

2025 MCOY Awards Nomination Form

Thank you for participating in the Canadian Public Relations Society of Manitoba 2025 MCOY Awards. These awards recognize communications management excellence in the province. Nominations must be received by Friday, March 21, 2025 at 11:59 p.m. Winners will be announced at the MCOY Awards Night on Thursday, April 10, 2025.

For questions about the nomination process or to reserve tickets to the MCOY Awards Night, contact info@cprs.mb.ca

* Indicates required question

1. Enter your First & Last Name *

This is the name of the individual who is nominating for the award.

2. Enter your Phone Number *

This is the phone number of the individual who is nominating for the award. (Format: 000-000-0000)

3. Provide your LinkedIn Profile URL *

This is the LinkedIn URL of the individual who is nominating for the award.

Nomination Criteria for Award Submissions

All award categories are open to Manitoba practitioners in business, government, non-profit and community organizations located and operating the majority of their organization in Manitoba. Entrants do not have to be professional communicators or CPRS members to be eligible for an award. Individuals may enter themselves or be nominated by others (excluding self-nomination of Mentor of the Year). For all award categories, submissions must include two letters of support and an executive summary. Work samples are encouraged to strengthen submissions but are not required.

4. Acknowledgement *

Check all that apply.

Yes, I confirm that I am a communications/public relations practitioner working and living in Manitoba.

5. Membership *

Check all that apply.

Yes, I am a member of CPRS Manitoba.

No, I am not a member of CPRS Manitoba. But, I am a member of IABC Manitoba.

No, I am not a member.

MCOY Awards Categories

The Canadian Public Relations Society - Manitoba Chapter wants to recognize excellent communications management at three levels of the discipline. Awards are broken down into categories for the organization, the individual and the project or team. There are six MCOY Awards for consideration. Only one submission will be accepted per Award Category per organization, individual or project/team. Refer to the [CPRS Manitoba website](#) for complete nomination criteria for each award.

6. Select which MCOY Award you are completing this submission for: *  Dropdown

Mark only one oval.

Communicator of the Year (individual) *Skip to question 7*

Emerging Communications Leader (individual) *Skip to question 14*

Mentor of the Year (individual) *Skip to question 21*

Outstanding Contribution – Reconciliation, Equity, Diversity & Inclusion (organization or project) *Skip to question 31*

Outstanding Contribution – Engagement (organization or project)
Skip to question 38

Outstanding Contribution – Change Management (organization or project)
Skip to question 44

Communicator of the Year (individual)

Open to individuals who have demonstrated substantial leadership in the field of public relations or communications through years of experience, academic knowledge and/or professional practice certification. The individual has showcased their expertise in providing strategic communications guidance through an ethical framework while embedding it into their organization. They've made a meaningful contribution to the public relations profession through volunteerism and/or thought leadership.

7. Identify the individual being nominated *

Fill in the individual's first and last name of the individual who is being nominated.

8. Enter the nominee's email address *

Fill in the email address of the individual who is being nominated.

9. Enter the nominee's phone number *

Fill in the phone number of the individual who is being nominated

10. In your own words, describe why this individual deserves to be the Manitoba Communicator of the Year. (500 words max) *

11. How many years of experience does this individual have in communications management or public relations? *

12. List the knowledge, training or accreditation this individual has in communications management or public relations? *

13. Provide a link to the individual's LinkedIn profile *

Skip to question 52

Emerging Communications Leader (individual)

Open to individuals with up to five years experience in the field of public relations or communications, including students, who have demonstrated a strategic mindset and innovation approach above and beyond what's normally expected at this level. They have demonstrated study or certification in the field of communications management (e.g. change management, brand/strategy, reputation management, media relations, corporate communications, etc.). Their work showcases high impact over a short period of time and as such will be asked to provide three examples, with measurable outcomes, to demonstrate their results. This individual embraces a growth mindset and demonstrates a desire for continuous improvement.

14. Identify the individual being nominated *

Fill in the first and last name of the individual who is being nominated.

15. Enter the nominee's email address *

Fill in the email address of the individual who is being nominated.

16. Enter the nominee's phone number *

Fill in the phone number of the individual who is being nominated.

17. In your own words, describe why this individual deserves to be the Manitoba Emerging Communications Leader of the Year. (500 words max) *

18. How many years of experience does this individual have in communications management or public relations? *

19. List the knowledge, training or accreditation this individual has in communications management or public relations? *

20. Provide a link to the individual's LinkedIn profile *

Mentor of the Year (individual)

An individual can be nominated for demonstrating an exceptional commitment to formal or informal mentorship in the field of public relations or communications. Through their mentorship, this individual leverages their years of experience and academic knowledge to make an impact on the next generation of communications professionals, thereby contributing to the credibility and ethical practice in the field. The nominator must articulate how the person has demonstrated mentorship through leadership, communication, accessibility and networking. The mentorship must have occurred within the past two years.

21. Identify the individual being nominated *

Fill in the first and last name of the individual who is being nominated.

22. Enter the nominee's email address *

Fill in the email address of the individual who is being nominated.

23. Enter the nominee's phone number *

Fill in the phone number of the individual who is being nominated.

