



2008

Guidelines

Professional Achievement Award

Mail Entries To:

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Department of Education
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All materials must be submitted in a three-ring binder, divided into the following sections:

- One page biography (Education, work background, personal activities)
- Career Accomplishments (Examples of work - limit 5 examples. Any accompanying video should be submitted in DVD format only.)
- Professional Activities
- Accreditation or continuing education
- Community Activities

Values are assigned in each section of the entry to be used in the evaluation and selection process by an outside panel experts in the field of public relations. The biography is not rated but is used to give the judges a clear picture of the candidates' career and education.

Point System

Career Achievement

40 points

- Achievement of specific work-related goals: A one-page essay on your career goals and how you have achieved them, along with your plans and goals for the future (25 points).
- Examples of work: maximum of five examples to give judges an idea of the quality of your production work; a list of awards received for production and planning may also be included (15 points).

Professional Achievement

25 points

- PRAM/SPRF involvement: Offices held, committees headed, conferences attended or other PRAM/SPRF related activities (15 points)
- Other than PRAM: Involvement in other professional activities other than PRAM including career-specific organizations and state or local PR organizations (10 points).

Accreditation/Continuing Education

25 points

- Accreditation: Points to be awarded for holding APR or other accreditation (15 points).
- Other Continuing Education: Points awarded for continuing education activities other than accreditation, including degrees, advanced degrees, conference and seminars attended (10 points).

Community/Public Service

10 points

- Provide examples of your specific involvement with the community or public service activities.

All entries should postmarked by March 15, 2008. Each chapter is responsible for nominating a member that they feel exemplifies professional achievement in the public relations field. Entrants should be given at least two weeks to work on their portfolio. The winner of the Public Achievement Award may be selected to represent PRAM in the Southern Public Relations Federation competition.