

The background features a large, thick red swoosh that curves from the top left towards the bottom right. Overlaid on this are several concentric circles in shades of red and grey. In the upper right, a smaller red circle contains the text 'Challenges + Opportunities' and a black silhouette of an airplane flying towards a bright light source, creating a lens flare effect.

*Challenges +  
Opportunities*

# Annual *Report*

2017-18



Canadian Public  
Relations Society

Vancouver Island Society

# SPREAD THE WORD, REAP THE REWARD!



**The CPRS Member Referral Program rewards you for referring other public relations professionals to become members.**

In recognition of your contribution to the growth and viability of the Society, CPRS will credit you \$100 for every applicant who obtains full membership as the result of your referral.\* You can apply your rewards to any national program, including accreditation application, awards fees, national conference registration, or member renewal fees. You're already telling people about the many great benefits of CPRS membership, so why not reap the reward?

\* Limitations apply. Visit [cprs.ca](http://cprs.ca) for details.

### About the Member Referral Program

#### ***How does it work?***

It's simple – you refer a friend, colleague or acquaintance in the public relations industry to join CPRS. Once they are welcomed as a full member within any CPRS Member Society, you receive a \$100 credit that can be applied towards your accreditation application, awards fees, national conference registration, or member renewal fees. You must ensure the applicant lists you as the referring member.

#### ***How will CPRS know it was me who referred the member?***

The print and online applications have been updated to include a "Referring Member" section. Your prospective member must complete this section for you to receive credit.

#### ***Is there a limit to how many people I can refer?***

##### ***Do I have to keep track of my own credits?***

CPRS members will receive credit for up to eight referrals that result in a new full member joining CPRS. CPRS National will track your credits.

##### ***Can I apply my credits to my local professional development events?***

No. Because the Member Referral Program is a national CPRS program, credits are tracked only by CPRS National and cannot be used toward events or programs organized by individual Member Societies.

Direct your prospective referral to **[cprs.ca/membership](http://cprs.ca/membership)** to apply online today.



**Canadian Public  
Relations Society**

Advancing Public Relations &  
Communications Management



## Table of Contents

1	Message from the CPRS-VI President
2	Introduction
3	Our History
4	Our Community <ul style="list-style-type: none"><li>Member recruitment</li><li>Member retention</li></ul>
7	Our Volunteers
8	Our Alliances
9	Our Finances
9	Our Engagement <ul style="list-style-type: none"><li>Online</li><li>Face-to-Face</li></ul>
13	Our Benefits <ul style="list-style-type: none"><li>Career Listings</li><li>Financial Awards</li><li>The PRK APR and FCPRS</li><li>Discounts</li><li>Online Learning</li></ul>
16	Our Members



## A Message from the CPRS-VI President

Last year was filled with challenge - and opportunity.

We saw significant turnover on the CPRS-VI Board, losing four, but gaining seven - finally filling the persistently vacant Treasurer position. With such turnover - and given its accompanying workload - our focus has been on volunteer recruitment and retention, shaping opportunities to meet the needs of our volunteers.

For board recruitment, we concentrated on increasing financial literacy and strategic management skills of board directors, shaping their service to one that also prepares them for the c-suite and community leadership. For example, we had our first annual Blue Ocean Retreat in September to help identify our values.

For volunteer recruitment, we focused on finding projects to build or polish desired skill sets of interested student and junior practitioners to support their studies or help them secure their next job. For example, a local student interned with us last summer to complete her undergraduate degree and we are in the preliminary stages of securing another.

In 2018/2019, our focus will be on stabilizing our board to ensure we have the capacity we need to ensure the sustainability and success of CPRS-VI, benefiting the Vancouver Island community as a whole.

Of note, we continue to enhance our reporting procedures, including how we report to our membership. Measuring what matters, we are unearthing more and more rich detail about our society. For example, since 2005 we have given out over \$25,000 to support our members' learning and professional development. We hope you enjoy this report, and we invite any feedback you'd like to offer.

If you have questions about your membership or would like professional support or guidance, please reach out to me or my fellow board directors. We look forward to meeting for a coffee, sharing a conversation over email, or connecting with you at one of our many events in 2018/19. You are our priority!

Sincerely,

*Peggy Kulmala, APR*

Interim President

I remain #CPRSProud



Students chat at the Public Relations Career Fair and Mingle.  
PHOTO ELANA ILOTT

## Introduction

Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest. (Flynn, Gregory & Valin, 2008)

### *The CPRS-VI business goals for 2017/18 were to:*

- Provide value for our members, while ensuring the sustainability of the organization,
- Advance the professional stature of public relations on Vancouver Island, in cooperation with CPRS National and its member societies as well as with like-minded organizations, and
- Oversee the practice of public relations on Vancouver Island for the benefit and protection of the public interest.

