



PUBLIC RELATIONS
COUNCIL OF ALABAMA

PHILIP R. FORREST, JR.

PROFESSIONAL ACHIEVEMENT AWARD (PAA)

GUIDELINES

PAA Guidelines

Purpose of this Award

This award is the highest honor bestowed by the Public Relations Council of Alabama (PRCA) to a single practitioner, recognizing those who are outstanding in the field of public relations. The award is named after Philip R. Forrest, Jr., who was a member of the Mobile chapter. He was the 1977 state president and the recipient of this award that same year. The award has continued to carry his name in honor of his accomplishments in the field.

One practitioner may be selected each year; however, judges also are given the option of not selecting a winner in any given year. The winner, along with all the nominees, will be recognized at the annual PRCA State Conference.

Eligibility

A nominee must have been employed full-time in the field of public relations for a minimum of five years and be a member in good standing of PRCA.

Nomination/Selection Process

Each PRCA chapter may nominate one member to be considered for the award. These nominees are then asked to put together an online entry (please note all components are now submitted through the online awards program. No binders will be mailed. A panel of judges (not PRCA members) will review the entries. The winner will be revealed at the time the award is presented. The PRCA PAA competes for the SPRF PAA by a deadline established by SPRF, and announced at the SPRF Conference. **Important Note:** SPRF only allows for a PAA recipient who is an APR, the PRCA Board reserves the right to nominate an alternate candidate should the PRCA PAA not meet this requirement.

Deadline

All entries must be completed no later than the deadline listed on the PRCA website. Any information received after this date will be disqualified.

Entries

Nominees will submit all materials using the online awards system. No binders will be accepted.

These materials should be included but **will not be scored**. They will give the judges a better picture of the nominee and for promoting each nominee:

- One headshot of the nominee.
- A copy of the nominee's most up-to-date resume.
- Each nominee is asked to submit 15-20 relevant high-resolution (print quality, full-sized) photos: 5 photos of the nominee in professional settings; 5 photos in community service/PRCA activities; 3 personal photos; and 7 general photos/logos/publication covers/high-res pdfs of major events and/or projects the nominee oversaw.
- A 250-word script that follows the submitted photographs in chronological order, written in active voice. This will be used to narrate the video during the award presentation, and often includes personal information on friends and family.
- One letter of reference from the nominee's current supervisor, key client, or other appropriate person.
- Any other information as specified.

PAA Award Entry Details

The following set of materials will be scored. The scoring matrix is included.

Section 1: Examples of Nominee's Work (25 points)

This section is designed to showcase your best public relations work. You should choose three to five examples of your work to highlight. These examples can be anything from an annual report to a successful handling of a media crisis to a strategic plan for managing some major issue. These examples will give the judges an idea of the quality of the production and/or management of your work. Each example can include supporting materials and should be accompanied by a one-page summary with the following information:

- General description of the goals of the project
- Brief outline of the project itself and your involvement in it
- Result of the project

Section 2: Professional Activities (25 points)

List your past and present involvement in professional organizations and activities, including a description of your participation (offices held, etc.), your year(s) of involvement, any awards or recognition's received with an emphasis on public relations activities. Also, include professional accreditation's, advanced degrees and other efforts made to enhance your career.

Section 3: Community Service (20 points)

List your past and present involvement in community service organizations and projects. Give the name of the organization, the year(s) of service, a description of your participation (including any offices held) and any awards or recognition's you received. Include 2-3 examples of community or public service activities. The examples may include volunteer work as support material.

Section 4: Continuing Education/ Career Achievement (25 points)

The candidate should provide evidence of earning advanced degrees, attending conferences or seminars, participating in professional education, leading/instructing seminars or workshops.

Should also address the following:

- Your career progression to current position
- Your career goals and how you have achieved them
- Your plans and goals for the future

APR Designation (5 points)

Philip R. Forrest, Jr. Professional Achievement Award (PAA)

Judges' Scoring Sheet

Nominee: _____

Section 1: Examples of Work (20 pts. possible)

Judges' comments:

Section 2: Professional Achievements (25 pts. possible)

Judges' comments:

Section 3: Community Service (25 pts. possible)

Judges' comments:

Section 4: Continuing Education & Career Achievements (25 pts. possible)

Judges' comments:

Accreditation: Judges will award 5 additional points for Accreditation

Judges' comments:
