

Danielle Maisonneuve

YOCOM PROFILE



Danielle Maisonneuve

Montréal, Québec

Widely recognized as a pioneer in public relations education and research in Québec and beyond, Danielle Maisonneuve—now retired—first built a career as a consultant and manager before becoming a professor of communication at the *Université du Québec à Montréal* (UQAM). She is also the founder and inaugural holder of the Chair in Public Relations and Marketing Communications, the first initiative of its kind in the world.

Under her leadership, the Chair became a true hub of innovation, research, and collaboration, bringing together hundreds of scholars and practitioners in public relations and forging partnerships with major organizations such as the *Société des relationnistes du Québec* (now SQPRP), IABC Québec, the *Alliance des cabinets de relations publiques du Québec* (ACRPQ), and the *Association des communicateurs municipaux du Québec*, as well as maintaining ongoing collaboration with the Canadian Public Relations Society, helping strengthen ties across the Canadian community.

Danielle Maisonneuve also led pioneering training programs—including Québec's first bachelor's degree in public relations—and authored numerous publications, in addition to overseeing the creation of several book collections in communication and public relations.

Through her foundational contribution to building the academic underpinnings of the discipline, she played a decisive role in establishing the frameworks for an ethical and responsible public relations practice, in elevating the importance of critical research, and in advancing public dialogue within society.

What year did you start practicing public relations; with what organization?

My journey in public relations began in 1973, a path that would take me from the World Orchestra all the way to UNESCO's World Heritage program.

I still remember the apprehension I felt when I accepted my first position as Director of Public Relations for Jeunesses Musicales of Canada (JMC), based at the organization's Montreal headquarters and at the Orford Arts Centre. I quickly became aware of the immense scale of a country as vast as a continent. Managing communications across all Canadian provinces, while also engaging with JMC member organizations internationally, I discovered—supported by a skilled and dedicated team—the power of communication to build meaningful connections between people from different backgrounds.

It also meant designing new kinds of cultural events to spark young audiences' interest in classical music and opera. I took part in the creation and hosting of innovative concert formats such as “Sons et brioches” a series of family-friendly performances at Montreal's Place des Arts and Croissants-Musique at Québec City's Grand Théâtre—performances still on the program more than 50 years after their debut.

JMC's public relations campaigns also aimed to support the careers of young musicians. The success of their national and international tours—including their performances with the World Orchestra—relied on tailored communication strategies, supported by radio and television coverage (Radio-Canada).

Half a century has passed since this first job and I realize how deeply this work inspired me. Helping young musicians gain confidence at the beginning of their careers eventually guided me—much later—to help public relations students build confidence in their own abilities as they embarked on their professional journeys. The parallel between these two groups often moves me: today, I am touched when I see concert announcements from artists who have achieved international recognition but once gave their very first performances with Jeunesses Musicales of Canada. I feel the same emotion when I hear media interviews with our former public relations students, now successfully pursuing careers that allow them to fulfill their aspirations and contribute to the evolution of our society.

This first position grounded me in practical public relations while opening my practice to international communication through the World Orchestra. Early in my career, this global perspective would later extend into my work in public relations for UNESCO's World Heritage program, which shaped the final years of my professional life.

To better understand your career path, could you give us an overview of your entire career?

Considering the overall trajectory of my career, it can be divided into two main components: professional practice and academia. From 1973 to 1996, I worked as a consultant and communications/public relations manager.

In consulting, my responsibilities spanned the public and parapublic sectors (government ministries and agencies), the private sector (serving various companies), as well as union and nonprofit environments.

As a communications manager, my roles covered the leadership of communications and public relations, crisis management, media relations, shareholder relations, and engagement with multiple stakeholders. I began in 1973 with Jeunesses Musicales of Canada. I then served as Coordinator of Internal Communications at PetroFina (later Petro-Canada); Head of the Communications Division at the Montreal Urban Community Transit Corporation; Director of Communications and Public Relations at the Société des alcools du Québec; and Director of Communications at the *Mouvement québécois de la qualité*.

The second major component of my career concerns my experience in training and university teaching. I delivered several customized training workshops within various organizations in Québec and taught courses in the Public Relations Certificate program at the Université de Montréal. I also participated in training initiatives and program development internationally, notably in Egypt, Vietnam, China, France, Italy, and the Scandinavian countries—Sweden and Norway.

