



### **Practitioner of the Year Award**

PRAL NOLA invites chapter members to nominate public relations professionals for the PRAL NOLA Practitioner of the Year Award.

The practitioner of the year award recognizes an individual for career achievements during the calendar year. It is being established to honor members of PRAL NOLA who demonstrate the high ideals of the profession and specific success during a one year period.

#### **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 5 years
3. have contributed to the success of the chapter, state and/or SPRF during the calendar year
4. have achieved success in the practice or teaching of public relations during the calendar year

#### **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 professional background. The resume should be no more than two pages.
  - **Significant Career Accomplishment/Advancement during the calendar year**
  - **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 sections of the entry. A panel of public relations practitioners will use these values during an evaluation and selection to determine the Practitioner of the Year Award winner from among the nominees. The Biography and Resume and the Letter of Recommendation sections are not rated, but gives the judges a clear picture of the candidate's accomplishments and allows the nominee to insert some creativity in the narrative/essay format.

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

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