



### **Professional Achievement Award**

PRAL NOLA invites chapter members to nominate public relations professionals for the PRAL NOLA Professional Achievement Award.

The professional achievement award recognizes an individual for career achievements over a period of years. It is being established to honor members of PRAL NOLA who continually demonstrate the highest ideals of the professional as well as a commitment to advance the profession of public relations. Recipients of this designation will go on to represent PRAL NOLA state as a contestant for the PRAL Louisiana and possibly the Southern Public Relations Federation Professional Achievement Award competition.

### **Qualifications for nomination: The nominee should:**

1. be a member in good standing with PRAL NOLA
2. have practiced in the field of public relations for no less than 10 years
3. have contributed to the success of the chapter, state and/or SPRF for multiple years.
4. have participated in leadership roles in other professional or pre-professional organizations
5. have participated in public relations community service
6. have achieved recognized successes in the practice or teaching of public relations during career
7. have demonstrated a commitment to continuing professional education

### **Guidelines for nomination:**

1. Submit all materials as one PDF document with titled sections:
  - **Biography and Resume** —The biography should be written in a narrative style and include educational and career background. The resume should be no more than two pages.
  - **Career Accomplishments**
  - **Professional Activities**
  - **Accreditation and Continuing Education**
  - **Community Activities**
  - **Letter of Recommendation from a fellow PRAL NOLA member**

**These guidelines and the Nomination forms will be published on the PRAL NOLA website. The nomination package includes the materials outlined above and the nomination form.**

2. Numerical values are assigned to each of the four sections of the entry. A panel of public relations practitioners will use these values during an evaluation and selection to determine the Professional Achievement Award winner from among the nominees. Judges are not members of the Southern Public Relations Federation. The Biography and Resume and the Letter of Recommendation sections are not rated, but gives the judges a clear picture of the candidate's career and education and allows the nominee to insert some creativity in the narrative/essay format.

The recipient of the PRAL Professional Achievement Award will be required to revise and expand on their entry to meet SPRF requirements.

3. **Deadline — Entries must be emailed as one PDF document by Saturday, Feb. 15, 2014.**

4. Entries: **Lindsay Southwick** [lsouthwick@theehrhartgroup.com](mailto:lsouthwick@theehrhartgroup.com) (504) 558-1830 or **Bridget Cloud** [bcloud@theehrhartgroup.com](mailto:bcloud@theehrhartgroup.com) (504) 558-1780