In 1996, I joined the Université du Québec à Montréal to help launch the first French bachelor's program in public relations in Canada, which I co-directed for several years in collaboration with the School of Management Sciences. Over the last 20 years of my career at UQAM, I served as professor and then full professor in the Department of Social and Public Communication. I founded the Chair in Public Relations and Marketing Communications and served as its holder for two terms, during which I established a dozen affiliated study centers. At UQAM, I also devoted several research projects to UNESCO World Heritage topics.

Finally, I held the position of Associate Dean for Research, Creation, and Graduate Studies at UQAM's Faculty of Communication. During my time at the university, I contributed to the creation and direction of three editorial collections at the Presses de l'Université du Québec (PUQ), where around one hundred works were published—enabling numerous scholars to share the results of their research or publish their theses. I also served as a member of the PUQ Board of Directors.

If you look back over the years you've been working in public relations, what would you consider your crowning achievement for a client/your organization? Why? When was that?

It is difficult to choose among activities that span more than half a century, but the creation of a bachelor's program in public relations and a research chair dedicated to the field remains especially meaningful to me. Perhaps because both initiatives reflect a dual foundation: first, the practical experience I gained working in various organizations and industries, and later, the academic research I conducted on the theoretical and ethical underpinnings of public relations.

In 1996, I took part in establishing the first full undergraduate program in public relations at UQAM. Then, in 2001, an unprecedented milestone was reached with the creation of the Chair in Public Relations—renamed in 2007 the Chair in Public Relations and Marketing Communication.

Both the academic program and the Chair were developed through close collaboration between the Faculty of Communication and the School of Management, ensuring that the two essential dimensions of public relations—communication and management—were fully integrated into the curriculum and into a versatile research program. Their launch was made possible thanks to the generous involvement of the first team we recruited, comprised of scholars and seasoned practitioners whose combined expertise secured a strong balance between academic and professional perspectives. Professors, lecturers, researchers and research assistants all joined in this undertaking. As the new program attracted growing interest from students year after year—eventually becoming a limited-enrollment program—the Chair emerged as a vibrant hub connecting the professional and academic communities. It fostered strong partnerships with leading organizations such as the *Société québécoise des professionnels en relations publiques* (formerly the *Société des relationnistes du Québec*), IABC-Québec, the *Alliance des cabinets de relations publiques du Québec*, the Association des communicateurs du Québec, CNW Telbec, Caisse-Chartier, the *Union des municipalités du Québec*, and many others. We also benefited from invaluable collaboration with the Canadian Public Relations Society, which strengthened ties with the Canadian community as a whole, along with the essential support of numerous economic and social partners.

However, welcoming new public relations students also meant providing them with appropriate learning materials. In 1996, very few French-language books existed on topics central to the practice and study of public relations. We therefore needed to build a scientific body of knowledge that reflected the Québec and Canadian contexts, while also disseminating the findings produced through the Chair's research. To achieve this dual objective, we received support from the Presses de l'Université du Québec, which over the years published nearly one hundred books across the three collections I directed or codirected: the Public Relations collection,

the Communication collection, and the Health and Society collection. From the outset, Solange Cormier played a significant role in this publishing initiative, as did the many researchers and authors whose high-quality work—often conducted within the Chair’s research centres—helped advance the field.

I also developed numerous inter-university collaborations that enabled student exchanges, allowing participants to complete courses and internships abroad. The warm welcome extended by public relations firms, independent practitioners and communication professionals working in various organizations greatly contributed to the success of these internships, which so effectively complemented classroom learning. I remain deeply appreciative of the collaborative spirit shared by faculty members, students, researchers and professionals. These dynamic exchanges enriched the undergraduate curriculum and inspired the development of new public relations courses at the master’s and doctoral levels, which I had the pleasure of creating.



In its September 27, 1999, edition, L’UQAM branché ran the front-page headline: “Public Relations — A First Cohort of Graduates”.

Photo: Seated in the center with two colleagues is Danielle Maisonneuve, who had been directing the program since its launch in 1996, together with the 32 graduates—the first French-speaking recipients of such a degree in North America.

First issue of the Bulletin Recherches RP published by the Chair in Public Relations in June 2004.

Photo: Danielle Maisonneuve in 2004, Chairholder and Director of the Public Relations Research Bulletin.



La recherche en relations publiques : un essor remarquable



Témoignant de la maturité de la profession, ce bulletin consacré à la recherche en relations publiques est attendu depuis longtemps par les relationnistes québécois. En effet, cette jeune profes-

et ce, dans tous les types d’organisations, aussi bien publiques que privées, syndicales que patronales.

