Carobelli
Kim Sopko

Communications:

Dustin Manley, MAPC
Alexandra Anderson

Accreditation:

Heather Pullen, MCM, APR

Student Liaisons:

Shelby Riddell
Rebecca Kallsen



CPRS

Hamilton Society

PRESIDENTS' REPORT



This has been another excellent year for CPRS Hamilton. Professional associations exist to promote and further the interests of the membership and to improve the reputation of the profession in business, government and public circles. Our wonderful board has built on the strength of previous boards to successfully focus on advancing both mandates. Through the excellent work of our membership committee, we crossed the threshold of 100 members this year – a testament to the hard work and positive environment fostered by our board and by our membership.

This year saw the Health Care Public Relations Association Canada become part of the Canadian Public Relations Society. The CPRS Hamilton area has a particular focus on healthcare provision, teaching and research – the merger of the two associations is a particularly good fit for us. We have welcomed our colleagues from the health care public relations world and look forward to working with them to create compelling health communication professional development, education and networking opportunities.

Our communications committee launched the new CPRS Hamilton website to a very positive reception. That accomplished, they focused on researching and building new social media tools for raising awareness of CPRS Hamilton and its members, as well as creating a virtual extension of our professional development, mentorship and startup events. CPRS Hamilton's new social media presence has made our society even more relevant in this time of digital revolution and rapid change.

Last year, our board implemented **StartUP** with CPRS Hamilton, an activity that brings together CPRS Hamilton experts with leaders of small businesses in a speed dating format. This year, the program expanded through partnerships with local innovation centres outside Hamilton in Milton and Niagara. This initiative enables members to find new clients, while startups and small businesses can discover the power of public relations for achieving their business goals.

We expanded our **Trust Matters** initiative, a blog that highlights the thought leadership of CPRS Hamilton members and forges deeper and even more meaningful links with the community through a partnership with the Hamilton Spectator, where the blog will be published periodically. Our partnership with the Hamilton Chamber of Commerce continues, raising the profile of CPRS Hamilton and its members in the Hamilton business community.

On the professional development front, we had another wonderful year, with excellent guest speakers. Our partnership with the McMaster-Syracuse Master of Communications Management program led to three very successful luncheon lectures featuring Steve Levy, COO, Ipsos; David Wills, Senior VP, Media Profile; and Terry Flynn, APR, PhD, FCPRS, MCIPR. Renowned business journalist Gordon Pitts is set to speak to us about the importance of trust in business from the perspective he has accumulated over a long and storied career. In May and June, we will launch a new webinar program which will bring professional development and education to our membership. It was also gratifying to hear that the Pint Sized Social Media concept we developed at CPRS Hamilton has been implemented in a majority of other chapters across Canada.

We also held our 25th Annual Pinnacle Awards Gala at the Casablanca Winery Inn in Grimsby on April 28, 2016. It was a lovely evening, where we honoured the best of evidence-based public relations excellence during the beautiful ceremony and presented the Sharon Little APR Scholar Award and the Bob Deans APR Mentorship Award. Our keynote speaker, Mike Strange, gave one of the most inspiring and motivating speeches about completing the Boxrun -- running 94 marathons in 94 days – all to raise funds and awareness for childhood cancer research. Our mentorship program had another very successful year, hosting many education, networking and professional development events for our mentees and mentors. Our mentorship program is the pride of our Association and has served as a model for many other chapters across Canada as they implement formal mentorship initiatives.

We are so proud to serve on the CPRS Hamilton board, and we are grateful to all of the board members for their commitment and dedication to our chapter and our profession. Ours is a thriving, growing and fiscally well-managed society. The environment in which businesses operate has become more complex and relationships, both private and public, weigh more heavily in the achievement of business success than ever before. Public relations practitioners are relationship, trust and reputation experts. It is the role of CPRS Hamilton to promote and raise awareness of that expertise for the benefit of all our members. It's a good time to be a member of CPRS Hamilton.

Alex Sévigny, PhD, APR, MCIPR
Co-President, CPRS Hamilton

Lisa Stocco, APR
Co-President, CPRS Hamilton

PAST PRESIDENT'S REPORT

Writing this report is my final 'official' duty as Past-President on the Board of CPRS Hamilton. It's been a privilege to serve our members and our profession. I love this field of work and how we can shape relationships at all levels to be more two-way and equitable.