In 2017/2018, we built on the planning successes of the previous fiscal year, and began strategic planning processes, starting with the identification of our shared values. On September 23, 2017, at Royal Roads University, we had our first annual Blue Ocean Retreat. The retreat brought together 15 volunteers to identify our shared beliefs and values from which we are able to best tailor CPRS-VI local programming and engagement with our members.

### *Our Values*

- **Belonging** – the sense of belonging that our community of practice provides us.
- **Learning** – growing in our careers and in ourselves.
- **Service** – giving of ourselves within CPRS, our field, and our communities.
- **Professionalism** – being credible, competent and ethical in our practice, and to advocate as such within our field.



## Our History

CPRS-VI has a rich history of which our members can be proud – a story that continues to be written today. The first formal action to establish the Public Relations Society of British Columbia took place in March 1955. CPRS-VI came into being on November 4, 1982.

### CPRS-VI Past Presidents:

John Cox	1982 - 1984
Christine McKnight	1984 - 1986
John Walter	1986 - 1991
Sharlene Smith	1991 - 1993
Denis Racine	1993 - 1995
Vanessa Greebe/Nigel Atkin	1995 - 1997
Dianne George/Anita Wasiuta	1997 - 1998
Anita Wasiuta/Dierdre Campbell	1998 - 1999
Dierdre Campbell/Robyn Quinn	1999 - 2000
Robyn Quinn/Veronica Kempkes	2000 - 2001
Veronica Kempkes/Rena Kendall - Craden	2001 - 2002
Anita Wasiuta/Tonja Joyce	2002 - 2003
Tonja Joyce/Dianne George	2003 - 2004
Dianne George	2004 - 2006
Dianne George/Barbara Carver	2005 - 2006
Barbara Carver	2006 - 2007
Barbara Carver/Marion Grau	2007 - 2008
Barbara Carver	2007 - 2008
Marion Grau/Ange Frymire	2008 - 2009
Ange Frymire/Dave Traynor	2009 - 2010
Dave Traynor	2010 - 2011
Gillian Crowley/Sarah Hanel	2011 - 2012
Sarah Hanel	2013 - 2014
John Barry	2014 - 2015
Dan Hurley	2015 - 2016
Peggy Kulmala	2016 - present



*Past Presidents featured from top:* **Dan Hurley**, APR, Vice-President of Advancement and External Relations at Pearson College UWC, **Sarah Hanel** APR, Global Director of Corporate Communications at VASCO and National CPRS Board President, **Sharlene Smith**, Owner/Operator of CommPlan Canada.

## Our Community

Our objective was to increase our membership to 140 between April 1, 2017 and March 31, 2018. At March 31, 2018, we had 129 members, which is an overall 6.7 percent decrease in our community. Due to significantly reduced volunteer capacity, we were unable to dedicate adequate resources to sustain membership recruitment and retention strategies, which we believe is the cause of this decrease.



Members chat at the CPRS Senior Leadership Forum with Mark Ragan event on Nov 28.

PHOTO KELLY CONLIN

## Member Recruitment

Our objective was to increase new members by 5 percent over the past fiscal. Instead, we saw a decrease, down from 39 new members in 2016/2017 to 36 new members in 2017/2018, or an 8.3 percent decrease.

With the launch of the National Student Membership category, there may be some confusion/conflict with the continuing CPRS-VI student membership category, which may be leading to fewer overall new student memberships.

The National Student Membership category was voted in favour by the membership at the 2017 AGM in Kelowna, B.C.

## Membership Snapshot

	March 2016	March 2017	March 2018
Affiliate	3	6	5
Full	81	97	94
Life	1	1	1
Retired	4	4	4
Student	31	30	25
<b>Total</b>	<b>120</b>	<b>138</b>	<b>129</b>
Departing Mem.	20	21	46
New Members	39	39	36
Retention	78.7%	82.5%	76.2%

*Students who wish to join CPRS now have three options:*



Join CPRS  
National for \$79,  
with access to  
National member  
benefits



Join CPRS National  
for \$79 with an  
option to join a local  
society, with access  
to both National  
member and CPRS-VI  
benefits



Join CPRS-VI  
only for \$50, with  
access to CPRS-VI  
benefits only

Eligibility will depend on a student's academic and employment situation. For more information, please email [membership@cprs-vi.org](mailto:membership@cprs-vi.org) or visit <https://www.cprs.ca/join/stdinfo.aspx>.