En ce sens, les relations publiques se situent dans la mouvance d’une réflexion plus large sur le positionnement social de la profession. Par la création de ce nouveau bulletin, une contribution à la diffusion des connaissances est apportée pour soutenir l’amélioration de la pratique professionnelle au Québec. La

que la Chaire a pour mission de contribuer à la progression des connaissances, à la formation des étudiants et à l’émergence d’un débat public sur toutes les questions relatives à l’exercice du métier de relationniste et à son rôle dans la société québécoise.

Les résultats de recherche présentés dans ce bulletin sont le fruit des travaux de l’une ou l’autre des neuf unités de recherche de la Chaire, dont vous trouverez la liste et la des-

If you look back over the years you've been working in public relations, what would you say your worst moment was? Why? When was that?

During the 1998 ice storm in Québec, I took part in the work of multidisciplinary teams responsible for leading communication efforts with the population. I greatly valued the opportunity to collaborate with so many experts under such exceptional circumstances—individuals who, day and night, pushed the limits of teamwork in a context of intense pressure.

A close alignment between local and provincial initiatives had been established; however, considering the vast territory affected, I now recognize that certain aspects of this crisis management could have been improved. This became particularly evident during the Ice Storm Symposium, which I organized in 1999 with colleagues, as a form of social debriefing. Several presenters—including public relations professionals—highlighted areas where access to information could have been enhanced, as well as the need for greater communication coherence among the many partners who must rapidly coordinate their efforts during a crisis. I now understand how important it is to minimize overlapping jurisdictions, which can cause delays or confusion in the dissemination of crucial information.

This topic seems more relevant than ever today in the context of the climate crisis. Many aspects of crisis-related public relations will continue to evolve and will need to adapt to the particular challenges posed by environmental constraints. Yet one principle remains constant, as the 1998 Ice Storm taught us—and as current practice continues to confirm: effective communication management, especially in emergency situations, must be grounded in accurate information, consistency across all messages, and coordinated rapid action toward every affected public. The COVID-19 crisis reminded us of this with heartbreaking clarity across the globe.

Strategic communications planning: what changes have you seen since you started in public relations? And what are the implications?

When I began my career in public relations in 1973, there was no Internet, no artificial intelligence, no cell phones, and no social media. Today, the explosion of information technologies has transformed the strategic foundations of public relations planning, introducing an increasingly complex and unstable communication environment. More than ever, this underscores the need for rigorous strategic planning, enabling public relations professionals to position themselves within a global landscape often dominated by influencers who disseminate information outside traditional frameworks. From a practitioner's perspective, this evolution also brings challenges, as it exposes them to the potential harms caused by unverified or erroneous information, including conspiracy theories or deliberate disinformation campaigns.

In such a context—anxiety-inducing for much of the population—strategic planning by public relations professionals provides a normative framework that ensures the rigor of their interventions and the clarity of their intentions when communicating on behalf of their client or organization. Naturally, flexibility remains essential in responding to emergencies. But, in general, the more a society is confronted with misleading or harmful discourse, the greater its need for accurate, well-founded communication issued by trustworthy sources. This is precisely the role promoted by professional associations, public relations training programs, and scientific institutions.

What changes you have seen since starting a career in public relations, and the implications, with respect to the following areas:

Media Relations

Fifty years ago, public relations was largely centered on media relations; many PR practitioners were even hired based on their experience as journalists. Unsurprisingly, their communication efforts were primarily (though not exclusively) focused on disseminating information through traditional media, which at the time were central to their mandate. Communication was often one-way and largely approached from a “control” perspective—controlling information, limiting damage, protecting the organization’s image, and so forth.

Over time, traditional media diversified and specialized (internal media, cultural and scientific publications, entertainment press, regional and community outlets, etc.). Then came their expansion beyond traditional boundaries: online information, 24/7 news cycles, social media, and media networks advocating for socio-economic, labor, feminist, or other causes.

Media concentration and digitalization, the integration of artificial intelligence even in newsrooms, and the rise of social media have brought significant changes to public relations practice. The diversification of media frameworks has required PR professionals to realign their public communication strategies. Added to this are growing social and ethical concerns, emphasizing transparency, accountability, and social acceptability. This does not mean that practitioners ignored these values in the past, but today, the public expectation for PR professionals to uphold them is far stronger.

Moreover, in the face of political influence over media content and the proliferation of influencers and gurus, PR professionals must now navigate a vortex of information, misinformation, and large-scale manipulation aimed at shaping public opinion. In these circumstances, the role of public relations increasingly emphasizes defending the democratization of information, ensuring content accuracy, and maintaining organizational transparency.

