



*Presents the*

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

*Sponsored by McMaster University*



The Ontario Association of Chiefs of Police and the Ontario Media Relations Officers Network (OMRON) are pleased to be accepting nominations for the 2021 ***The Catherine Martin Award for Excellence in Media Relations***. 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 or team is valued by their commands as an advisor, recommends strategic positions for police leaders, and produces corresponding messaging in the Province of Ontario.

***Appendix A: How to Submit a Nomination***

***Appendix B: Selection Criteria***

***Appendix C: Rules***

***Appendix D: Presentation of this Award***

***The Award submission deadline is Friday, March 26, 2021 at 4:00 p.m.***

## **Appendix A: How to Submit a Nomination**

All nominations for *the OACP/OMRON 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.

Please ensure that the subject line of your email indicates which OACP Award nomination you are submitting for, and that you have attached the completed Award Nomination form.

One award nomination per email, please.

Nominations, which have been approved for submission by a Chief/Commissioner or their designate, may be submitted to Melissa Mascarin ([mmascarin@oacp.ca](mailto:mmascarin@oacp.ca)) via email by no later than **Friday, March 26, 2021 at 4:00 p.m.**

## **Appendix B: Selection Criteria**

Submissions for the *OACP/OMRON Catherine Martin Award for Excellence in Media Relations* will be reviewed by the Chair of the OACP's Ontario Media Relations Officer Network and the final selection will be made by the OACP Awards and Honours Committee

The following criteria will be used to judge the nominations:

### **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.

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 Immediate Supervisor, Commissioner, and Chief of Police or designate.
2. Only one nomination per organization will be accepted.
3. All nominations must be received on or before **Friday, March 26, 2021 at 4:00 p.m.**
4. Nominations must be submitted in an electronic format suitable for transmission via email.
5. Nominations for the 2021 OACP Awards must not exceed 500 words maximum.
6. 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.
7. One (1) award will be awarded to a sworn or civilian member or team from a police service or team annually.
8. Previous winners of the award are not eligible to apply.
9. The Ontario Association of Chiefs of Police reserves the right to utilize any portion of any award submission for purposes of publication.
10. The winner of the 2021 OACP Awards will be required to provide additional information (photos etc. for the OACP Award Videos)

## ***Appendix D: Presentation of this Award***

Due to the ongoing COVID-19 pandemic, and the uncertainty as to when it will be safe and appropriate to gather in-person in 2021, the OACP Award presentations will move to a predominantly online format. The OACP will be announcing the recipients of the 2021 OACP Awards via our official social media channels ([Twitter](#) | [Instagram](#)) and via our website during Police Week.

Following those announcements, the OACP will coordinate with the Chief/Commissioner of the award recipients to ensure the recipients are presented with their award in-person event in their respective communities.