## *Member Retention*

Our objective was also to increase the retention rate - or the number of people who remain with CPRS-VI - between April 1, 2017, and March 31, 2018, by 5 percent. Over the past fiscal year, our retention rate fell from 82.5 percent in 2016/2017 to 76.2 percent in 2017/2018. In other words, 39 people left CPRS-VI last year - 13 of whom were part of our community for 10 or more years.

On March 31, 2014, CPRS-VI had 17 members living in and around Nanaimo and in the Comox Valley. By 2016/2017, the community had more than doubled with a high of 37. On March 31, 2018, our membership north of the Malahat was 31, representing a loss of 6 members, including one of its two area board directors. We will continue to employ strategies and tactics to nurture this growth, including soliciting area volunteers.

## *Students*

We invite students taking for-credit courses, either part-time or full-time, at a recognized post-secondary institution to join CPRS as a Student Member.

## *Junior Practitioners*

If you are a budding public relations practitioner with less than two years experience, join our community of practice as an Affiliate Member.

## *Practitioners*

If you are working in public relations, are teaching public relations, or possess a diploma, certificate or degree in public relations, join us as a Full Member, with full access to local and national benefits and services.

## *Retired Practitioners*

If you are a former CPRS member, and have retired from the practice of public relations but want to stay active within the community, as a volunteer, mentor or simply to stay on top of our game - we invite you to continue with us as a Retired Member.



Dheeraj Alamchandani joins CPRS-VI Membership Chair Ruth Mojeed. Ruth served as the Master of Ceremonies for the Public Relations Career Fair and Mingle.

PHOTO ELANA ILOTT

## Our Volunteers

As we identified in 2016/2017, CPRS-VI needs to build sustainable volunteer capacity. To that end, we looked closely at volunteer recruitment and retention as well as professional development and succession planning.

Our volunteer opportunities are designed to support our members' career progression. For example, a member who seeks to polish their technical skills and expand their portfolio would likely find most bang for their buck on one of our committees. Once they are looking for senior leadership opportunities or run their own business, they will want to progress to the CPRS-VI Board of Directors, where they can learn how to set and execute strategic direction, manage people and resources – establishing the influential relationships they need in the same town where they want to make their mark.

After they have served at least one year on the CPRS-VI Board of Directors, they are eligible to serve on the National Board, where they can help shape the direction of Canada's only professional association for public relations practitioners, and for the Canadian public relations field itself.

### *Thank You*

Beth Atkinson, 2018 Beyond the Hype  
Doug Brown, 2018 Public Relations Career Fair and Mingle  
Sue Brown, 2018 Public Relations Career Fair and Mingle  
Mackenzie Campbell, AGM 2017 photographer  
Brian Cant, 2018 Public Relations Career Fair and Mingle  
Tatiana Chabeaux-Smith, CPRS Senior Leadership Forum with Mark Ragan  
Jonathon Dyck APR\*  
Susan Gee APR\*  
Michelle Harris APR\*, CPRS Senior Leadership Forum with Mark Ragan  
Marina Hawkeswood\*  
Elana Ilott, Career Listing Coordinator  
Marina Jaffey\*, 2018 Public Relations Career Fair and Mingle  
Dr. Julia Jahansoozi, 2017 Blue Ocean Retreat  
Peggy Kulmala APR\*  
Dr. Virginia Mckendry, 2017 Blue Ocean Retreat  
Ruth Mojeed\*  
Alicia Morris\*  
Iris Mueller, 2018 Public Relations Career Fair and Mingle  
Chris Poulton\*  
Kendra Stoner, Royal Roads intern  
Janina Stajic\*

\* 2017/2018 Board of Directors



Mark Ragan speaks at a CPRS event, hosted by Royal Roads. PHOTO KELLY CONLIN

## Our Alliances

A key strategy in the 2016/2017 business plan was to grow relationships across Vancouver Island within the public, private, and non-profit sectors, promoting and raising awareness of CPRS-VI and the good work it does for the public relations field. Of particular note is our ongoing relationship with Victoria-area post-secondary institutions:

***Camosun College*** partnered with CPRS-VI to host the second annual PR Career Fair and Mixer, incorporating class attendance into the event. In addition, Camosun was a venue sponsor for CPRS-VI Board meetings.

***Royal Roads University*** was a venue sponsor for the 2017 Blue Ocean Retreat in September and the CPRS Senior Leadership Forum with Mark Ragan in November. In addition, Peggy Kulmala APR represented CPRS-VI on the university's Communications and Marketing Panel at Royal Roads' Fifth Annual Career Conference in February.