Media Organizations and Reporting Quality

Over the last decade, news organizations have undergone profound changes due to the media crisis: revenue losses, closures and mergers, media concentration, and staff reductions. This has not diminished journalists' commitment to quality reporting and critical analysis, but in many outlets, time, resource, and personnel constraints have reduced coverage of press conferences, in-person interviews, and investigative reporting.

Another major change is the dominance of social media, which has eroded the reach and authority of traditional media. Many outlets have responded by developing online information platforms. However, in a context of information overload—particularly on social networks—the public increasingly requires reliable reference points. Quality information has never been more critical. News organizations recognize this and position their journalists' work as rigorously verified sources. Yet, without overgeneralizing, some media outlets openly align with specific political affiliations or ideologies, which inevitably introduces bias into news coverage.

Employee/Internal Communications

The major changes in internal communications reflect new organizational and management models emphasizing employee engagement and well-being. This approach involves understanding employee expectations, aspirations, and contributions to organizational objectives. Communicators play a crucial role in mobilizing and involving internal audiences—including executives, staff, retirees, unions, associations, and board members (straddling internal and external stakeholders).

Internal communication has grown substantially in recent decades to ensure cohesion among internal audiences, taking into account political, economic, and social concerns affecting their work environment and employer. Employees are now better educated and exposed to multiple sources of information; they are more critical of their employers and expect to be heard, with their suggestions seriously considered.

Typically integrated into the public relations structure, internal communication serves as a key information channel aligned with external communications, organizational strategy, and, in the case of multinational corporations, international internal information flows. I observed this importance as early as the 1970s, when I oversaw internal communication at Petrofina (later Petro-Canada). From the Montréal headquarters, I witnessed the complementarity of internal and international communications, particularly considering the cultural differences between employees of PetroFina Canada and Fina employees worldwide. Organizational responsiveness to global issues directly impacted workplace climate. While global news was not as instantaneous as today, emerging environmental concerns already influenced organizational culture and required

adjustments to communication positioning and practices—a challenge that continues in the oil industry under increasing environmental pressures.

Shareholder/Investor Relations

Among regulated communication types (e.g., securities authorities, stock exchanges), shareholder and investor relations are formally structured. Accountability and mandatory disclosure of financial information have evolved toward greater transparency regarding an organization's short- and medium-term objectives. Annual reports, once largely self-promotional documents, must now address risks and uncertainties affecting the company and its business environment. This approach helps evaluate the impacts of organizational activities on development projects and society. Annual meetings and other statutory events are therefore critical for connecting management with shareholders and investors. PR professionals usually oversee these events and publications in coordination with executive management, finance teams, and board members.

Current uncertainty in international trade, including protectionist measures, increases the complexity of financial communication. PR practitioners must now consider the impact of national and international information on organizational strategies. Many PR advisors, communication firms, and agencies have specialized in this area, creating a professional niche focused on shareholder, investor, and financial stakeholder relations.

Overall Application of Stakeholder Relations Planning

Stakeholders were rarely considered in communications planning in the past. Today, public relations increasingly focus on the diverse audiences that comprise organizational stakeholders. Independent workers, agency-based PR practitioners and PR employees now extend their expertise to identifying all client stakeholders, integrating their information needs and rights of oversight into communication plans.

Stakeholders often complicate PR work because they come from varied backgrounds and exert significant influence over organizational decisions and outcomes. Political stakeholders—international, national, provincial, and municipal—require specific types of information and communication approaches that must align with the organization's overall public information flow.

Use of Pre- and Post-Campaign Research

From an early stage, PR practitioners sought research tools to meet client needs. Some agencies even created dedicated research departments. Initially, few financial resources were available for qualitative studies. However, advances in press analysis occurred: beyond quantitative studies, a qualitative approach emerged in the 1980s with the Morin-Chartier method, developed in Québec based on the work of sociologist Violette Morin. Variants of this approach now exist

worldwide and have been adapted to social media content.

Today, PR professionals increasingly use scientific research methods to collect data—whether one-time, recurring, or longitudinal—not only before and after campaigns but also during them, ensuring alignment between objectives and public expectations. Research contributes significantly to the rigor and efficiency of interventions, both publicly and internally, or with stakeholders. Multi-variable analysis further sharpens the understanding of issues and informs communication strategies.

Issues Management

Fifty years ago, PR professionals addressed organizational issues, but often reactively. Over time, issue management has evolved into a more formalized, integrated process within organizational management. Systematic issue management involves identifying, evaluating, prioritizing, and resolving challenges. Continuous monitoring provides a clear conceptual framework, allowing anticipation of solutions and clarifying responsibilities among those involved in managing each issue.

