



Canadian Public
Relations Society

Manitoba Society



communicator
OF THE YEAR

Nominate an outstanding communicator today for the 2016 Manitoba Communicator of the Year Award (Large Campaign - budget greater than \$20,000)

The Canadian Public Relations Society Manitoba Chapter is pleased to open up nominations for the ninth annual **Manitoba Communicator of the Year (MCOY) award**. CPRS Manitoba celebrates excellence in public communications, and developed the MCOY award in 2008 to honour individuals and organizations whose work in public relations or communications has had a significant impact. New this year *is the creation of two distinct categories that have been developed to recognize communicators in Manitoba who work at all levels with varying budgets and resources. These new categories will ensure the nominees are evaluated on an equal playing field against their peers. The new categories allow candidates to be nominated in the **Small Campaign Category (budget less than \$20,000)** and the **Large Campaign Category (budget greater than \$20,000)**. These new categories will open up the MCOY to a larger audience and allow CPRS Manitoba to provide greater recognition to communicators who are making a difference, here in Manitoba.* The award will be presented at an evening gala event in the spring in Winnipeg.

Eligibility: The **MCOY Large Campaign award** is open to Manitoba practitioners in business, government, non-profit and community organizations whose efforts in the past two years (Jan. 2014 to Jan. 2016) 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 an organization's mandate for a total budget of \$20,000 or more. Nominees must have demonstrated creativity, solid communication strategies, and outstanding skills in communicating with the public at large or with specific stakeholder groups. ***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!

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

Submission: After completing the nomination form (on next page), email it and any supporting documents in confidence to MCOY@cprs.mb.ca. Submissions may also be mailed to CPRS Manitoba, P.O. Box 441, Station Main, Winnipeg, MB R3C 2H6 attention MCOY Committee. The deadline for submissions is **Friday, March 4, 2016 at 6:00 p.m. CST**. Nominations will be reviewed and selected by the CPRS Manitoba Board of Directors as per review and recommendations by a selection committee comprised of a minimum of two CPRS members and the Vice-President. CPRS Manitoba will contact all nominees and both MCOY recipients in March.

Background: Previous MCOY award recipients include Jane Puchniak of Canada's Royal Winnipeg Ballet (2015); Jason Syvixay of Downtown Winnipeg BIZ (2014); Bill Peters of St-Boniface Hospital Research Centre (2013); Scott Brown of True North Sports and Entertainment (2012); Kevin Walters of Manitoba Homecoming (2011); Clare MacKay of The Forks North Portage Partnership (2010); and Heather Plett of the Canadian Foodgrains Bank (2009). Inaugural MCOY winners were Gail Asper and Kim Jasper of the Canadian Museum for Human Rights (2008).

2016 Manitoba Communicator of the Year Award Nomination Form (Large Campaign - budget greater than \$20,000)

Please fill out this form and submit it as your entire submission. You may include an additional page to support your case if you require more space to present the results of your work. 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 selection committee.

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 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 provide 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 on page 1, state why you believe the nominee deserves the 2016 Manitoba Communicator of the Year Small 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 committee makes its decision ___

Thank you!