***University of Victoria*** assisted in the planning and coordination for the Public Relations and Privacy & AGM 2018.



## Our Finances

CPRS-VI is one of the best resourced of CPRS's 14 individual societies, with \$102,280 in cash and investments as of March 31, 2018. CPRS-VI had \$63,172 invested in endowed funds administered by the Victoria Foundation as of March 31, 2018, which support CPRS-VI's annual grant and bursary program. We continue to use the services of a professional bookkeeper, Wendy Polsson, both for operational efficiencies and as a financial control. Since CPRS-VI moved to Coast Community Credit Union, it has doubled its interest and cut its banking cost.

As required by our bylaws, CPRS-VI maintains a three-month contingency, the remaining transferred to its professional development strategic reserve. As of March 31, 2018, the professional reserve had \$31,817 in a high interest savings account.

For mixer events with a professional development component, the price-point was \$10 for members and \$20 for non-members. For socials, the price-point was \$5 for members and \$10 for non-members. With all events intended to be break-even, members' discounted admission fees are subsidized from the strategic reserve. With the \$200 per member subsidy for CPRS-VI members to attend the CPRS Senior Leadership Forum with Mark Ragan on November 28, \$4,920.96 of the strategic reserve was used to subsidize members' participation in 2017/2018 events.

As a non-profit, we are encouraged to have a plan to spend excess funds, to that end, our business plan calls for a minimum of \$5,000 investment in our members' professional development annually.

## Our Engagement

The 2017/2018 objective was to increase online engagement, therefore increasing the profile of CPRS-VI and its members and how it supports the Vancouver Island public relations community.

We set monthly and annual key performance measures (KPIs), as proxy measures to help identify target audiences interests. With the number of platform changes over the last five years the aim was to establish baselines using consistent measurement methodologies.

### Online

Twitter and Facebook remain CPRS-VI primary engagement channels. New to this year, is setting goals for monthly activity (number of Tweets/posts) and reach (impressions). We continue to track the traditional metrics: Followers and Likes, which can provide useful information. For example, spikes in Likes and Followers during specific campaigns suggest Facebook audiences seemed most interested in professional development and career-related posts, while Twitter audiences most appreciated job postings and event promotions.

### Social Media Activity, 2013 to 2018

Platform	Measurement	March 2013	March 2014	March 2015	March 2016	March 2017	March 2018	2018 goal
Twitter	tweets (avg/mos)						19	8
	followers	576	657	748	899	1,102	1,211	1,200
	impressions				18,910	15,614	12,046	17,250
Facebook	posts (avg/mos)						14	8
	likes	129	157	213	258	387	436	425
	impressions				3,843	8,790	4,044	6,300
LinkedIn page	linked in Page Posts (avg/mos)						3	2
	followers				59	73	87	90
LinkedIn group	members	347	402	469	564	608	633	640
Instagram	posts						2	4
	followers						141	150



## CPRS-VI Online Continued...

In completion of her practicum, Royal Roads’ Professional Communications degree student Kendra Stoner created a social media strategy for CPRS-VI last summer, which included the launch of the CPRS-VI Instagram account with the #SocialMediaRoadTrip.

Since moving from MailChimp to Constant Contact in March 2016, our monthly newsletter open rate remains over 50 percent, well above industry average. All CPRS-VI members are added to the newsletter mailing list with the option to unsubscribe. The monthly newsletter mailing list is also open to non-members, and promoted via social media.

“Peggy has been a fabulous mentor, and I am very fortunate to be involved in such an inspiring organization,” said Kendra in the September 2017 e-newsletter.

Non-member subscriptions saw a 15 percent increase between April 1, 2017, and March 31, 2018, over the previous year. Our Career Bulletins, which are sent out within 24 hours of receipt of a career listing to members only, are also very popular, with an average open rate of 56 percent.

We also use Constant Contact to support event promotion and registration, replacing EventBrite, which costs 2.9 percent per ticket price plus \$0.30 per transaction.

### Direct Mail Activity, 2015 to 2018

Product	Measurement	March 2015	March 2016	March 2017	March 2018	2018 goal
Newsletter	Number of Send Outs	22	4	11	11	11
	Newsletter Subscribers			304	349	350
	Newsletter Open Rate (avg/mos)	37.2%	34.2%	52.55	50.4%	55%
Career Bulletins	Number of Send Outs				17	26
	Newsletter Open Rate (avg/mos)				55.7%	55%

Supporting content platforms include FlickrR, YouTube and WordPress.

## Face-to-Face

A key aspect of CPRS-VI local programming is its events, which aim to provide professional development and networking opportunities for Vancouver Island public relations, communications, and marketing practitioners and students.

