



Public Relations
Council of Alabama

PHILIP R. FORREST, JR.

PROFESSIONAL ACHIEVEMENT AWARD (PAA)

2017-2018 GUIDELINES

ENTRIES DUE:

MONDAY, MARCH 5, 2018

2017 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. 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 entry and mail it to the state vice president for projects. 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.

Deadline

All entries must be RECEIVED no later than Monday, March 5, 2018. Any information received after this date will be disqualified. Entries should be mailed to:

Penny Hatcher c/o Southern Earth Sciences, Inc.
6352 Piccadilly Square Drive
Mobile, AL 36609
251.610.2032

Entries

Entries should be organized in a three-ring binder marked clearly with the nominee's name and chapter (no decorated folders/binders, please). It should include the following:

- 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 (include on a cd or jump drive inside the binder.)
- One letter of reference from the nominee's current supervisor, key client or other appropriate person.
- 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.
- Any other information as specified.

Questions

Contact PRCA VP-Awards Penny Hatcher at 251.610.2032 or phatcher@soearth.com.

2017 PAA Award Entry Details

Section 1: 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 recognitions you received. This should be no longer than two typed, single-spaced pages (front only).

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 recognitions received with an emphasis on public relations activities. Also, include professional accreditations, advanced degrees and other efforts made to enhance your career. This should be no longer than four typed, double-spaced pages (front only) in Times New Roman 12-point font.

Section 3: Examples of Nominee's Work (25 points)

This section is designed to showcase your best public relations work. You should choose three 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. Each example should be accompanied by one typed, single-spaced page (front only) 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

For each example, you may have up to six additional pages (front only) of supporting materials such as copies of newspaper articles, survey results and/or photographs. Supportive materials such as brochures and newsletters that do not lend themselves to single page display may be included and counted as one of the six additional pages.

Section 4: Career Achievement (25 points)

Provide no more than two typed, single-spaced pages (front only) describing 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)

2017 Philip R. Forrest, Jr. Professional Achievement Award (PAA)

Judges' Scoring Sheet

Nominee: _____

Section 1: Community Service (20 pts. possible)

Judges' comments:

Section 2: Professional Activities (25 pts. possible)

Judges' comments:

Section 3: Examples of Nominee's Work (25 pts. possible)

Judges' comments:

Section 4: Career Achievements (25 pts. possible)

Judges' comments:

Accreditation: Judges will award 5 additional points for Accreditation

Judges' comments:
