



**Ontario Association of Chiefs of Police**  
*and*  
**Ontario Media Relations Officers Network**

*Presents the*

**The Catherine Martin Award for Excellence in Media Relations**

*Sponsored by*



The Ontario Association of Chiefs of Police and the Ontario Media Relations Officers Network (OMRON) are pleased to be accepting nominations for the 2018 the ***Catherine Martin Award for Excellence in Media Relations***. In Ontario, police officers and civilian personnel dedicated to professional media relations and corporate communications. They are committed to ensuring the public face of their service is well represented in print, radio, television, and social media. This award recognizes the dedication and commitment of an individual in an Ontario police service who has improved the relationship between media and police.

To be awarded annually by the OACP and the Chair of OMRON, the ***Catherine Martin Award for Excellence in Media Relations*** will be presented to a sworn or civilian member (or team) who has demonstrated consistent dedication and professionalism in the strategic use of media and/or social media – either individually or as part of a campaign – to educate and showcase the profession of policing in the community, supporting public safety or advancing investigations. The individual/team is valued by their commands as an advisor, recommends strategic positions for police leaders, and produces corresponding messaging in the Province of Ontario.

The award will be presented at the OACP Awards and Life Members Luncheon on **Tuesday, June 12, 2018** at the Deerhurst Resort. The recipient and a guest will be invited to attend the awards luncheon and will be provided with overnight accommodations at the venue for one night after receiving the award. The winner will receive an engraved plaque to commemorate the occasion and their name will be added to the ***Catherine Martin Award for Excellence in Media Relations*** trophy to be permanently displayed at the Ontario Police College. Award information is also posted on the OACP website at [www.oacp.ca](http://www.oacp.ca)

## **Appendix A**

### **How to Submit a Nomination**

All nominations for the **Catherine Martin Award for Excellence in Media Relations** must be submitted in an electronic format suitable for distribution by email. Hard copy submissions will not be accepted.

Nominations may be submitted either:

- a) Via email to: [mmascarin@oacp.ca](mailto:mmascarin@oacp.ca)
- b) By sending a CD via standard post to:  
**OACP/OMRON Award of Excellence in Media Relations**  
c/o The Ontario Association of Chiefs of Police  
40 College Street, Suite 605  
Toronto, Ontario M5J 2G3

Submissions must be received no later than **Tuesday, March 6, 2018.**

All nominations for the **Catherine Martin Award for Excellence in Media Relations** must include:

- a title page
- a nomination report (document not to exceed five pages)

#### The Title Page:

Must include the following information:

- The nominee's name, rank, badge number, present position and police organization;
- The nominee's contact information including office address, email addresses and phone number;
- The name, rank, email address and phone number of the individual preparing the nomination;
- The statement, "This nomination is supported and endorsed by (name of nominee's Chief of Police/Commissioner or designate)"

#### The Nomination Report:

The nomination should detail the nominee's career with specific emphasis on their achievements and contributions relating to media relations. Items such as championing new training programs, providing leadership through mentoring and educational pursuit, and taking action to address specific concerns raised by media or fellow officers should be highlighted.

Other highlights may include the officer's/member's dedication to improving relations between officers of his/her own police service and the media. This report must clearly show a determined and dedicated effort to improving media relations in the nominee's community, police service or the Province of Ontario. Involvement in initiatives at various levels, across multiple communities, possibly at provincial and even federal levels should be detailed.

Awards received and other types of official recognition directed to the nominee should also be included. In addition to text, the nomination report document may include photographs, media accounts, endorsements from others or other suitable documentation. Authors of these reports should pay particular attention to the **Judging and Selection Criteria** (Appendix B).

The nomination report document must not exceed five pages.

## ***Appendix B***

### **Judging and Selection Criteria**

Submissions for the ***Catherine Martin Award for Excellence in Media Relations*** will be reviewed by the OMRON committee executive. The OACP's Awards & Honours Committee is responsible for the final selection.

The following criteria will be used to judge the nominations:

**1. A considerable span of their career dedicated to media relations.**

The nominee has clearly shown a commitment to fostering and promoting good media relations during their career for a considerable (at minimum three years) period of time in a variety of ways. The nominee's efforts should be detailed.

**2. Mentoring and teaching.**

The nominee has dedicated him/herself to media relations excellence by mentoring, supporting, and teaching others. These efforts have been directed at the policing profession either internally or external to the officer's service.

**3. A relationship with media and community.**

The nominee has displayed a genuine involvement and sense of partnership with media in order to foster better media and community relations. The nominee has proven that they will take effective action to ease their community's concerns and highlight the good work of police through the filter of the media.

**4. Impact.**

The nomination submission should clearly prove the extent of the nominee's impact on the improving media relations in the Province of Ontario. Results achieved across various communities and/or police services, either provincially or federally will be of particular interest.

## Appendix C

### Rules

1. All nominations must be endorsed by the submitting organization's Commissioner, Chief of Police or designate.
2. Only one nomination per organization will be accepted.
3. All nominations must be received on or before **Tuesday, March 6, 2018.**
4. Nominations must be submitted in an electronic format suitable for transmission via email.
5. All materials and information submitted as part of the nomination become the property of the Ontario Association of Chiefs of Police and will not be returned.
6. Only one (1) police officer or sworn member of a police service will receive this award annually. Up to two (2) other officers/members will be selected from the nominations received and presented with certificates of merit to recognize their contributions.
7. Previous winners of the award are not eligible for nominations
8. All nominees must be serving police officers/members of a police service as of the submission deadline date established. Nominations made on behalf of retired officers will not be considered.
9. Only members of municipal police services, First Nations Police Services, and the Ontario Provincial Police may be considered for this award.
10. The Ontario Association of Chiefs of Police reserves the right to utilize any portion of any award submission for purposes of publication.