The 2017/2018 objective was to host at least seven events between June 1, 2017 and March 31, 2018. CPRS-VI exceeded that expectation and offered nine events, including monthly Communications Cafes. More than 160 people attended our events, more than 2015/2016, a year where we did not host the biennial conference, Beyond the Hype. The proportion of non-members continue to rise, with the largest number of non-members becoming members after the CPRS-VI Holiday Mixer and the 2018 Career Fair and Mixer.

## 2017/2018 CPRS-VI Events

**Annual General Meeting (May 17, 2017):** This sold-out event at the Harbour Towers Hotel in Victoria included voting in its 2016/2017 Board of Directors and a dash of pro-d, featuring Heather Young, who gave us an abridged version of the Illuminate 2017 session, Spill your secrets: When open communications becomes a benefit.

**Mid-Island September Social (October 24, 2017):** Nearly a dozen area practitioners gathered at the Coast Bastion Hotel in Nanaimo to connect and hear about the future of public relations from Daniel Tisch, APR FCPRS, an international public relations professional, speaker, writer and industry leader.

**CPRS Senior Leadership Forum with Mark Ragan (November 28, 2017):** Close to 20 Vancouver Island senior public relations practitioners came together at Royal Roads University to discuss their organizations' communications challenges under the expert leadership of global communications expert Mark Ragan, publisher of PR Daily and CEO of Ragan Communications. The forum was organized by CPRS National with onsite support by CPRS-VI volunteers. Royal Roads and Consumer Protection B.C. were event sponsors.

**CPRS-VI Holiday Mixer (December 6, 2017):** Held at the Guild Freehouse, nearly 20 practitioners came together in fellowship to celebrate 2017, to ring in 2018 and to thank all those who helped make CPRS-VI a success.

**PR Student Career Fair and Mixer (February 22, 2018):** More than 50 students and communications professionals gathered at Camosun College for the networking and professional development event, which focussed on global opportunities - at home and abroad. Camosun College was an event sponsor, providing the venue and subsidizing Camosun College students admission.

**Communications Cafes:** Starting in January 2018, we started meeting the third Tuesday of every month, reserving a table or two at a local eatery to offer practitioners a chance to drop in and simply connect. No tickets. No RSVPs. No membership. Just a love for our craft.

**National Conference:** Each year CPRS-VI sends its president or designate to the CPRS National Conference to represent the society at President's Council meetings. In 2017, CPRS-VI sent its Vice President Susan Gee APR on behalf of President Peggy Kulmala APR to Illuminate 2017 in Kelowna.

For the 2017 conference in Kelowna, we elected to send five directors: Peggy Kulmala APR, Marina Hawkeswood, Marina Jaffey, and Janina Stajic and three members, Brian Greary, Virginia Keast and Carla Tauber.

### Event Activity, 2014 to 2018

Events	March 2014	March 2015	March 2016	March 2017	March 2018
Number of Events	10	10	5	8	8
Members	174	148	71	185	53
Non-Members	72	79	22	127	61
Total	246	227	93	312	114
Percentage Non-Member	29.7	34.8	23.6	40.7	53.5

We intend to host at least six events annually, with Beyond the Hype and Media Crawls alternating years. We originally planned the popular Media Crawl for April 2018, but due to the unexpected loss of our Events Chair in March, we did not have the capacity to deliver. We will retain the previous years' price points and conceptual approaches to general events. We also hope to add capacity relating to events and sponsorship to offset subsidies from professional development reserves.

**Photos on opposite page:** CPRS-VI was well represented at Illuminate 2017, the CPRS National Summit. PHOTOS CP IMAGES



# ILLUMINATE

2017 CPRS NATIONAL SUMMIT | KELOWNA B.C.





## Our Benefits

As a CPRS-VI member, you have access to a variety of programs and services that connect you, support your career and save you money.

### *Career Listings*

The CPRS-VI job listing service remains active, providing a significant source of revenue to support society operations.

Upon receipt, postings are being sent directly to a well-connected network of Vancouver Island public relations, communications, and marketing practitioners as well as distributed through our highly engaged social media channels. CPRS-VI members receive the posting directly in their e-mail in-box, providing them first opportunity to share or access the opportunity. We then share the posting via social media and in monthly e-newsletters.

Our career listing service saw a significant decrease, falling from a five-year average of 25 paid postings to 16 in 2017/2018. We believe the decrease is due to unresolved issues with our current website. This decrease triggered the move to a new web platform to try to regain lost ground in 2018/2019 and beyond.

