



2023-2024 Annual Report

www.cprsedmonton.ca

Photo credit: [Amber Ford](#) on [Unsplash](#)

Message from the President

Tammy Vineberg, APR

This year's focus was on getting back to "normal" or pre-pandemic for CPRS Edmonton. The last few years have been navigating online and/or in-person events. We worked on rebuilding the sense of community that we may have lost because of not being able to connect in person. All of our events have been where people can sit across from each other and talk, starting with our successful 60th anniversary celebration in October.

Thanks to having a national network, we could learn what works and what doesn't from other chapters. When we saw that CPRS Vancouver's Communications Coffee Chat was gathering steam, we introduced this concept as a way of getting the word out about our chapter, providing an outlet for those in our profession to talk about issues that matter to them, and the desire for those who want to connect with each other. These free monthly gatherings have become popular and we have an average of 12 attendees on a Saturday morning. Sometimes two hours have passed so quickly that we don't realize where time went!

It was also a time for the board to take a look at its governance, financial health, and stability. I'm proud to say that we are healthy enough financially that \$10,000 will be invested in a GIC that can hopefully be used in the future for any emergencies that arise or a scholarship for public relations students. The board structure has been scaled back to a manageable size. However, as volunteers we could always use more support in spreading the word about our events. As for stability, I plan to remain as president for another year if our membership allows this and there are a few other board members who also plan to continue in their roles. On the other hand, our membership is not as stable and we have been seeing a downward trend in the numbers. Ten years ago, our chapter boasted more than 160 members. Now it's alarming to see a continuous decline in membership. We are sitting at around 85 members and if this continues, we may not have a chapter.

I don't want to sound alarmist. CPRS Edmonton has been successfully delivering value to its members for over 60 years. I want to thank all past and present members for their support. I'm also proud to serve with and lead our talented board. A shout out and thank you to Jan Martin and Julia Harvie-Shemko, APR who served on the board during the year. We have to continue to strive to communicate the value of belonging to a professional organization and deliver events that reinforce this value. We have to emphasize the importance of accreditation, our national network, and how relationships matter. I hope you will sustain your membership and encourage others to join so we can continue to have a bright future.

If you want to chat about CPRS, I'm always open to meet for a coffee.

CPRS Edmonton 60th Anniversary

**Tammy Vineberg, APR and Darrell Winwood, APR
Event Co-chairs**

CPRS Edmonton's 60th Anniversary was an exceptional celebration.

In October 2023, we celebrated our diamond anniversary in style by gathering together for a special brunch that celebrated the chapter's history while looking forward to the future.

Since 1963 Edmonton CPRS has been a home, a resource, a group of friends and a repository of wisdom and advice for countless members of the public relations and communications profession. Hundreds of events, thousands of members and untold stories later, long-time members and new ones gathered on a Sunday to reflect, see old friends and be inspired.

Presented by Crestview Strategy, the brunchtime affair drew about 70 attendees, who gathered at LUX restaurant in downtown Edmonton, with opportunities before and after the official program to visit and reconnect.

Joining the festivities were past long-time chapter members and volunteers, including former national presidents Derrick Pieters and Richard Truscott, as well as past chapter presidents from across Canada like Andrea Collins, who travelled up from Calgary for the event.

A special thank you to Dr. Terry Flynn, APR, FCPRS, LM, graduate director of the Master of Communications Management (MCM) program at McMaster University, who also travelled to Edmonton as our special guest speaker. Flynn spoke about the proud history of CPRS, current and future challenges facing the profession and opportunities to continue growing as practitioners.

Rapid Fire Theatre provided the laughs later in the program with an improv show that drew up members on stage and engaged the crowd.

This celebration was the largest event our chapter has hosted since the pandemic started in 2020, and it was the perfect way to kick off the 2023-2024 year. Thank you to all our members and friends who came out to celebrate with us. For more photos of the event, please visit [CPRS Edmonton on LinkedIn](#).

