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## 10<sup>th</sup> Annual Manitoba Communicator of the Year Awards

# NOMINATION GUIDELINES

The Canadian Public Relations Society, Manitoba Chapter celebrates excellence in public communications, and developed the Manitoba Communicator of the Year (MCOY) awards in 2008 to honour individuals and organizations whose work in public relations or communications has had a significant impact.

### 2017 Award Categories

- ❖ Small Campaign Award (Budgets less than \$20,000)
- ❖ Large Campaign Award (Budgets greater than \$20,000)
- ❖ Crowning Achievement Award

### Eligibility

The **SMALL CAMPAIGN AWARD** is open to Manitoba practitioners in business, government, non-profit and community organizations whose efforts in the past two years (January 1, 2015 – December 31, 2016) have resulted in a greater understanding of a specific issue, successful promotion of a cause, expert management of a crisis, or the public's acceptance of an organization's mandate for a total budget of \$20,000 or less.

The **LARGE CAMPAIGN AWARD** is open to Manitoba practitioners in business, government, non-profit and community organizations whose efforts in the past two years (January 1, 2015 – December 31, 2016) have resulted in a greater understanding of a specific issue, successful promotion of a cause, expert management of a crisis, or the public's acceptance of an organization's mandate for a total budget greater than \$20,000.

Nominees in both of the above categories must have demonstrated creativity, solid communication strategies, and outstanding skills in communicating with the public at large or with specific stakeholder groups. Please note that *it is not the nominee's body of work as a whole that qualifies, but rather a specific initiative where communications played a vital and measurable role in a desired outcome*. And yes, you may nominate yourself!

The **CROWNING ACHIEVEMENT AWARD** is open to Manitoba practitioners who have made substantial contributions to or outstanding achievements in the field of public relations or communications over the course of their career. An individual may enter themselves, or be nominated by others.

Nominees do not have to be professional communicators or CPRS members to be eligible for MCOY awards. However, CPRS members automatically earn five points toward the total weight of their application.

### Submissions

After completing the following nomination form, email it and any supporting documents in confidence to [mcoy@cprs.mb.ca](mailto:mcoy@cprs.mb.ca). Submissions may also be mailed to CPRS Manitoba, P.O. Box 441, Station Main, Winnipeg, MB R3C 2H6. The deadline for submissions is **FRIDAY, MARCH 3, 2017 at 6:00 P.M. CST**. Nominations will be reviewed and selected by a panel of senior CPRS Manitoba members and public relations professionals. CPRS Manitoba will contact all nominees and award recipients in March 2017.