I've enjoyed fellow Board members enormously as we've worked hard together to provide members with top quality professional development, welcoming networking events, inspiring mentoring, public recognition for 'excellent' project work and solid governance and management practices.

On the Board, we've been intentional in building our internal capacity and our shared purpose, going so far as to include time during board meetings to visit our strategic goals. You learn a lot about a person's integrity and commitment when you work together and it has been a pleasure working with professionals who do what they say they will do. We've taken some bold steps along the way and were rewarded by our fellow Societies at last year's National conference in Montreal for our innovative approach as well as, our exceptional growth in new members.

It's been a joy this past year to represent our members and our profession through dealings with the business communities in Hamilton and Niagara through our **StartUP** program and through our Society's membership in the Hamilton Chamber of Commerce. Building relationships with the business communities is a long term goal and we encourage members to volunteer for **StartUP** by providing PR counsel to business 'start ups' through Jodie Sales, APR. There's also an opportunity for members to attend Chamber of Commerce events to represent CPRS Hamilton e.g. Business after Business, etc.

This is an exciting time to be a communications professional and CPRS Hamilton provides the best way to advocate for our profession while pursuing professional credentials and training, peer support, leadership skills and personal growth. CPRS Hamilton is more than an organization – it's our professional community. Best wishes for continued success!

Ginny Jones, APR, FCPRS
Past President, CPRS Hamilton



2015/16 ANNUAL FINANCIAL STATEMENTS

Canadian Public Relations Society - Hamilton Balance Sheet As of 31 March 2016

	<u>31 Mar 16</u>
ASSETS	
Current Assets	
Chequing/Savings	
Humbug Float	100.00
RBC - 4509	9,075.51
RBC GIC 1390	25,613.57
Total Chequing/Savings	<u>34,789.08</u>
Accounts Receivable	
Accounts Receivable	1,850.00
Total Accounts Receivable	<u>1,850.00</u>
Total Current Assets	<u>36,639.08</u>
TOTAL ASSETS	<u>36,639.08</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Visa - 7124	1,860.08
Total Credit Cards	<u>1,860.08</u>
Other Current Liabilities	
GST/HST Payable	-32.05
Total Other Current Liabilities	<u>-32.05</u>
Total Current Liabilities	<u>1,828.03</u>
Total Liabilities	1,828.03
Equity	
Retained Earnings	39,101.39
Net Income	-4,290.34
Total Equity	<u>34,811.05</u>
TOTAL LIABILITIES & EQUITY	<u>36,639.08</u>

2015/16 ANNUAL FINANCIAL STATEMENTS

Canadian Public Relations Society - Hamilton Profit & Loss April 2015 through March 2016

	<u>Apr '15 - Mar 16</u>
Income	
Income	
Humbug Income	1,600.00
Mentorship Sponsorships	300.00
Other Event Income	1,505.00
Pinnacle Awards Gala	8,300.00
Pinnacle Awards Sponsorship	2,230.00
Pint Sized Events	85.00
Total Income	<u>14,020.00</u>
Job Board Revenue	50.00
Membership Income	
National Memberships	4,231.65
Student-New Graduate Membership	1,560.00
Membership Income - Other	3,280.00
Total Membership Income	<u>9,071.65</u>
Total Income	23,141.65
Expense	
Bank Service Charges	
Bank Service fees	277.22
Credit Card Fees	68.47
Interest Exp.	1.43
Pay Pal Fees	83.60
Bank Service Charges - Other	9.60
Total Bank Service Charges	<u>440.32</u>
Board Exp.	
AGM Exp.	4,181.99
Communications	5,271.04
Marketing Expense	255.93
Meals and Entertainment	1,141.88
Office Supplies	196.75
Travel Expense	246.96
Total Board Exp.	<u>11,294.55</u>
Bookkeeping Exp.	624.04
Event Expenses	
Event Venue Exp.	647.15
Humbug Exp.	2,004.45
Pinnacle Awards Exp.	9,314.36
Scholarship Award	500.00
Student Event Exp.	395.50
Event Expenses - Other	1,105.97
Total Event Expenses	<u>13,967.43</u>
Membership	
Membership Exp.	100.00
Total Membership	<u>100.00</u>
Mentorship Exp.	1,005.65
Total Expense	<u>27,431.99</u>
Net Income	<u><u>-4,290.34</u></u>

CONGRATULATIONS NEW APRs



Achieving accreditation status is a major milestone in a public relations practitioner's career and is highly valued within our local society. Accreditation is a measure of professional achievement and competence. Increasingly, the terms of reference for public relations positions in the private and public sectors specify accreditation as a preferred qualification.