24. In your own words, describe why this individual deserves to be the Manitoba Communicator Mentor of the Year (500 words max) *

25. What specific qualities of your mentor did you find most beneficial? *

26. How has your relationship with your mentor evolved? *

27. Share a memorable experience or lesson from your mentoring interactions. *

28. How many years of experience does this individual have in communications management or public relations? *

29. List the knowledge, training or accreditation this individual has in communications management or public relations? *

30. Provide a link to the individual's LinkedIn profile *

Skip to question 52

Outstanding Contribution – Reconciliation, Equity, Diversity & Inclusion (organization or project)

An individual or team can be nominated for demonstrating an outstanding contribution to advancing an organization's reconciliation or EDI initiatives through strategic communications. The submission must show alignment to the organization's strategic objectives as it relates to reconciliation or EDI and demonstrate cross-functional collaboration. It must also articulate how public relations or communications efforts directly or indirectly contributed to the advancement of an organization's reconciliation or EDI strategy and showcase the communications approach and methodology used to evaluate results.

31. Identify the brand or organization being nominated *

Fill in the brand or organization's name that is being nominated.

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32. Identify the department or program area being nominated *

Fill in the department or program area being nominated (ex. Corporate Communications).

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33. Identify a contact person that can be reached from the organization or program area being nominated *

Provide a name, phone number and email address for someone at the organization or within the department/program area being nominated.

- 34. In your own words, describe the program or project as well as the communications/public relations strategy and deliverables. Consider this an executive summary. (500 words max) *

- 35. Provide a portfolio of the creative materials and messaging used to support the program or project. (Upload PDF only) *

Files submitted:

- 36. Describe how you measured and evaluated the impact of the communications/public relations strategy against the organization's business outcomes. *

- 37. Demonstrate how this initiative furthered the organization's mission and strategies for reconciliation or EDI. *

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Outstanding Contribution – Engagement (organization or project)

An individual or team can be nominated for demonstrating an outstanding contribution to advancing an organization’s engagement initiatives through strategic communications. It’s expected that the submitter will define the audience that they have engaged (e.g. employees, a specific segment of the community, government, etc). The submission must show alignment to the organization’s strategic objectives as it relates to engagement and demonstrates cross-functional collaboration. It must also articulate how public relations or communications efforts directly or indirectly contributed to the advancement of an organization’s engagement strategy and could include areas such as reputation, innovation, technology, change/transformation and/or public participation. The submission must showcase the communications approach and methodology used to evaluate results (e.g. IAP2).

38. Identify the brand or organization being nominated *

Fill in the name of the brand or organization that is being nominated.

39. Identify the department or program area being nominated *

Fill in the name of the department or the program area being nominated (ex. Corporate Communications)

40. Identify a contact person that can be reached from the organization or program area being nominated *

Provide a name, phone number and email address for someone at the organization or within the department/program area being nominated.

41. In your own words, describe the program or project as well as the communications/public relations strategy and deliverables. Consider this an executive summary. (500 words max) *

42. Describe how you measured and evaluated the impact of the communications/public relations strategy against the organization's business outcomes. *

43. Identify the feedback loops that are maintained through this project to engage in two-way communication with relationship-holders and rights-holders. *

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Outstanding Contribution – Change Management (organization or project)

An individual or team can be nominated for demonstrating an outstanding contribution to advancing an organization's change management through effective change communications. The submission must define the audience and the change expected of that audience, show alignment to the organization's strategic objectives as it relates to change, and demonstrate cross-functional collaboration. It must also articulate how change communications efforts directly or indirectly contributed to the advancement of an organization's change and/or transformation agenda, showcase the communications approach and methodology used to evaluate results, and demonstrate the application of change methodology (e.g. ADKAR).

44. Identify the brand or organization being nominated *

Fill in the name of the brand or organization that is being nominated.

45. Identify the department or program area being nominated *

Provide a name, phone number and email address for someone at the organization or within the department/program area being nominated.

46. Identify a contact person that can be reached from the organization or program area being nominated *

Provide a name, phone number and email address for someone at the organization or within the department/program area being nominated.

- 47. In your own words, describe the program or project as well as the communications/public relations strategy and deliverables. Consider this an executive summary. (500 words max) *

- 48. Describe how you measured and evaluated the impact of the change management plan against the organization's business outcomes. *

Supporting Documentation

Provide the following supporting documents to accompany your nomination.

- 49. Attach two letters of recommendation. (250 words max per letter, saved as one PDF) *

File name should read: YYYY_LastnameFirstname_Reference_AwardName)

Files submitted:

- 50. Upload a headshot (1080x1080 pixels) *

File name should read: YYYY_LastnameFirstname_HeadShot_AwardName)

Files submitted:

51. Biography (max 150 words) *

File name should read: YYYY_LastnameFirstname_Biography_AwardName)

Files submitted:

Skip to question 52

Sign-up to Receive Information from CPRS Manitoba

The Canadian Public Relations Society is an organization of professionals who practice public relations who work to maintain the highest standards of the discipline. Read more about our [Code of Professional Standards](#) here.

52. Would you like to sign up to receive our E-Newsletter? *

Mark only one oval.

Yes

No

53. Would you like to receive information about the CPRS Manitoba MCOY Awards Night on Thursday, April 10, 2025? *

Mark only one oval.

Yes

No

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