CPRS Edmonton deeply appreciates all our event sponsors who made this event possible:

Presenting sponsor:
[Crestview Strategy](#)

Partner sponsors:

[Stories and Strategies](#)

[Brookline Public Relations](#)

[Habit](#)

[Red Thread Connections](#)

CPRS - Edmonton Events 2023/24

**60 Years
of Stories**

10/15/23

**Tackle your
LinkedIn Profile**

11/22/23

**EPL Studio
Tour**

4/23/24

Jingle & Mingle

12/18/23

APR Mixer

3/19/24

Mentorship

4/23/24



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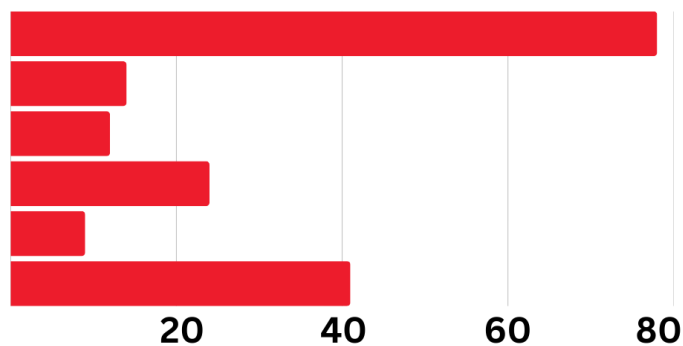
Coffee Chat Events

**Income from
Events**

\$5080.00

2023/24 Event Participation

60 Years of Stories
Tackle your LI Profile
EPL Studio Tour
Jingle and Mingle
APR Mixer
Mentorship



Membership

[Darrell Winwood](#), APR, CPRS Vice President

Communicating and delivering on the value of membership in CPRS Edmonton continued to be a major priority this year. We continue to encourage participation and engagement from members and non-members beyond the Edmonton area and across northern Alberta.

Our members told us that they want more professional development, social connection and volunteer opportunities. We had numerous professional development and networking events throughout the year for public relations and communications professionals at every stage of their career, from students and newer practitioners to more seasoned members.

1. **Networking Opportunities:** This year, CPRS Edmonton instituted monthly Coffee Chat gatherings, which are highly-successful and well-attended. These events will continue over the summer. At these and other events, attendees connect with industry peers, professionals and mentors, leading to great conversations about ideas and best practices.
2. **Professional Development:** CPRS Edmonton offers ongoing professional development for members at the local and national level. Many events are also open to non-members, but members enjoy significant discounts and member-only access on workshops, webinars and conferences, as well as access to resources through CPRS National. Through these exceptional resources, members can stay updated with the latest industry trends, expand their knowledge base and enhance their expertise in public relations.
3. **Industry Recognition:** Being a CPRS member demonstrates a commitment to professionalism and ethical practice in public relations. CPRS National's Accredited in Public Relations® (APR) program certifies qualified public relations and communications professionals to the highest national standards for strategy, ethics and best practices. Together, the industry recognition adds credibility to members' professional practice at every stage of their career. Newer practitioners can take the Public Relations Knowledge® (PRK) exam as the first step in the certification process.
4. **Job and Career Support:** CPRS Edmonton provides the Jobline, which is free for employers to post and for any practitioner to view. Listings include current job postings and occasional mentoring resources for members and non-members, to help support them in their career advancement.
5. **Access to Resources:** CPRS members enjoy access to the national Bill Rees Library of resources, including past PD sessions. Members can also access the Mount Royal University library for past case studies, work samples and Award of Excellence Submissions. Partnerships with Public Relations Society of America (PRSA) and the Global Alliance provide members with access to a wide range of resources like industry publications, research studies, case studies and best practices.

Membership as of May 2024

	2019/20	2020/21	2021/22	2022/23	2023/24
Current members	132	108	106	97	83
# of student members	18	17	28	14	15
Lapsed members (last 12 months)	53	74	40	46	39
Life members	4	4	4	4	4
Accredited members	29	29	21	25	N/A
College of Fellows	7	7	4	4	N/A

Communications

[Heather Massel](#), APR

CPRS Edmonton exists to serve and support its members with unparalleled professional development, networking and community, and to elevate the communications profession in Edmonton and beyond.

The communications portfolio manages all of the chapter’s public-facing communications and social media assets, including the [CPRS Edmonton website](#), event graphics and the e-newsletter, which we publish 10 times a year. We have promoted numerous events and initiatives over the 2023/2024 year, and amplified the voices of public relations and communications professionals.

We kicked off the fall 2023 event schedule with CPRS Edmonton’s 60th anniversary, and promoted it across multiple channels. We leaned into using LinkedIn and the website as our primary avenues for promotion, and were gratified to see so much engagement amongst our peers. Thanks again to everyone who attended, and our thanks to presenting sponsor [Crestview Strategy](#), and sponsors [Red Thread Connections](#), [Habit](#), [Brookline Public Relations](#) and [Stories & Strategies](#).

As a result of the combined social media engagement efforts of the board—led by our tireless president, Tammy Vineberg, APR—we’ve welcomed one-third more followers to the [CPRS Edmonton LinkedIn page](#) since September, 2023, and engagement and excitement for upcoming events continues to grow.