Today, communication plans are often integral to risk and issue management, designed to identify corrective actions and prevent recurrence. PR professionals contribute their expertise to the organization's broader management framework. This structured, formal approach contrasts sharply with earlier siloed methods.

Quality and Competence of Early-Career PR Professionals

Young PR professionals are expected to have broad competencies: relevant academic training, continuing education, certification, teamwork skills, and the ability to perform under pressure. Leadership, project management, and effective communication with diverse audiences and stakeholders are also essential.

Defining an organization's role in the public sphere based on integrity, empathy, and transparency is a key strength for early-career professionals. They must be able to “represent something larger than themselves,” articulating the organization's or client's positioning. This role goes beyond that of a spokesperson; PR advisors influence both communication and managerial strategies. It may also involve giving voice to stakeholders or groups without access to public platforms.

Trusting that reputation management is an integral part of good, effective public relations, how is it being applied differently today than, say, 30 years ago?

Today, the concept of social acceptance is recognized as a fundamental component of public relations work, whereas in the twentieth century, it was not as prominently on practitioners' agendas. At that time, organizations focused on maintaining a positive image, but often without a clear understanding of the

multiple components of their reputation. Are we doing better now? It is difficult to compare two eras shaped by very different contexts, but there is no doubt that much work remains to be done.

Reputation management now includes a significant focus on social acceptance. An organization's reputation is a composite of many facets of its identity as a corporate citizen. It encompasses leadership, contributions to the advancement of its field, the reputation of its management team and workplace climate, the visibility of its achievements, environmental concerns, and the quality of relationships with various stakeholders—clients, members, investors, and others. Integrated management of these aspects is now a central part of public relations practice, directing communication strategies toward social responsibility and institutional prestige, while incorporating values of inclusion and equity.

How do you feel about large national and multinational public relations firms, and small niche firms?

Both categories of PR firms are necessary because they serve complementary needs. For organizations operating internationally, within a context of globalization and commercial tensions, engaging the expertise of a multinational PR firm can be extremely useful. Such firms facilitate tailored approaches for different audiences and market segments across multiple countries. Large international networks of PR firms further expand positioning, facilitate project acquisition, optimize resource access, and amplify reach by leveraging global networks.

Conversely, smaller, niche firms are well-suited to specialized needs. Organizations seeking experts to communicate with highly specific audiences—for example, in aerospace or critical metals—are often well served by small firms that have deep knowledge of a particular field.

Is there anything else you'd like to talk about regarding how the practice of PR has changed since you've been involved in it? For example, how do you think ethics as a fundamental principle of communication and issues of diversity, inclusion, and equity have evolved in your view? And what about today's role and responsibilities of women in PR?

The practice of public relations has gradually changed over the past fifty years. Women, long underrepresented in a male-dominated profession, have increasingly joined the field. The content of communications has also evolved, with changes in tone and strategic posture: fewer sexist or exclusionary messages, more equity and sustainability, less macho approaches, greater diversity of perspectives, and closer engagement with stakeholders.

Moreover, ethical standards and professional codes of conduct are receiving

growing attention in PR practice. The evolution of the profession must also consider the responsible use of artificial intelligence, an area where professional associations can provide leadership in developing ethical AI policies for public relations.

What are your thoughts on the evolution of social and environmental values in communication practices? And what about the attention given to climate change in today's communication? CSR communications, communications on sustainable development?

Public relations practice has progressively integrated the concepts of sustainable development and social responsibility, initially at a slow pace and then more dynamically since the early 2010s. According to the very first longitudinal research examining the evolution of sustainable development discourse led by Solange Tremblay (2006–2013), who at the time was heading the Centre for Sustainable Development, Ethics and Communications, most large Canadian companies now consider sustainable development. The majority of these organizations adopt communication strategies highlighting their social responsibilities, although the depth of engagement varies.

To provide a more personal perspective, let us go back to the 1970s, when I began taking an interest in environmental issues. These concerns guided my research, first at the master's level (starting in 1975) and later during my doctoral studies (1980–1990). They also shaped my professional practice within organizations and the Public Relations Chair, where the Centre for Sustainable Development, Ethics and Communications mentioned above was created. Attached to the Chair until 2010, this Centre explored the role of public relations in accountability and corporate social responsibility. The research, publications, and conferences that resulted from these efforts contributed to the creation of the first Canadian graduate program in CSR and Sustainability, developed in collaboration with the Faculty of Communication and the School of Management (ESG) at UQAM.

