

2024 Thoroughbred Chapter PRSA communications awards

2024 Communicator of the Year Award Nomination Form

Deadline is May 3 by 5 p.m. EST

Communicator of the Year: Someone who is not a public relations professional but who did an outstanding job of communicating during the past year. Judges will be looking for nominees who can demonstrate an ongoing and sustained commitment to delivering best practices while showing a creative and innovative approach. Please provide up to a 300-word response to each of the following judging criteria.

- 1. Recent work example(s) (1-10 points)**
Provide details of recent work. How does nominee's recent work display creativity? How has this work positively impacted their organization or community?
- 2. Details of any recent achievements (1-10 points)**
What makes nominee stand out? Please include details.
- 3. Details of any challenges faced and how these were overcome (1-10 points)**
What challenges were unique to the nominee and how were they overcome? What was the end result of overcoming these challenges? Tell a story.
- 4. Why should nominee win? (1-10 points)**
Show the judges what makes this nominee award winning. What makes the nominee unique? What gives the nominee a competitive edge? How has the nominee successfully implemented strategic public relations for communications?

For maximum points, please include supporting information for each of these criteria. You may include up to three pieces of supporting materials, which can include supporting files, web addresses, planning documents, press clippings, work samples, photographs, video clips and more.

Following the deadline, judges will review all submitted nominations. Results will be based on whether the entry meets eligibility requirements and provides relevant information for each criteria area. Each entry will be scored via a rubric method and tallied. The nomination receiving top score will be the recipient recommended and submitted to the Board.

Awards will be presented June 18, at 5:30 p.m. at Pasta Garage, 962 Delaware Ave., Lexington, KY.