



2012 Health Academy Awards
Entry Deadline: April 2, 2012

The Public Relations Society of America's (PRSA) Health Academy has established two awards to recognize the best of health care public relations management and leadership. These awards are presented to individuals who have demonstrated visionary leadership and a sound understanding of public relations principles. The Academy's awards are the:

- ▶ **Frank J. Weaver Lifetime Achievement Award**
- ▶ **MacEachern Chief Executive Officer Award**

Specific qualifying criteria and entry requirements for each award are outlined below.

▶ **Frank J. Weaver Lifetime Achievement Award**

This award recognizes an individual who, during the course of his or her career, has made outstanding contributions to the field of health care public relations and changed the practice of public relations in America. Nominees must have a minimum of 25 years' experience as a public relations practitioner in the health care sector. The awards are judged by a nominating committee that includes former Lifetime Achievement recipients. Self-nominations are accepted.

The award is named for Frank J. Weaver (1946-1995), a leader in health care public relations and marketing who received the award posthumously in 1995.

Qualifying criteria for the Frank J. Weaver Lifetime Achievement Award

- Helped change the practice of public relations in health care.
- Contributed substantially to the body of knowledge for health care public relations through publishing or other scholarly endeavors.
- Demonstrated leadership at organizations he or she has served within the health care sector, including a track record of accomplishment as a strategic counselor to chief executives.
- Recognized nationally as a leader by his or her peers.
- Significantly elevated the image or the profile of the public relations profession within the health care industry.
- Contributed to the development of the field through teaching, mentoring and leadership of professional organizations.
- Additional consideration will be given to candidates who have contributed to and demonstrated involvement in PRSA and its mission to advance the practice of public relations.

Entry Requirements

Submit a two-page overview (double-spaced) and only the required supporting documents listed below. Acceptable entry formats are: (1) a CD/DVD containing electronic copies of all application materials or (2) a three-ring binder with print copies of the required documents.

Required supporting documentation

- All submissions must include a minimum of two letters of reference/recommendation for the nominee by his or her professional peers. Letters should support and/or expand upon the points made in the award submission. Limit letters to one page.
- One or more bylined articles in public relations journals or trade publications.
- Media coverage (including trade media) that demonstrates the qualities and accomplishments described in the award criteria.
- A description of previous awards received. Industry acknowledgements may be included as supporting documentation.
- Unsolicited testimonials from students and mentees, if available.
- Previous letters of commendation from leaders in the health care and/or public relations field.

► **MacEachern Chief Executive Officer Award**

This award honors a health care chief executive who has used public relations in a particularly effective way to advance the goals of his or her organization. Self-nominations are accepted.

The competition honors Malcolm T. MacEachern, M.D. (1881-1956), an early champion of professional health care public relations.

Qualifying criteria for the MacEachern Chief Executive Officer Award

- Effectively uses public relations or communications to demonstrate his/her organization's leadership and/or to manage issues that affect the organization's reputation and integrity.
- Strongly supports the organization's public relations management.
- Additional consideration will be given to nominees who have advocated within the health care community for public relations' leadership role and the highest standards in communications.

Entry Requirements

Submit a two-page overview (double-spaced) and samples of all relevant materials or data that can help the award judges evaluate the entry. Acceptable entry formats are: (1) a CD/DVD containing electronic copies of all application materials or (2) a three-ring binder with print copies of the required documents..

Required supporting documentation

- Media coverage that demonstrates the qualities and accomplishments described in the award categories.
- A listing of any previous public relations-related awards given to the chief executive's institution that demonstrates the reasons for his/her nomination.
- Internal documents that demonstrate the nominee's support for the public relations function.
- Organizational chart depicting relationship of PR function to CEO and description of authority given to the chief public relations officer.
- Documentation of stakeholder groups' positive response to the chief executive's public relations efforts.

Additional Information:

1. All entries become the property of the PRSA Health Academy and will not be returned.
2. Entries should be accompanied by a check payable to "PRSA Health Academy," according to the following entry criteria:
 - ___\$0 for Health Academy members
 - ___\$60 for PRSA members (non-Health Academy)
 - ___\$100 for all others
3. Winners will be notified by April 16 and will be asked to submit their headshots for publication.
4. Winners will be honored at the Health Academy Spring Conference, "**Shaping the Future of Health Care Public Relations**" which will take place in Philadelphia, May 16-18, 2012.

Judging Procedures: All entries are reviewed and scored by an Awards Committee according to the criteria previously defined. The committee, comprised of Executive Committee members of the Health Academy, past award recipients and other Health Academy members, will select the winners.

Entry Deadline: All entries must be received by close of business April 2, 2012. Send your submission(s) to: PRSA Health Academy, 33 Maiden Lane, 11th Floor, New York, NY 10038-5150. Contact: Telephone: (212) 460-1400, or email: sections@prsa.org.

All materials submitted become the property of the Health Academy and will not be returned. Also, remember that award judges will be principally evaluating the quality of entries, not quantity. Therefore, please be selective in the materials you submit.

For information about the Health Academy, visit www.prsa.org/healthacademy.