Given the urgent ecological and social issues we face, the development of responsible communications is essential and has gained momentum worldwide, though it remains insufficient. Notably, as early as 2006, Québec led an innovative initiative when all major professional communication associations jointly committed to uphold and promote sustainable development values across all spheres of their societal activities, signing the Declaration of the Communicators and Public Relations Professionals of Quebec on Sustainable Development. This first-of-its-kind initiative led by our Centre was recognized internationally and received high praise when we had the pleasure of presenting it at the UN Headquarters in New York, at the Department of Public Information, in March 2007.

In light of these advancements, PR professionals continue to engage actively in sustainable development and CSR. In the face of global urgency, their contribution

remains decisive in raising awareness and mobilizing audiences—a commitment supported by professional associations such as the CPRS (Canadian Public Relations Society) and SQPRP.

Where do you see the public relations profession heading?

The profession has reached a level of maturity that enables it to respond to the current erosion of democracy in several countries, where freedom of expression is increasingly constrained in the public sphere. Populations face censorship, and many groups are silenced when their views do not align with dominant political, ideological, or religious powers. In this context, the role of PR professionals is more essential than ever, as communication remains the foundation for dialogue among human groups.

As our esteemed and late colleague Michel Dumas noted in his work “Les relations publiques, une profession en devenir”, the future of the profession will continue to confront major challenges, demanding creativity, leadership, ethics, and rigour in communication:

“Public relations operates in a democratic context and contributes, in its own way, to the development and maintenance of this system.”

”

What advice would you give as a mentor to a young person entering the public relations field?

Given the scale of the challenges that newcomers to public relations will face in an increasingly complex and threatened world, I would offer the following advice:

- Be confident and believe in your potential.
- Understand that your work can make a meaningful contribution to improving the world, whether locally or globally.
- Always ensure that your professional activities align with your personal values.
- Strive for excellence in your PR work; it will be demanding but also highly rewarding.

More broadly, I would encourage young professionals to engage with their professional associations, such as CPRS, SQPRP, and others. These associations provide support and guidance and help anchor practice in recognized principles of ethics, professional conduct, and effectiveness.

I would also invite them to choose a volunteer or humanitarian niche, to experience the joy of giving and to make a difference in areas they care about—for example, by participating in initiatives like Public Relations Without Borders. By stepping outside their usual frame of reference, they can share their expertise with

communities in great need. Consider, for instance, situations in times of war where entire populations are displaced under horrific conditions. Social engagement would open up young public relations practitioners to diversity while reminding them that communication is truly an essential service, as illustrated in the following example:

“Refugees may not have cell phones or Internet access. PR professionals working in these extreme circumstances often need to provide a simple landline phone attached to a post in a refugee camp. After a long, exhausting journey on foot, the refugees, weakened, hungry, and thirsty, often head straight to the line to reach this humble means of communication. Their first call is not to collect aid from the Red Cross but to use the phone to let a loved one know: ‘I am alive!’”

— Danielle Maisonneuve, October 29, 2025

”

Awards and Distinctions

Partial list

- Mention d'honneur, Prix du ministre de l'Éducation (2007)
- Prix Ovation – Communicatrice exemplaire (2002), décerné par l'Association internationale des professionnels en communication.
- Grand Prix Équinoxe (2001) décerné par la Société des relationnistes du Québec.
- Prix du livre d'affaires PriceWaterhouseCoopers décerné en 1999 par l'Ordre des administrateurs agréés du Québec pour le livre *Les relations publiques dans une société en mouvance*, Maisonneuve, D., J.-F. Lamarche et Y. Sainte-Amant (1998).
- Profil publié dans la publication *Cent soixante femmes du Québec 1884 – 1994*, publié en 1996 par la Société Sainte-Jean-Baptiste de Montréal
- En 1993, l'Organisation mondiale de la santé (OMS) a reconnu le programme Éduc'alcool, que j'ai activement collaboré à développer, comme étant le modèle de communication le plus efficace pour prévenir l'alcoolisme et les toxicomanies. Afin de favoriser la consommation responsable au Québec mais aussi à l'étranger, ce programme de communication a fait l'objet de présentations à diverses tribunes où je suis intervenue, notamment en France, en Suède, en Norvège et en Italie.
- Prix pour le programme de relations publiques « Défi-clients SAQ » décerné par l'Association pour le développement et l'application de la technologie en éducation, en 1992.
- Mention « Plus important concours de vins au monde » décernée par l'Office International de la Vigne et du Vin, pour le concours « Les Sélections mondiales de la SAQ », organisé avec ma collaboration (1987-1995).
- Prix d'excellence de la Société canadienne des relations publiques : meilleure vidéo institutionnelle « Tradition et innovation » réalisée pour la S.A.Q. en 1990.