"The CPRS-VI Career Listing Service remains integral, giving members an inside track to exclusive employment opportunities and employers access to a talented pool of public relations professionals," said Elana Ilott, Career Listing Coordinator. "With the launch of a new, more user intuitive website that includes a streamlined process for employers to submit their opportunities, I am confident that we will see a notable increase of postings in 2018/2019."

### *Financial Awards*

CPRS-VI strategically invests in its membership, supporting the professional development of members. CPRS-VI's investments are managed by the Victoria Foundation and administered by the Communications and Public Relations Foundation. Since 2005, CPRS-VI investments have provided more than \$25,000 in grants and bursaries in support of members' learning and growth.

### *CPRS-VI National Conference Grant*

We award the National Conference Grant to one of our members so they can attend the CPRS National Conference. The 2017/2018 CPRS-VI National Conference Grant was awarded to Beth Atkinson. While at Connexions 2018 in Charlottetown, PEI, Beth will connect with hundreds of public relations pros from across Canada for high-powered networking and learn from a stellar combination of keynote speakers, workshops, panel discussions and evening celebrations.

"Well deserved, Beth," said CPRS-VI President Peggy Kulmala APR. "Your energy, initiative and commitment to grow and learn are impressive!" Beth joins Avi Lambert, Yalda Ahmadi, Peggy Kulmala APR, Maggie Kerr-Southin, Robyn Quinn APR FCPRS, Susan Evans APR, and Susan Postma as past recipients of the grant.

### *CPRS-VI Denis Racine Student Bursary*

This annual bursary was established in 2006, and was named in memory of Denis Racine, a former president of both CPRS-VI and the national society. The annual bursary is available to CPRS-VI Student Members who live on Vancouver Island or the Gulf Islands, are registered in a communications-based post-secondary educational program, and have completed three or more courses.

In 2017, the bursary amount was increased to \$1,000, and was awarded to Chelsea Rutherford, a Bachelor of Arts in Professional Communications student at Royal Roads University

"I feel extremely fortunate and grateful to have received the Denis Racine Student Bursary for the 2018 academic year," said Chelsea Rutherford. "I am also thankful to CPRS-VI, whose members have made me feel so welcome here in Victoria."

Chelsea joins Nicki Reich, Melanie Kilpatrick, Tania Jacobs, Herkamal Brar, Jennifer Beaupre, Tedi Vermeulen, Evan Quinn, Brennan MacDonald, Lyndi Shaw, Christina Southern, Michelle May, and Lindsay McPherson as recipients of the bursary.



## *CPRS-VI Greater Victoria Public Library Grant*

CPRS-VI supports the Greater Victoria Public Library (GVPL) through an annual grant for the purchase of public relations books and reference materials. In 2017/2018, \$962.70 was awarded to the GVPL. As of March 31, 2018, CPRS-VI has made 10 grants to GVPL, totalling \$5,379.

## *The PRK, APR and FCPRS*

CPRS offers three main means for practitioners to demonstrate their knowledge and recognize their accomplishments.

### *The Public Relations Knowledge Exam*

In 2013, CPRS launched the Public Relations Knowledge (PRK) program, the first equivalence exam for the public relations and communications management professions. With the objective to assess the foundation of public relations and communications management, establish a benchmark of knowledge, and establish a standard of excellence from which practitioners can build their careers, the PRK is well suited for post-secondary education graduates and junior practitioners.

As of March 31, 2018, Hazel Currie, Elana Ilott, and Katie Hayes successfully completed the PRK exam.

## *Accredited, Public Relations*

CPRS offers the Accreditation, Public Relations (APR) voluntary certification program. Earning the APR designation demonstrates professionalism and is tangible evidence to the public that you have demonstrated a high level of knowledge, skills and abilities in the area of public relations. It is for this reason that many organizations and corporations specifically seek public relations professionals with the APR designation.

CPRS-VI has a high proportion of APRs relative to its membership - more than 20 percent have their APRs.

**In 2017/2018, three CPRS-VI members became part of the international APR community, Eric Bernt APR, Jonathon Dyck APR and Julie Rogers APR, join 22 other Vancouver Island APRs.**

Robin Alford, APR FCPRS  
Eric Bernt, APR  
Pamela Bottomley, APR  
Deirdre Campbell, APR  
Graham Currie, APR  
Anne Douglas, APR  
Jonathon Dyck, APR  
Susan Evans, APR  
Heather Follis, APR  
Susan Gee, APR  
Dianne George, APR  
Sarah Hanel, APR  
Michelle Harris, APR

Daniel Hurley, APR  
Veronica Kempkes, APR  
Peggy Kulmala, APR  
Robyn Quinn, APR FCPRS  
Julie Rogers, APR  
Karla Sandwith, APR  
Sharlene Smith, APR FCPRS LM  
Celia Sollows, APR  
Kim Van Bruggen, APR FCPRS  
Anita Wasiuta, APR  
Joan Yates, APR  
Marie Zirk, APR

## College of Fellows

Since 2000, the College of Fellows has acknowledged CPRS members who are proven leaders in the public relations and communications profession. In order to attain Fellowship status with CPRS, a public relations professional must be a member with the Society for at least 10 years, have a minimum of 20 years of experience within the profession, and have the APR designation. Successful Fellows have demonstrated a significant contribution to the public relations profession and to CPRS.