CPRS Hamilton is proud to have the highest ratio of Accredited Members across Canada. A total of almost 50% of our members are accredited compared to 30% nationally.

The following members earned their accreditation this year:



Stacey Hunter, APR is an award-winning communications strategist with over 18 years of experience working in the municipal sector. As a Communications Specialist at Halton Region, Stacey provides strategic communications counsel to clients in the Office of the CAO, Legislative & Planning Services and Finance Department.



Vel Snoukphonh, MA, APR, is a strategically-focused and dynamic communications professional who has had the privilege of working in the health care sector for over 10 years. Currently, she is Communications Lead, Portfolios & Programs at Cancer Care Ontario.



Tara Sprigg, APR is an award-winning communications practitioner, seasoned at developing and executing successful public relations programs in both official languages for public and private sector organizations. As the City of Guelph's General Manager of Corporate Communications and Customer Service, Tara oversees communications for one of Ontario's fastest-growing municipalities. Her work has earned her three Don Rennie Memorial Awards for Excellence in Government Communications, and recognition from The Ontario Centre for Municipal Best Practices.



Christine Szustaczek, MCM APR is the Director of Corporate Communications and External Relations at Sheridan College. She has run her own communications consultancy and spent 15+ years assisting clients in the broader public sector. She is a passionate advocate for research, PR and education.



Carrie Trembinski, APR is an alumna of McMaster University and Humber College. She was the Director of Communications at St. Joseph's Healthcare Foundation from 2011-2015 and is currently the Senior Manager, Internal Communications at Revera Inc.

BUSINESS DEVELOPMENT PORTFOLIO REPORT



MAJOR INITIATIVE: StartUP WITH CPRS

Twitter Chat

- Held on February 18, 2016. A great opportunity to engage with entrepreneurs and small businesses in Southwestern Ontario and deepen the reputation of CPRS Hamilton as place to find current and helpful PR/ Communications insights. Thank you Alexandria and Dustin for facilitating the chat!

StartUP session at Innovate Niagara

- Held on February 19, 2016. A very diverse group of 30 Niagara Region entrepreneurs and small business owners came together to learn more about CPRS Hamilton, the value of accredited PR professionals and participate in a 90-minute session where small groups discussed their marketing/PR/communications business challenges and opportunities.

StartUP session at Innovation Factory (Hamilton)

- Held on April 27, 2016, this was our second event at IF Hamilton. 20 entrepreneurs from the Hamilton area attended the session and had access to great advice from CPRS Hamilton member volunteers. Thanks to all of the CPRS members who have supported StartUP with CPRS this season!

LOOKING FORWARD TO 2016/2017

- Another StartUP Twitter chat (or two!)

Continuing the **StartUP** format to bring the power of professional communications to entrepreneurs, start ups and small businesses across Southwestern Ontario.