Tammy introduced monthly Coffee Chat gatherings during the 2023/2024 board year to keep the conversation going, and the communications team has promoted these events on social media. Each Coffee Chat attracts more than a dozen attendees, and Tammy will continue them over the summer. Check out the [CPRS Edmonton website](#) for the dates of upcoming events, including our speed-mentoring event and the Annual General Meeting and “AI in Communications” panel discussion. If you haven’t already done so, please “like”, follow and share our content across your favourite social media channels. We appreciate your support!

Over the past year, we’ve updated website content to keep it relevant and top of mind. The [CPRS Edmonton e-jobline](#) is a free service for area employers to post communications and PR vacancies, and throughout this year it was the most-visited page on the website, followed by events and Tammy’s president’s message.

Thank you to the talented and dedicated members of the 2023/2024 communications team—[Christopher Adamson](#); [Kathleen Elisabeth Roos](#), and [Kendrea Sicotte](#)—for their creativity and innovation to promote events, engage on social media and elevate the communications profession all year long.

Accreditation

Peter Haight, Past-President

Accreditation with the Canadian Public Relations Society is a voluntary certification program and a respected measure of professional experience and competency in the field of public relations. The designation, administered by CPRS, distinguishes you as being committed to the highest professional standards.

CPRS Edmonton is proud to recognize two members who earned the Accredited in Public Relations® (APR) designation in the 2023 cycle:

- [Zak Fairbrother](#), APR
- [Benjamin Proulx](#), APR

Accreditation is a year-long process that measures the extent of practitioners' experience and competency in the field of public relations needed to practice public relations at a senior level, and establishes standards for professional practice. It also measures strategic thinking, not specific academic knowledge; however, it is necessary to have a foundational knowledge of public relations theory and policy issues to achieve accreditation.

The year-long process is a measure of the extent of your practical experience and competence in the field. To be eligible, you must:

- be employed full-time in a public relations position or have owned your own public relations business for at least five years;
- spend at least half of your professional time involved with specific public relations activities;
- and be a member in good standing of the Canadian Public Relations Society.

The application deadline is December 1 each year.

Once accepted, candidates may choose to study on their own, connect with resources offered through the national office and website or work with the Edmonton Accreditation Chair who can offer support through study groups or one-on-one consultation. While the Accreditation Chair was vacant for the 2023-24 board year, Edmonton APRs supported candidates through the process.

It isn't too early to start thinking about whether you'd like to add the letters, APR, after your name in the next year. Email accreditation@cprsedmonton.ca to express interest, or reach out to Tammy Vineberg, APR and CPRS President, to find out more.

Mentorship

Heather Shtuka, APR

Building and maintaining professional relationships is at the core of public relations and communications practice.

Mentorship through CPRS Edmonton is a key way to help navigate the complexities of today's communications industry, and further develops the professional skillset of our members at every phase and stage of their career.

Whether practitioners are looking for advice, want to chat about potential next steps in their career—or are not even sure where to begin—the mentorship program in CPRS Edmonton is a great starting point.

This year's Speed-Mentoring for Communicators: The 2024 Edition was held in April. It was a highly-successful, sold out event, with more than 40 public relations leaders and mentees meeting to connect and learn with and from each other.

We are always looking for new mentors and mentees, so if you're looking for more connection, please email Tammy Vineberg, APR at president@cprsedmonton.ca.

Statement of Financial Position

CPRS Edmonton will hold a separate, special meeting in fall 2024 to review and approve CPRS Edmonton's Statement of Financial Position for the 2023-2024 board year.

Relevant documents will be circulated to members for review and consideration before the 30-day notice period for a special meeting.

If you have any questions, please email treasurer@cprsedmonton.ca.

***CPRS Edmonton
2024 Annual General Meeting Proxy***

The CPRS Edmonton 2024 Annual General Meeting will be held in person at the Workshop West Playwrights' Theatre, 8529 Gateway Blvd. Edmonton, on Wednesday, June 26, 2024 starting at 5:30 p.m.

The AGM will be brief, and is called to fulfill CPRS Edmonton's bylaws. A separate, special meeting will be held in fall 2024 to review and approve CPRS Edmonton's Statement of Financial Position for the 2023-2024 board year.

Following the AGM, CPRS Edmonton will present its final professional development event before the summer break: a fireside chat discussion on AI's Impact on Communication Evaluation. [For tickets and more information, visit the CPRS Edmonton website.](#)

If you are not able to attend the 2024 Annual General Meeting in person, please submit your votes no later than 8 a.m. Wednesday, June 26, 2024.

Click [here](#) for the Google form.