

PAST MCOY RECIPIENTS

CPRS Manitoba is pleased to have honoured the following Manitoba Communicator of the Year Award recipients:

2008

Gail Asper and Kim Jasper, Friends of the Canadian Museum for Human Rights (inaugural)

2009

Heather Plett, Canadian Foodgrains Bank

2010

Clare MacKay, The Forks North Portage Partnership

2011

Kevin Walters, Manitoba Homecoming

2012

Scott Brown, True North Sports + Entertainment

2013

Bill Peters, St. Boniface Hospital Research Centre

2014

Jason Syvixay, Downtown Winnipeg Biz

2015

Jane Puchniak, Canada's Royal Winnipeg Ballet

2016

Large Campaign: Red River College
Small Campaign: Canadian Museum for Human Rights

2017

Crowning Achievement: Susan Olynik (retired)
Large Campaign: Laura Curtis, Assiniboine Park Conservancy
Small Campaign: Winnipeg Harvest

2018

Large Campaign: Hannah Pratt, Winnipeg Blue Bombers
Small Campaign: Kathy Knight, ICTAM

CPRS Manitoba gratefully thanks the generous sponsors of the 2019 Manitoba Communicator of the Year Award:

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The PRHouse
Manitoba Egg Farmers
Red River College



MANITOBA COMMUNICATOR OF THE YEAR AWARDS

2019

Honouring achievements by

ADAM DOOLEY
CORREY MYCO
MATT SCHAUBROECK

Friday, April 26, 2019
The Qualico Family Centre

This Morning's Program

- 7:30 a.m. Event Registration, Networking, and Breakfast
- 8:00 a.m. Greetings from CPRS Manitoba President Susan Harrison & Presentation of Creative Communications Student Award
- Taylor Fenn
- 8:10 a.m. Presentation of Accredited in Public Relations (APR) Designation
- Jason Small, APR, Canadian Red Cross
- 8:15 a.m. MCOY Small Campaign Recipient
- Matt Schaubroeck, Economic Development Winnipeg
- 8:30 a.m. MCOY Large Campaign Recipient
- Adam Dooley, Dooley PR
- 8:45 a.m. MCOY Crowning Achievement Recipient
- Correy Myco, ChangeMakers - An Argyle Company

About the Award

CPRS Manitoba celebrates excellence in public communications and developed the Manitoba Communicator of the Year (MCOY) award program in 2008 to honour individuals and organizations that have effectively employed public relations strategies to achieve organizational goals.

MCOY awards specifically honour Manitoba leaders in business, politics, non-profit, and community organizations whose efforts in the past one or two years have resulted in greater understanding of a specific issue, successful promotion of a cause, expert management of a crisis, or the public's acceptance of a mandate. Nominees and recipients have demonstrated creativity, strategic communication strategies, and outstanding skills in communicating with the public-at-large or with specific stakeholder groups.

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The 2019 MCOY Recipients

Small Campaign Category Award

Matt Schaubroeck

Corporate Communications Manager, Economic Development Winnipeg



Matt Schaubroeck is the corporate communications manager for Economic Development Winnipeg. This role has him managing media enquiries, executing on public relations campaigns, and authoring a wide variety of deliverables related to both economic development and tourism in Winnipeg. His job will see him writing theatre reviews, media releases, and business development presentations – sometimes all in the same day.

He holds an MBA from the Asper School of Business, and BA (Honours) from the University of Winnipeg. He is also an entrepreneur, amateur cellist, and marathon runner.

He is more of a hockey fan now than he was when he started this job.

Large Campaign Category Award

Adam Dooley

Owner, Dooley PR



Adam has developed and executed communications programs for regional, national and North American organizations. Adam's strategies build strong brands and polished corporate images.

He launched Dooley Communications in 2007 after an award-winning career as a reporter, editor, and public relations and marketing executive. Dooley Communications has worked with a variety of large and small clients including Dynacare, Ford of Canada, Steinbach Credit Union, Cando Rail Services, the Government of Manitoba and the City of Winnipeg. The agency has specialized experience in the healthcare, agriculture, retail and financial sectors.

Crowning Achievement Award

Correy Myco

Executive Vice President, Marketing, ChangeMakers - An Argyle Company



Correy Myco founded ChangeMakers in 1998, and he continues to guide the team's creative and strategic work, applying his strengths as an award-winning creative director, photojournalist and former editor. In his 25 years in the industry, Correy has established a reputation for excellence and is sought after by senior executives for strategy, issues management and reputation advice. His solid reputation is evidenced by client loyalty and the number of our long-term clients who started with Correy in the company's early days and continue to rely on us to achieve their desired results.