CPRS-VI has five members appointed to the CPRS nation-wide College of Fellows: Robin Alford APR FCPRS, Barbara Mekelburg APR FCPRS, Robyn Quinn APR FCPRS, Sharlene Smith APR FCPRS LM, and Kim Van Bruggen APR FCPRS.

## Discounts

Some of the discounted programs for which CPRS members have exclusive access include:

- **Law Assist:** Exclusive rates on many services, including legal and financial services from more than 2000 dedicated professionals.
- **Perokepolis:** Access to various discounted products and services.
- **PROLINK:** Preferred rates to PROLINK insurance solutions, tailored to the public relations profession and its practitioners.
- **PRSA Strategies & Tactics:** Forty percent discount off the cover price of Strategies & Tactics magazine, the PRSA's all new monthly publication.
- **UPS:** Discounts on UPS small package, brokerage and freight shipping, as well as customized solutions to suit your business' needs.

Please visit [www.cprs.ca](http://www.cprs.ca) or contact [etang@cprs.ca](mailto:etang@cprs.ca) for more information.

## Online Learning

CPRS offers its members access to quality webinars as a key and convenient professional development resource, both in real time and afterwards at their convenience in the web archive.

## 2017/2018 Webinars

- The Promise of Practical Communications in Managing Change and Delivering Value, by Gene Nichols, MBA on February 20, 2018
- What Gets Measured, Gets Managed by Timothy Lynch on October 27, 2017
- Building Trust with a New Government by Heather Young on October 24, 2017
- Writing Engaging Content by CPRS Northern Lights on October 16, 2017
- Snow Day: What Vancouver learned during its one-in-30-year winter snow event by Amanda McCuaig APR and Gail Pickard, ABC on August 22, 2017
- Tell Me a Story by Andrea MacLean APR and Steve Winogron on May 9, 2017
- Notley and the Beast: An analysis of the crisis communications of Rachel Notley during the 2016 wildfires by Sheridan McVean, MBA APR FCPRS & Chaseten Remillard, PhD on April 25, 2017
- The 30-Minute Makeover: A Writing Refresher for Branded Articles by Jane Stokes on April 18, 2017

