



## Ontario Association of Chiefs of Police

*Presents*

### **“OACP/CCN Catherine Martin Award of Excellence in Media Relations and Corporate Communications”**

This award is presented in recognition of the dedication and commitment of an individual (or communications team) who has led outstanding communications innovations on behalf of their organization during the past calendar year. The individual or team will have demonstrated excellence in media relations and corporate communications that advanced their organization’s ability to communicate effectively and efficiently with multiple audiences – both within their police service and/or their communities.

To be awarded annually by the OACP and the Chair of CCN, *The Catherine Martin Award for Excellence in Media Relations and Corporate Communications* will be presented to a member of a police organization or a civilian (or team) who has demonstrated dedication and professionalism in the strategic use of media, corporate communications, and/or social media – either individually or as part of a campaign or on-going initiatives.

The winner(s) will have initiated programs/initiatives that educate and showcase the profession of policing in their community, promoted public safety, supported and advanced law enforcement investigations, and effectively connected with their communities to promote community safety and well-being.

The award will be presented at the OACP’s 2024 Annual Conference on Tuesday, June 11, 2024, at RBC Place London, London, ON. The recipient will be invited to attend the Awards & Life Members Luncheon to receive the award. The winner will receive an engraved plaque to commemorate the occasion.

Note: Award information is also posted on the [OACP website](#).



## Ontario Association of Chiefs of Police

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

All nominations for the “Catherine Martin Award of Excellence in Media Relations and Corporate Communications” must be submitted in an electronic format suitable for distribution by email to Larissa Pereira at [lpereira@oacp.ca](mailto:lpereira@oacp.ca). Hard-copy submissions will not be accepted.

Submissions must be received no later than **Friday, March 29<sup>th</sup>, 2024**.

All nominations for the “Catherine Martin Award of Excellence in Media Relations and Corporate Communications” must include the following:

- Nominator/nominee information.
- Must be endorsed or supported by the Chief of Police/Commissioner or Designate.
- 500-word narrative describing why the nominated individual/organization should be considered for this award.

### **Optional Video**

- If deemed necessary, a 60-second or less video can be submitted to support the nomination.

### **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 members of his/her own organization and the media. This report must clearly show a determined and dedicated effort to improve media relations in the nominee’s community, police service, or the Province of Ontario. Involvement in initiatives at various levels, across multiple communities, and possibly at provincial and 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***.



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### **Judging and Selection Criteria**

Submissions for the “Catherine Martin Award of Excellence in Media Relations and Corporate Communications” will be reviewed by the OACP Awards and Honours Committee with input from the Chair of the OACP CCN Committee.

The following criteria will be used to judge the nominations:

**1. A considerable span of their career is 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 internally or externally to the officer’s service.

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

The nominee has displayed a genuine involvement and sense of partnership with the 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 the police through the filter of the media.

**4. Impact.**

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



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### **Rules**

1. All nominations must be endorsed by the submitting organization's Chief of Police, Commissioner, Assistant Commissioner 'O' Division, or Designate.
2. Only one nomination per organization will be accepted.
3. All nominations must be received on or before **Friday, March 29<sup>th</sup>, 2024.**
4. Nominations must be submitted in an electronic format suitable for transmission via email. It is optional, but you can provide a 60-second or less video of the nominee(s).
5. All materials and information submitted as part of the nomination become the property of the OACP and will not be returned.
6. Only one (1) police officer or sworn member of a police service or a community partner will receive this award annually.
7. Previous winners of the award are not eligible to apply.
8. Nominees can be civilians or serving police officers or community partners. Nominations can be made on behalf of retired officers or civilians.
9. The OACP reserves the right to utilize any portion of any award submission for publication purposes.