
10th Annual Manitoba Communicator of the Year Awards
LARGE CAMPAIGN NOMINATION FORM
(Budget greater than \$20,000)

Please fill out this form and submit it as your entire submission to mcoy@cprs.mb.ca. You may include an additional page to support your case if you require more space. On that page, you may wish to identify a maximum of three media stories to back your claims. It is not mandatory to provide reference or nomination letters, but submissions containing a maximum of three letters may benefit. Late or partial submissions will be disqualified. All submissions will be confidentially shared with the MCOY jury. For further information, please refer to the *Nomination Guidelines* document. The Large Campaign award is open to both CPRS and non-CPRS members.

Part 1: Nominee information

Nominee name: _____
Nominee title: _____
Organization: _____
Office phone number: _____
Alternate phone number: _____
Email address: _____

Part 2: Nominator information

Name of nominator: _____
Nominator title: _____
Organization: _____
Office phone number: _____
Alternate phone number: _____
Email address: _____

Part 3: Summary of nominee's achievement/work (feel free to use a separate sheet, but please keep to a maximum of 500 words.)

1. Name and briefly describe the nominated work or project.

2. What group(s)/audience(s) was/were targeted in this initiative?

3. What were the goals and/or objectives?

4. What tactics and messaging did the nominee employ to help achieve these objectives?

5. Were any of the tactics notably creative, innovative or resourceful? If so, please describe.

6. Did the nominee work alone, or have a team, consultant or agency assist in the development and/or execution of the initiative, campaign or project? If so, please a brief outline of this support.

7. What was the total budget for this campaign or project?

8. Please summarize the measurable outcomes the nominee achieved through the work, including metrics, media coverage, and/or public awareness/response. Were the goals/objectives achieved? Was the targeted audience reached?

9. Looking at the eligibility section in the *Nomination Guidelines*, state why you believe the nominee deserves the 2017 Manitoba Communicator of the Year - Large Campaign award?

10. To your knowledge, is the nominee a member of CPRS? (Please check one)

- Yes
- No
- I don't know

11. Will you be notifying the nominee of this nomination?

- Yes
- No
- I want CPRS Manitoba to notify when the jury makes its decision

Thank you for your nomination!