# Our Members

As of March 31, 2018

**Robin Alford** APR, FCPRS  
Retired

**John Barry**  
Manager, Web Development and  
Engagement, BC Transit

**Erin Beattie**  
Director of Communications, Office of the  
Information and Privacy Commissioner

**JoJo Beattie**  
Public Relations & Communications  
Coordinator, Mercy Ships Canada

**Eric Berndt**  
Senior Manager, Marketing Strategy and  
Client Relations, B.C. Ministry of Health

**Shari Bishop Bowes**  
Strategic Marketing Manager,  
Vancouver Island University

**Meagan Blaquiere**  
Communications Officer,  
New Democrat BC Government Caucus

**America Blasco**  
Student, Camosun College

**Pamela Bottomley**, APR  
Executive Director, Parksville Downtown  
Business Association

**Adrienne Breen**  
Student, Athabasca University

**Erin Brewer**  
Student, Royal Roads University

**Nancy Callaghan**  
Student, University of Victoria

**Deirdre Campbell**, APR  
Managing Director, Beattie Tartan

**Brian Cant**  
Senior Communications Manager,  
Beattie Tartan

**Chantelle Carden**  
Student, University of Victoria

**Chelsea Carlson**  
Communications Manager, BC Ferries

**Margaret Case**  
Manager, Communication, Outreach and  
Stakeholder Engagement, Province of BC

**Tatiana Chabeaux-Smith**  
Manager of Corporate Communications &  
Marketing, Consumer Protection BC

**Taylor Charette**  
Student, Royal Roads University

**Gwen-Ann Chittenden**  
Manager, Corporate Initiatives,  
British Columbia Investment  
Management Corporation

**Joe Cristiano**  
Chief Community and Marketing Officer,  
Coastal Community Credit Union

**Shari Cummins**  
Community and Foundation Relations,  
Vancouver Island Health Authority

**Graham Currie** APR  
Executive Director of Public & Corporate  
Relations, British Columbia Oil and  
Gas Commission

**Hazel Currie**  
Communications Manager, Kirk & Co.  
Consulting Ltd

**Kathryn Dafos**  
Communications Manager,  
Health Data Coalition

**Shauna DeBodt**  
Executive Assistant/Communications,  
Nanaimo Ladysmith Public Schools

**Caite Dheere**  
Student, University of Victoria

**Anne Douglas** APR  
Retired

**Julie Douglas**  
Communications Advisor,  
City of Campbell River

**Susan Down**  
Self-employed

**Glenn Drexhage**  
Communications Officer, Vancouver  
Island Health Authority

**Rafaela Duha Righi**  
Student, Camosun College

**Jonathon Dyck** APR  
Communications Manager, BC Transit

**Bill Eisenhower**  
Head of Engagement, City of Victoria

**Caitlin Espinoza**  
Digital Communications Consultant

**John Espley**  
Director of Marketing &  
Communications, BCHAZMAT  
Management Ltd

**Susan Evans** APR  
Writer/Editor of Island Health Magazine,  
Vancouver Island Health Authority

**Heather Follis** APR  
Online Communications and  
Engagement Advisor, City of Victoria

**Melissa Fryer**  
Student, Royal Roads University

**Brian Geary**  
Director of Communications,  
Pearson College UWC

**Susan Gee** APR  
Director of Development,  
Victoria Hospitals Foundation

**Dianne George** APR  
Retired

**Zoe Gray**  
Manager of Website and Multimedia,  
Capital Regional District

**Gail Gregerson**  
Manager of Marketing, RingPartner

**Tracy Grimsrud**  
Communications Officer,  
BC Liberal Caucus

**Darin Guenette**  
Manager of Public Affairs, BC Ferries

**Pamela Hafey**

Communications Specialist, Islands Trust

**Sarah Hanel APR**

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**Tammy Isaachsen**

Community Liaison, Municipality of North Cowichan

**Debra Jacklin**

Manager of Talent Acquisition, Development and Retention Strategies, Vancouver Island University

**Tania Jacobs**

Student, Vancouver Island University

**Marina Jaffey**

Instructor (Camosun College) and Author (Pearson Canada)

**Shelley Johnstone**

Marketing and Community Outreach Coordinator, The Port Theatre

**Virginia Keast**

Self-employed

**Monique Keiran**

Manager of Communications and Member Services, Passive House Canada

**Veronica Kempkes APR**

Retired

**Bruce Kilpatrick**

Director of Communications + Marketing, University of Victoria

**Melanie Kilpatrick**

Student, University of Victoria

**Roxanne Kropp**

Student, University of Victoria

**Peggy Kulmala APR**

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Student, Royal Roads University

**Sarah Leangen**

Student, Royal Roads University

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**Dan MacLennan**

Communications and Public Relations Officer, Vancouver Island Health Authority

**Shannon Marshall**

Director of Community Relations, Vancouver Island Health Authority

**Dr. Virginia McKendry**

Associate Professor/ Program Head, Royal Roads University

**Tamara McLean**

Senior Communications Specialist, ICBC

**Kelsie McLeod**

Communications Manager, District of Saanich

**Nikola Mende**

Communications and Marketing Officer, Pearson College UWC

**Kim Meyer**

Student, Royal Roads University

**Ben Mittelsteadt**

Manager of Communications and Government Relations, BC Assessment

**Ruth Mojeed**

Government Communications & Public Engagement, Province of BC

**Jen Morgan**

Communications Officer/Graphic Designer, Vancouver Island Health Authority

**Alicia Morris**, Leadership Officer,

Department of National Defence

**Tim Morrison**

Communications Coordinator, BC Assessment

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CEO, Association of Service Providers for Employability and Career Training

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Archives Specialist, District of Saanich

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Vancouver Island & Sunshine Coast, BC Hydro

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Health Authority

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Public Affairs Officer, Department of  
National Defence

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Communications and Event Coordinator, BC  
Assessment

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Student, Royal Roads University

**Chelsea Rutherford**

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Director of Corporate Relations,  
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Student, Royal Roads University

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CEO, Triathlon Canada

**Laura Vizina**

Program Director, University of Victoria

**Anita Wasiuta** APR

Marketing Manager, BC Transit

**Valerie Wilson**

Director of Communications + Engagement,  
Vancouver Island Health Authority

**Daphne Wood**

Director, Communications & Development  
Greater Victoria Public Library

**Jason Woywada**

Self-employed

**Joan Yates** APR

VP Communications, Advancement and  
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**Brett Young**

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