- Innovation Guelph
- Halton Hive
- Milton Innovation Centre

Jodie Sales, APR
Business Development Chair

COMMUNICATIONS REPORT



INTERNAL AND EXTERNAL COMMUNICATIONS

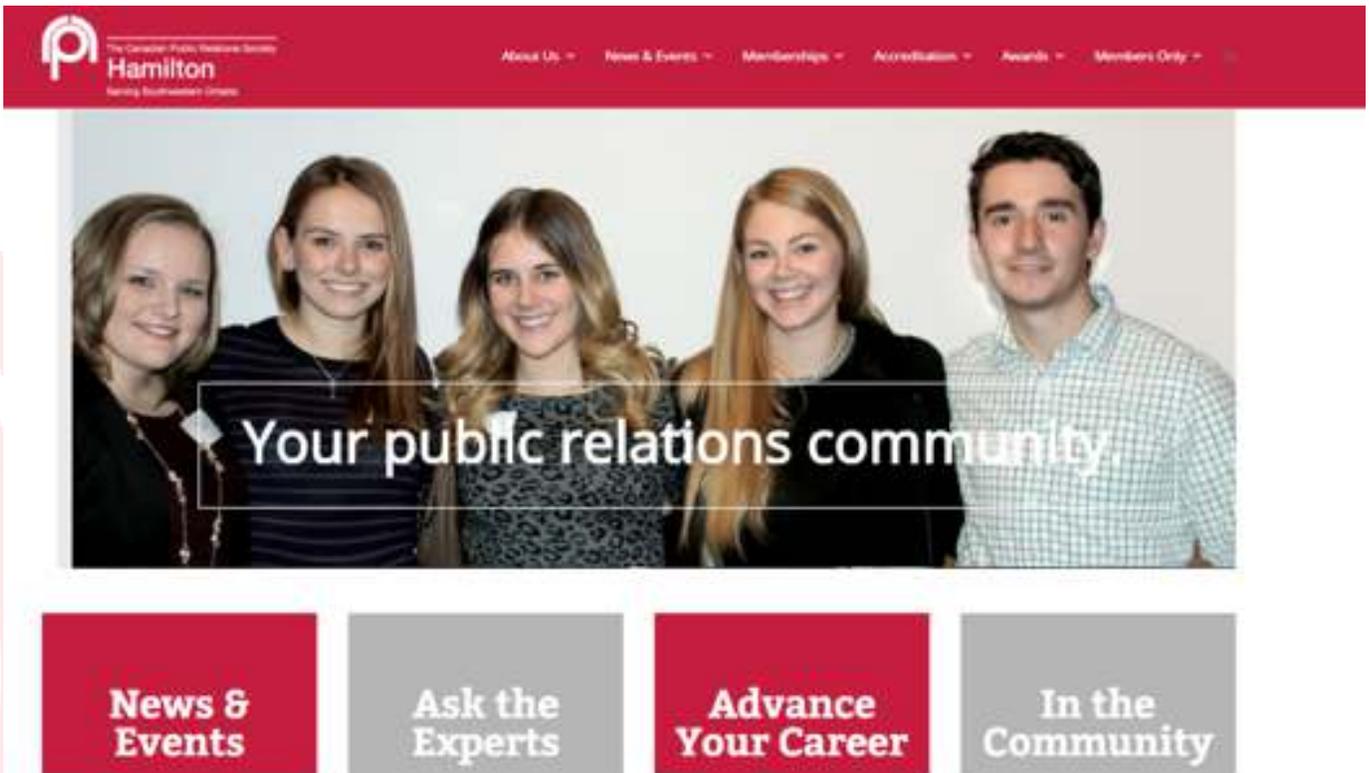
Building a strong and vibrant membership for CPRS Hamilton requires a timely and responsive communications function. We have accomplished this through our social media communications and campaigns, monthly member newsletters, and the launch of our new website on September 28, 2015.

CPRS HAMILTON WEBSITE

The new CPRS Hamilton website launched on September 28, 2015. Designed by Electra Communications, the new website features improved functionality and aesthetics for our members.

- Membership registration
- Consultant and Agency page
- Mentorship page and blog
- Board of Directors page (photos, bios, connection)
- Minutes and Agendas
- Trust Matters Blog
- Member's Only (keynote/PD videos, slides, audio)

New Sections of the website include:



COMMUNICATIONS REPORT (Cont'd.)

NEWSLETTER

The communications portfolio has been wholly responsible for the CPRS Hamilton newsletter in 2015-16. Our role is to collect relevant and engaging news from the professional community and our portfolio chairs, review the material, and share it at the beginning of each month with our membership.

We have had consistently high readership levels (average of 75%+) of our newsletters and event information emails.

MEMBERSHIP

The communications portfolio collaborated with the membership chairs to provide each new member with a website profile. This profile included access to the member's only section of the website, as well as a profile in the membership directory and consultant page (if applicable).

EVENTS

The communications portfolio collaborates with the professional development and events chairs by sending the information out to our membership. The communications portfolio is responsible for creating the events on Constant Contact, promotion them through social media and email, and handling registration.

VIDEO

The communications portfolio has been recording speakers at CPRS Hamilton events to be posted on the member's only section of our website. We will be using highlights and short clips from these videos in our 2016-17 promotional material to attract new members.