- Premiers Prix nationaux pour les meilleurs rapports annuels (SAQ), décernés par l'Ordre des CMA (1989, 1990).

Publications

Partial list

Books – author

- Maisonneuve, D. (2010). Les relations publiques dans une société en mouvance, 4^e éd., Sainte-Foy, PUQ, 479 p.
- Maisonneuve, D. (2004). Le syndrome de la cage de Faraday, Sainte-Foy, PUQ, 311 p.

Books – co-author & collective work

- Maisonneuve, D., J.-F. Lamarche et Y. St-Amand. (2006). Les relations publiques dans une société en mouvance, 3^e édition, Sainte-Foy, PUQ.
- Maisonneuve, D. (sous la dir.) (2005). Communication des risques, Sainte-Foy, PUQ.
- Lévy, J.J., D. Maisonneuve, H. Bilodeau, C. Garnier (2003) Enjeux psychosociaux de la santé, Sainte-Foy, PUQ.
- Maisonneuve, D., Lamarche, J.-F. et St-Amand, Y. (1999), Les relations publiques dans une société en mouvance, 2^e édition, Sainte-Foy, PUQ.
- Maisonneuve, D., Saouter, C. et Char, A. (sous la dir. de) (1999), Les Actes du colloque Communications en temps de crise, Sainte-Foy, PUQ.
- Maisonneuve, D., Lamarche, J.-F. et St-Amand, Y. (1998), Les relations publiques dans une société en mouvance, 1^{re} édition, Sainte-Foy, PUQ (Prix du livre d'affaires PricewaterhouseCoopers).

Book Chapters – author

- Maisonneuve, D. (2007). « Relations publiques, patrimoine mondial et paix : un projet de recherche », chapitre 4 de la deuxième partie du livre Le cheminement des idées dans le domaine de la conservation du patrimoine mondial : communication des universitaires et des experts, dans Moumouni, C. et C Simard (sous la dir.), Journalisme et Patrimoine mondial, Québec, Presses de l'Université Laval.
- Maisonneuve, D. (2005). « Les relations publiques : recherche et création comme vecteurs d'amélioration de la pratique professionnelle », chapitre 9, dans Mongeau, P. et J. Saint-Charles (sous la dir.), Communication : horizons de pratiques et de recherche, Sainte-Foy, PUQ.

Book chapters – co-author

- Maisonneuve, D. et al. (2010). « Les sources scientifiques et profanes dans les médias : leur rôle dans la construction des normes en santé », dans Renaud, L., (dir.), Les médias et la santé : de l'émergence à l'appropriation des normes sociales, Collection Santé et société, PUQ.
- Maisonneuve, D., et L. Renaud. (2007). « Influences entre les professionnels des médias dans le traitement de sujets touchant la santé », dans (Renaud, L. dir.), Les médias et le façonnement des normes en matière de santé, Sainte-Foy, PUQ.
- Maisonneuve, D., R. Fournier et L. Chartier. (2007). « Étude sur les médias et la

santé : cheminement d'un processus médiatique québécois », dans (Renaud, L. dir.), Les médias et le façonnement des normes en matière de santé, Sainte-Foy, PUQ.

- Renaud, L., C. Bouchard, M. Caron-Bouchard, L. Dubé, D. Maisonneuve et L. Mongeau. (2007). « Modèle du façonnement des normes par les processus médiatiques », dans (Renaud, L. dir.), Les médias et le façonnement des normes en matière de santé, Sainte-Foy, PUQ.
- Renaud, L., C. Bouchard, M. Caron-Bouchard, L. Dubé, D. Maisonneuve, L. Mongeau et K. Moore. (2007). « A model of mechanisms underlying the influence of media on health behaviour norms », dans (Renaud, L. dir.), Les médias et le façonnement des normes en matière de santé, Sainte-Foy, PUQ.
- Renaud, L., C. Bouchard, M. Caron-Bouchard, L. Dubé, M.-C. Lagacé, D. Maisonneuve, L. Mongeau, L. Dubé et K. Moore. (2007). « Comment le consommateur s'y retrouve-t-il dans l'ensemble des messages en matière d'alimentation et de santé », dans (Renaud, L. dir.), Les médias et le façonnement des normes en matière de santé, Sainte-Foy, PUQ.
- Renaud, L., C. Bouchard, M. Caron-Bouchard, L. Mongeau, D. Maisonneuve, M. Caron-Bouchard, D. Moreau, L. Dubé et S. Gagnon. (2007). « Traitement médiatique des messages émis sur les produits, services et moyens amaigrissants par l'Association pour la santé publique du Québec et sa réception », dans (Renaud, L. dir.), Les médias et le façonnement des normes en matière de santé, Sainte-Foy, PUQ.
- Maisonneuve, D. et al. (2007). « Médiatisation de la recherche clinique sur les médicaments : l'influence sur les décideurs du réseau de la santé » dans Lévy, J. J. et C. Garnier, La chaîne des médicaments, Sainte-Foy, PUQ.

