



## **2018 Professional Achievement Award (PAA) Guidelines**

Each year, SPRF member organizations (ECPRO, PRAL, PRAM, PRCA) are invited to nominate one outstanding public relations professional for the SPRF Professional Achievement Award. The recipient of this award is announced at the SPRF annual conference. SPRF established this award to recognize an individual that has continually demonstrated the highest ideals of the profession as well as a commitment to advance the profession of public relations.

### **Guidelines for Nomination:**

- All nominees **MUST** be Accredited in Public Relations (APR).
- All nominees must have ten or more years of Public Relations experience.

**Nominees will submit all materials using the online entry 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.**

1. **Professional Resume**
2. **One-Page Essay:** It should include descriptions and perspectives about career goals, how the nominee has achieved them and the plans and goals for the future.

### **For the Conference Program and the Award Video:**

1. **Short Biography:** Each nominee will write their own short biography (250 words or less) that will be used in the conference program.
2. **Photographs:** Each nominee is asked to submit 15 photographs – a mix of on-the-job, at play, close-up, family and a professional headshot that will be used in the video. A brief, descriptive outline for each photo should be included as well.

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

1. **Career Achievements:** The candidate **MUST** provide 5 work examples. These examples will give the judges an idea of the quality of the production and/or management work. A list of awards received for production and planning may also be included in this category. (50 points)
2. **Professional Achievements:** The candidate should list all offices held, committees chaired, conferences attended and any other Public Relations activities as appropriate within SPRF, career, state (ECPRO, PRAL, PRAM, and PRCA), or any local Public Relations organizations. (20 points)
3. **Community Service Achievements:** The candidate **MUST** provide 3 examples of community or public service activities. The examples may include volunteer work as support materials. (20 points)

4. **Continuing Education:** The candidate should provide evidence of earning advanced degrees, attending conferences or seminars, participating in professional education, leading/instructing seminars or workshops. (10 points)

#### **Judging Selection Committee**

SPRF will select Public Relations practitioners as judges who are not members of the Southern Public Relations Federation to determine the winner. The panel will review the unscored materials and will assign numerical values for each category of the scored materials.

**Deadline:** All documents must be uploaded to the website <https://sprf.secure-platform.com/a/solicitations/home/1037> by **Friday, July 27, 2018**.

For all questions, please contact SPRF VP of Professional Development Melissa Russo, APR, [melissarusso@coastepa.com](mailto:melissarusso@coastepa.com).