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HISTORIENS CULINAIRE
DU CANADA



CULINARY HISTORIANS
OF CANADA

Report of the Publicity Committee

Submitted by Samantha George, chair

Albeit that 2020 has been an odd year, CHC has been actively engaged with several publicity opportunities which has allowed us to take our mission and goal further, developing wider audiences.

In February, we began to work with a Quebecois production company, 39-45 en sol canadien, which was shooting a documentary about the home-front activities of Canadians through WWII. Host Claude Legault, and his crew spent a day in August with Carolyn Crawford, CHC president and Samantha George, sharing WW II stories and making a Canadian war cake.

May gave us a delightful online interview series, *Behind Every Great Cook is a Great Mother*, launching CHC into the world of Zoom. This forced us to engage with technology and proved to us that we could do it, setting the tone for future engagements/opportunities.

In the summer, we partnered with Between the Lines Publishing and the biography of Ethel Mulvany called *A Taste of Longing*. CHC was asked to preview the manuscript and offer a critique of the story; we're continuing to work with the publisher to present other opportunities to share our mission and grow our audiences.

We continue to work with the Royal Agricultural Winter Fair, and are active members of the Jam, Jellies and Pickles category. Members are working with the RAWF staff in planning, establishing categories and criteria and physically judging the contest submissions. The CHC is delving into other opportunities to work with the RAWF moving forward, both in in-person and digital content and delivery for our new world.