Videos for 2016 include:

- Managing Media Relations (David Wills, Senior VP of Media Profile)
- Evolution of PR Panel Discussion (Karen Dalton, APR, Brenda Sweeney, APR, Jane Allison, APR, Jane Stokes)

SOCIAL MEDIA

Since September, @CPRSHamilton has **increased reach by 29 percent** (from 714 in September to 923 in May), exceeding our goal to increase reach by 15 percent.

Our overall engagement rate is up 1 percent (from 1.4 percent in August and prior, to 2.5 percent in May – peak engagement has hit 14.1 percent for Holiday Humbug content).

Highlights of our social strategy consist of:

- The launch of **two Twitter campaigns** in February, one targeted at increasing engagement and the other targeted at increasing followers.

COMMUNICATIONS REPORT (Cont'd.)

- The launch of our first ever StartUP with CPRS Hamilton Twitter Chat.

 CPRS Hamilton
@CPRSHamilton

Have lunch plans this Thursday? Join our #PR & Comms experts for our live Twitter chat
bit.ly/1KS0xhS



 CPRS Hamilton
@CPRSHamilton

Have lunch plans this Thursday? Join us for our first #CPRSHamOnt StartUP Twitter Chat!



- An overall strategy that is thoughtful in posting frequent, relevant content, responding to all mentions through likes, retweets or replies, personalizing tweets directed towards members and an increased use of visuals (images of graphics).



COMMUNICATIONS REPORT (Cont'd.)

- Active promotion of 2016 World PR Forum content



Student volunteer opportunity! We're looking for volunteers 2 join our team @WorldPRForum. Contact @rebeccakallsen.



- An increase in LinkedIn activity through the posting of **Trust Matters** Blogs and PD events.
- The creation of a YouTube channel to host more digital/video content.
<https://www.youtube.com/channel/UC-6shJiJ3THmDI0Se9UQ8zA>

Alex Anderson – Co-Chair Communications
Dustin Manley, MAPC – Co-Chair, Communications

EVENTS REPORT



My first year as Events Chair has been a great experience. It's great to see how different portfolios come together in such helpful ways. I've enjoyed putting together my first two events for CPRS-Hamilton, and I look forward to those yet to come.

In November, our Holiday Humbug was held at the Royal Botanical Gardens, and was a great success. More than 50 people registered, and the evening of networking, food and prizes was very well received. We were able to premiere our moderated live Twitter feed at the event, and it helped to generate engagement on that platform as well. We were able to give a donation of \$200 to the Hamilton Spectator Literacy Fund with monies raised from ticket sales.

Our Annual General Meeting is that time of year where we reflect on the activities of the previous year, what went well, and what could be improved, and begin make plans for the upcoming year. It's the time where members can speak out to help map out the future path of CPRS-Hamilton. The 2016 AGM was held at the historic Scottish Rite Club of Hamilton, followed by a professional development session with Gordon Pitts, bestselling author, journalist and feature writer for the Globe & Mail's Report on Business. The session was entitled: "Trust Matters: the perspective of a veteran business journalist.

Take the time to attend and participate in our CPRS-Hamilton events. They are valuable and rewarding, both personally and professionally.

Jay Millington
Events Chair



PINNACLES REPORT

This year's CPRS Hamilton Pinnacle Awards marked the silver anniversary of our chapter's awards program for communications excellence and exemplary leadership in Hamilton, Halton, Niagara and Southwestern Ontario.



With many innovative changes introduced in 2015, it was decided early on that the 25th annual Pinnacle Awards program would maintain the course. This year, we received 17 online submissions in 10 categories. All submissions with a score of 85 per cent or more received a Pinnacle Award. During a gala dinner held at the Casablanca Winery Inn in Grimsby on April 28, eight successful Pinnacle Award winners and six Special Award winners were recognized for their superb service and superior professional achievements. Congratulations to all of our winners for your achievements; and to all who submitted, for your commitment to strategic, evidence-based practice.

The longevity of the Pinnacles is a sign of our members' ongoing commitment to recognizing excellence and a result of thousands of volunteer hours since the program began in 1991. A quarter of a century later, the Pinnacle Awards program still serves as an essential to continually developing the PR industry, recognizing the best and pushing the boundaries of public relations and communications for years to come.