Peer-reviewed scientific articles

Author

- Maisonneuve, D. (2004). « Citoyennes engagées et prises de décision dans la cité », Lien social et Politiques, Liège.
- Maisonneuve, D. (2004). « Relations publiques B2B et prises de décisions : influence sur les publics institutionnels », dans Communication, vol. 23, n° 1, .
- Maisonneuve, D. (2009). « Patrimoine mondial de l'UNESCO et culture de paix », dans Bulletin du Forum UNESCO, Université et patrimoine (FUUP), n° 37, édition du 19 janvier. Publié en français, en anglais (trad. D. Drendel) et en espagnol (trad. B. Cordelier).

Co-author

- Maisonneuve, D., L. Renaud, C. Leray, L. Chartier et M. Royer. (2009). « Santé et médias : modélisation du processus décisionnel – Les zones d'influence et de négociation entre professionnels des médias » dans Communication et Langages, n° 159, Paris, Armand Colin.
- Renaud, L., C. Bouchard, M. Caron-Bouchard, L. Dubé, D. Maisonneuve et L. Mongeau. (2006). « A Model underlying the influence of media on health behaviour norms », Canadian Journal of Public Health, vol. 97, n° 2, p. 149-152.
- Renaud, L., M. Caron-Bouchard, M.-C. Lagacé, D. Maisonneuve, L. Mongeau et K. Moore. (2006). « Comment le consommateur s'y retrouve-t-il dans l'ensemble des messages en matière d'alimentation et de santé ? », dans « Qu'est-ce qu'on mange », Canadian Issues, Montréal.
- Renaud, L., M. Caron-Bouchard, M.-C. Lagacé, D. Maisonneuve, L. Mongeau et K.

Moore. (2006). « Alimentation, média et maintien du poids santé : ce que pensent des gestionnaires de l'industrie agro-alimentaire de leur rôle dans la balance? », dans « Qu'est-ce qu'on mange », Canadian Issues, Montréal.

- Renaud, L., C. Bouchard, M. Caron-Bouchard, L. Dubé, S. Gagnon, D. Maisonneuve, L. Mongeau et D. Moreau. (2005). « Le traitement médiatique des messages émis sur les produits, services et moyens amaigrissants par l'Association pour la santé publique du Québec et sa réception », dans Revue canadienne de santé publique, vol. 96, n° 2, mars, p. 121-124.
- Maisonneuve, D. (2005). « Comment les relations publiques peuvent contribuer à l'essor d'une culture de paix et de tolérance entre les peuples », dans Bulletin Recherche RP, vol. 2, n° 1, juin, p. 11.
- Maisonneuve, D. (2005). « Un public méconnu : Les femmes siégeant sur des instances décisionnelles », dans Bulletin Recherche RP, vol. 2, n° 1, juin 2005, p. 3.
- Maisonneuve, D. (2004). « Influence des relationnistes auprès de la haute direction », dans Bulletin Recherche RP, vol. 1, n° 2, décembre, p. 1 et 8.

Collections created/directed at Presses de l'Université du Québec

Books published by PUQ in the collections of the Faculty of Communication (1997-2014)		
Collections	Number of publications	Under the direction of D. Maisonneuve et al.
Public Relations including 5 reissues	27	From 1997 to 2005, co-directed by D. Maisonneuve and S. Cormier. From 2005 to 2015, directed by D. Maisonneuve
Communication	25	Created and directed by D. Maisonneuve
Health and Society	35	Created and directed by D. Maisonneuve
Group and Organization	1	Co-directed by D. Maisonneuve and S. Cormier
Praticom	1	An initiative by D. Maisonneuve and A. Lafrance. Co-direction from 2002 to 2005: D. Maisonneuve and Solange Cormier. Co-direction from 2005-2022: A. Lafrance and S. Cormier. Current direction: S. Cormier
Outside collection	9	Under the direction of D. Maisonneuve
Total:	98	