



Awarding Excellence in Public Relations

Individual Awards 2010 Call for Entries *Volunteer Chapter PRSA*

Each year, the Volunteer Chapter honors individuals who have made an impact on the public relations profession in East Tennessee. These awards honor those who, through their actions and support, have used public relations principles to improve the quality of life in East Tennessee and/or advance the profession.

Nominations

Nominations for Individual Awards should contain the items listed below under the “judging” section and be limited to a one-inch, three-ring binder or folder. For promotional purposes, a photo and release will be required for those selected to receive the individual awards.

Judging

Judging for the individual awards will be completed by a committee of APR members appointed by the Volunteer Chapter Board of Directors according to the following scale:

- Nomination form completed accurately – 10%
- Summary Statement (a maximum of two pages) that includes the following: – Total 65%
 - A. How the individual specifically meets the criteria for the award – 25%
 - B. What attributes make this individual deserving of this particular award – 25%
 - C. Professional accomplishments of the individual – 15%
- Letter of Support (maximum of one page) from a Volunteer Chapter member, other than the nominator, and from another organization or business than the nominator’s – 25%

Should the judging committee feel none of the nominees is appropriate to receive the award based on the criteria, no award will be presented.

All nominators will be contacted in writing regarding the status of their nomination after a decision has been made.

Members of the Board of Directors, just like all Volunteer Chapter members, are eligible to nominate individuals for awards based on the criteria and deadline.

Individual Awards

Community Service Award – This award was established in 1977. Criteria:

- An individual or organization that has used public relations practices to improve the quality of life within East Tennessee communities
- Not intended for public relations professionals

Executive-of-the-Year Award – This award was established in 1982. Criteria:

- An executive officer or employer who has shown exceptional support of PRSA and the public relations profession
- Not intended for public relations professionals

Lifetime Achievement Award – Outstanding public relations practitioner who, throughout their career, has met the following criteria:

- Current member of the Volunteer Chapter
- Have a minimum of 20 years experience in the field of public relations
- Made significant contributions to the profession
- Made significant contributions to the Volunteer Chapter of PRSA

Harvey I. Cobert Award – Named in honor of Harvey I. Cobert, APR, this award was established in 1997. Criteria:

- Member of the Volunteer Chapter
- Individual contributions to the growth of the public relations profession in East Tennessee
- Individual contributions to the success of the Volunteer Chapter

Rising Young Professional Award – This award honors public relations professionals in the early stages of their career. Criteria:

- Have 5 years or less experience in the field of public relations
- Have been a member or associate member of PRSA and the Volunteer Chapter for a minimum of one year
- Have proven accelerated progress in the professional practice of public relations
- Have demonstrated leadership potential in their area of business and within the Volunteer Chapter



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Individual Awards 2010 Nomination Form *Volunteer Chapter PRSA*

Award Category of Nomination:

- Community Service Award
- Executive-of-the-Year Award
- Lifetime Achievement Award
- Harvey I. Cobert Award
- Rising Young Professional Award

Nominee:

Nominee Name: _____

Company: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ Alternate Phone: (____) _____

E-Mail: _____

Nomination submitted by:

Nominator Name: _____

Company: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Daytime Phone: (____) _____ Alternate Phone: (____) _____

E-Mail: _____

Individual Nominations are due by Friday, February 26, 2010, to:

Ellen Liston

East Tennessee Children's Hospital

2018 Clinch Avenue

Knoxville, TN 37901

865.541.8532 or eliston@etch.com