Michelle Rickard – Co-Chair, Pinnacles
Daryl Barnhart – Co-Chair, Pinnacles



2016 PINNACLE AWARD WINNERS



SPECIAL AWARDS

Bob Deans, APR Mentorship Award

Rosita Carobelli-Zukowski

Bill Cockman Memorial Award of Excellence in PR

Trish Carlton

CPRS Hamilton PR Champion of the Year

Terry Cooke

Dr. Louis J. Cahill Distinguished Service Award

Heather Pullen, MCM, APR

The Sharon Little APR Legacy Fund Scholar Award

Dustin Manley, MA

Student Award of Excellence

Siobhan Hinksman

COMMUNICATIONS PROGRAMS

Product or Initiative Campaign

Sheridan College Institute of Technology and Advanced Learning

Brantwood: 1920-2020 — Creating and celebrating the largest production of immersive, site-specific musical theatre in Canadian history

Christine Szustaczek, MCM, APR

Acknowledgements: Michael Rubinoff, Mitchell Cushman, Julie Tepperman, Sarah Douglas-Murray, Diane Weinrib, Ned Loach, Prionnsias Murphy, Jennifer Deighton, Susan Atkinson and Keiko Kataoka

Corporate Identity

Sheridan College Institute of Technology and Advanced Learning

Three of Five

Christine Szustaczek, MCM, APR

Acknowledgements: Jennifer Deighton, Jennifer Clarke, Carol Hill, Karina Butzek-Morris, Angela Stukator, Tony Tarantini, Daphne Simone, Jane Cockton, Susan Atkinson and Keiko Kataoka

Internal Communications

Sheridan College Institute of Technology and Advanced Learning

Dare to Care

Christine Szustaczek, MCM, APR

Acknowledgements: Maria Lucido Bezely, Sunand Sharma, Mike Jones, Jenna Pulver, Maria Terreberry-Portfolio, Alexa Abiscott, Michael Burjaw, Victoria Bomben, Jane Cockton, Karen Richard, Susan Atkinson and Keiko Kataoka

Niagara Health System

Route NHS

Lisa Pepperall

Acknowledgements: Anna Cobian and Caroline Bourque Wiley

2016 PINNACLE AWARD WINNERS



Internal Communications (Cont'd.)

Hamilton-Wentworth District School Board
New Building, New Momentum for United Way at HWDSB
Rob Faulkner

Acknowledgements: Sarah Tracz, Sarah Lennox, Sharon Stephanian and Jackie Penman

COMMUNICATIONS PROJECTS

Special Events

City of Hamilton
#hamontFT
Michael Marini

Oakville Area Scouts
Roping in New Members With Canada's "Real Mantracker" and Chief Scout, Terry Grant
Shelby Riddell, M.A., OCGC (PR)

Print Projects

Hamilton Community Foundation
Ear to the Ground — Annual Report 2014-2105
Grace Diffey, APR FCPRS

Acknowledgements: KITESTRING: Chris Farias and Heather Williams; Low Key Studios: Christopher Benfey; HIVE Studios; Jeffrey Martin, APR FCPRS, Nancy Johnson and Jennifer Dawson

MEMBERSHIP REPORT

Building a strong and vibrant membership is one of the Hamilton Chapter's top strategic priorities. The Hamilton Chapter is pleased and proud that in 2015, it received the prestigious CN-Emery Leblanc Award from CPRS National. This award is given annually to a Chapter, 75 members or greater, with the largest annual net membership growth.

Over the past year, the Chapter has grown by 15% to 100 full members. Over this term, we also attracted seven professional/new graduate members and 58 student members. This is the second year in a row that the Chapter has topped its annual full-member growth target.

Membership growth of this magnitude and momentum reflects the hard work of every CPRS Hamilton Board member. From our outstanding Mentor program to popular and timely professional development events, our 'member-value' focus is paying dividends.

This year, the Membership Committee embarked on several initiatives to fuel member engagement and membership retention and growth including:

1. Assisted the innovative Communications Committee in the planning and design of our new website.
2. Ensured National and Hamilton CPRS created communications synergy during Membership Month.
3. Worked in close partnership with the enthusiastic and hard-working Student Liaison team to increase the number of new student and professional members.
4. With the support of our co-presidents, the Committee reached out to large communications groups to raise the profile of the Society's Employee Group Membership program.
5. Established a 'Trust Matters Blog', wrote a number of entries and encouraged member discussion of the important role PR professionals play as 'trust experts'.



MEMBERSHIP REPORT (Cont'd.)

