

# 2007 PHILIP R. FORREST JR. PRACTITIONER OF THE YEAR RECOGNITION OVERVIEW

## **Purpose of the Award**

This award is the highest honor bestowed by the Public Relations Council of Alabama to a single practitioner. It is given to recognize public relations practitioners 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 in September.

## **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 the Public Relations Council of Alabama.

## **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 and ethics. A panel of judges (not PRCA members) is given the entries for review. The winner is kept secret until the time the award is presented.

## **Deadline**

All entries must be postmarked no later than, **July 15, 2007**. Any information postmarked after that date will be disqualified. Entries should be mailed to:

**Peggy Collins, Regional Director/Photo Editor**  
**Alabama Bureau of Tourism & Travel**  
**401 Adams Avenue, Suite 126**  
**Montgomery, AL 36104**

## **Entries**

All entries should be placed 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" photograph of the nominee for promotional use
- a copy of the nominee's most up-to-date resume (2 pages maximum)
- five photographs (preferably in color) & relevant pictures of the nominee in work, social or hobby situations for use in the conference audiovisual presentation
- one letter of reference from the nominee's current supervisor, key client or other appropriate person
- other information as specified

## **Questions**

If you have questions, contact **Peggy Collins, PRCA state vice president for projects, 334-242-4545** or [peggy.collins@tourism.alabama.gov](mailto:peggy.collins@tourism.alabama.gov)

## **2007 PHILIP R. FORREST JR. PRACTITIONER OF THE YEAR ENTRY DETAILS**

Nominees should complete the following categories, using the guidelines specified. Do not include any pages or materials other than requested; the judges will not consider any additional information.

### **Section 1: Community Service (20 points)**

Please 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)**

Please 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, list professional accreditations, advanced degrees and other efforts made to enhance your career. This should be no longer than two typed, single-spaced pages (front only).

### **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

**2007 PHILIP R. FORREST JR.  
PRACTITIONER OF THE YEAR  
JUDGES' SCORING SHEET**

Nominee: \_\_\_\_\_

**Section I. Community Service (possible 20 points)** \_\_\_\_\_

Judges' comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Section II. Professional Activities (possible 25 points)** \_\_\_\_\_

Judges' comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Section III. Examples of Nominee's Work (possible 25 points)** \_\_\_\_\_

Judges' comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Section IV. Career Achievement(s)/Accreditation (possible 25 points)** \_\_\_\_\_

Judges' comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Accreditation: Judges will award 5 additional points for Accreditation** \_\_\_\_\_

Judges' comments: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**TOTAL POINTS AWARDED (100 POSSIBLE)** \_\_\_\_\_