Our new digital communications hub has engaged members more effectively and offered them greater value. Features such as 'Ask the Expert' and 'Member Profiles' have provided members more opportunities to showcase their knowledge, skills and achievements.

During Membership Month in March, the Committee with excellent support from the Chapter's Communications team, pitched the value of membership. The campaign used email and social networks. A 'Tweet-it Up' contest, got professionals talking about CPRS membership and spurred renewals. A 'Shout-out' to this year's winner, Rosita Carobelli for her engaging and infectious social chatter.

The Committee developed a special Chapter membership offer for former members of the Health Care Public Relations Association (HCPRA) and reached out to members in our area with a special offer to join us. This initiative is open until the end of 2016 but it has already delivered positive results.

The Committee continued outreach to promote awareness of the society and its benefits to members in the agency community. Jan Kelly Integrated Marketing Communications, one of the region's largest full service firms, graciously hosted a Chapter Board meeting and provided a mutually beneficial orientation session.

To capitalize on the Chapter's growth in the Niagara area, the Committee met with Niagara College's PR Program coordinator. The objective was to identify practical ways CPRS could offer students more exposure to PR professionals in the field and networking opportunities.

The Committee, with the support of Ginny Jones, Past President and Dr. Alex Sevigny, Chapter co-president launched the Trust Matters Blog which now has four entries. The '**Trust Matters**' blog gives members a chance to share their expertise in the field of two-way communications, reputation management and public engagement.

Interested in learning more about CPRS Hamilton membership benefits?

Looking to apply or renew your CPRS Hamilton membership? Visit cprs-hamilton.ca for more information and the page for renewals.

Membership Committee

Carrie Beatty – Co-Chair, Membership; Mark Gregory – Co-Chair, Membership

MENTORSHIP REPORT



The CPRS Hamilton Mentorship Program saw another successful year featuring a new lineup of interactive, learning-based events.

The program's continued success can be credited to the dedication and enthusiasm of its 12 mentor-mentee matches, valued program sponsors and the continued efforts of the mentorship planning committee: Ginny Jones, David Rowney, Joanna Williams and Holly Unruh. Thank you for your continuous hard work in organizing another engaging year of activities to help foster meaningful relationships and conversations between program participants.

MENTORSHIP EVENTS

Several group events took place from October 2015 to April 2016:

October: Speed Mentoring – Introductions and Goal-Setting, The Hamilton Spectator

November: "Are You Selling You?" Understanding Your Personal Brand – Expert Panel, Burlington City Hall

Thank you to panelists:

- Sue Evfremidis, Human Resources Representative, City of Burlington
- Rosina Johnston, Account Director, Davis Branding and Design
- Ginny Jones, President, Acuity Options
- David Rowney, Senior Manager, Canadian Banking Communications, Scotiabank
- Moderator: Hilary Sadler, Marketing and Development Manager, Burlington Performing Arts Centre

December: How to Engage Anyone – Holiday Humbug, Royal Botanical Gardens

January: Table Talk: Perspectives in PR – Reverse Mentoring, The Hamilton Spectator

February: Double Exposure – Self-Guided Mentorship Meet Ups, Independently organized

March: Theories of Evolution... in PR – Expert Panel, Burlington Fire Station Headquarters

Thank you to panelists:

- Jane Stokes: Author, Editor and Content-Writing Instructor • Karen Dalton, APR: CPRS National's Executive Director
- Jane Allison, APR: The Hamilton Spectator's Manager of Community Partnerships
- Moderator: Brenda Sweeney, APR: Managing Director of Sweeney Communications Inc.

April: Program Wrap Up and Keynote – How to land your next PR job, Emma's Backporch

Thank you to guest speaker Roxanne Cramer, president of CCI Search—a company she founded to provide executive recruitment services, strategic consulting and career counseling exclusively for public relations, marketing, relations and public affairs.

MENTORSHIP BLOG POSTS

Blog posts, including photos and highlights from each mentorship event can be found online:

www.cprs-hamilton.ca/mentorship

LOOKING AHEAD

Moving forward, the committee will continue to focus on mentor/mentee recruitment and will actively seek new ways to collaborate with CPRS Hamilton's professional development portfolio, student liaisons and community partners to create synergies and offer more learning and networking events to the Chapter's growing membership base.

Kimberly Sopko – Co-Chair, Mentorship

Rosita Carobelli-Zukowski – Co-Chair, Mentorship

PROFESSIONAL DEVELOPMENT REPORT



“Media relations is not dying. It’s not dead. It’s not on life support. But it is changing.”

So began David Willis during his speech to the McMaster-Syracuse Master of Communication Management program Speaker Series in February. The message from the senior vice president of Toronto-based communications firm Media Profile is fundamental to the future of public relations, and is influencing current professional development initiatives of the Canadian Public Relations Society – Hamilton Chapter.

Topics of interest to the Board include how to make viral videos work, how media relations is changing and staying ahead of the emerging trends in our field.

Some of these broad topics were addressed during a Pint-Sized Discussion in the fall that was a port-mortem on the last federal election, with guest facilitator Gerry Nicholls, a 25-year communications veteran in both Canada and the United States. The next Pint-Sized is slated to happen in June in the Niagara Region.

Also on the slate are a pair of webinars.

On May 18, Jennifer Glickman, Vice President at Environics Communications, will offer her expertise on communicating complicated ideas in a way that is easily understood. While this webinar will have a healthcare focus, its concepts can be applied on a broader scale.

In June, Stephen Murdoch, Vice President of Public Relations at Enterprise Canada, will discuss earned media, what it is in the new media landscape and why it is still important to seek media mentions for building a brand, promotion and awareness.

Kalvin Reid – Co-Chair, Professional Development

Sharon Will – Co-Chair, Professional Development

STUDENT LIAISONS REPORT



The Student Liaisons were named during the summer of 2015 and immediately began brainstorming on how to better recruit and engage students.

In July 2015, Shelby Riddell and Rebecca Kallsen were inspired to create a multi-media tool to aid their recruitment efforts. As a result, Shelby Riddell created the white board video that outlined the benefits of CPRS Hamilton and student memberships. The video was used during class visits and is currently on the membership page of the society's website. The video was well received by students and society members for its creativity and presentation of information.

As of April 27, 2016, the Student Portfolio includes 58 student and new graduate members, mostly from Sheridan College in Oakville and the Hamilton Area. There was growth in student membership in Niagara region this year, which demonstrates that Niagara College and the Niagara region warrants more attention by the Student Portfolio in coming years.

This year, the team aimed to communicate with both student and new graduates, as new graduates were not a significant focus of this portfolio in past years. Communication was maintained with New Graduate members via already established Facebook pages, including the CPRS Student Facebook page (created Fall 2014) and the Sheridan Corporate Communications Group. Communications with current students was managed through a newly created email (student.cprs@gmail.com), the society's constant contact account, and with the aid of our Student Representatives, Siobhan Hinksman (Sheridan College), Alena Kondratieva (Mohawk College) and Samantha Jen (McMaster University).

The Student Committee hosted two events this year. In December 2015, an 'Effective Networking' event was hosted at Sheridan College. Nine student attendees were provided with an effective networking infographic created by Shelby Riddell and heard tips and tricks from Sadie Wolf and Shelby Riddell to ensure they were networking effectively online and offline. In April 2016, a 'Freelancing in PR' event was hosted at CoMotion in Hamilton. Twelve students and board member Ginny Jones heard from Rebecca Kallsen and Alexandria Anderson about how to get involved in freelancing and how to do it legally and effectively. Feedback from students after each event indicates that the students found the event topics relevant and the information presented valuable additions to what they learned in class.

Evaluation of these events determined that students only attended the events if it was in their area. The Oakville event was only attended by Sheridan students, while the Hamilton event was attended by ten Mohawk students, one McMaster student and one Niagara College student. Niagara College student members complained that there was nothing offered for them in the Niagara region. Next year, the student portfolio should add a third event in the Niagara region, as it will be a huge value add when trying to recruit more Niagara area students/new graduates. To better demonstrate the worth of Student Memberships, the student portfolio also needs to better promote other society events to students next year.

Shelby and Rebecca enjoyed acting as the Student Liaisons this year and look forward to helping next years co-chairs further improve the portfolio and student relations. Shelby and Rebecca were also very thankful for the help that the student representatives provided.

Student Liaisons:

Shelby Riddell

Rebecca Kallsen

Student Representatives:

Siobhan Hinksman

Alena Kondratieva

Samantha Jen