

## 2021 PRSA Health Academy “Excellence in PR” Award

The Public Relations Society of America (PRSA) Health Academy established the Excellence in PR Award to recognize a PR pro who exemplifies excellence, innovation and leadership in the practice of health care public relations. We are currently seeking nominations (due by Wednesday, June 30, 2021) for the next recipient to join the roster of former honorees including Kena Lewis, APR, Director of Public Affairs & Media Relations at Orlando Health, Jason Carlton, APR, Marketing & Communication Manager at Intermountain Healthcare and Ellen Greene, vice president of strategic corporate communications at RWJBarnabas Health.

### Award Information:

- Candidates are reviewed based on the following criteria:
  - Advancing and elevating the practice of health care public relations.
  - Facilitating the discovering of innovative strategies and tools as well as access to peers and communications leaders throughout the health care continuum.
  - Representing enrichment, leadership and excellence in his/her practice of public relations.
- PRSA Health Academy and/or PRSA membership are not required to be considered and selected for the "Excellence in PR" Award.
- Candidates must be working in the public relations/communications industry.
- No entry fee required for this prestigious award.

### Entry Requirements:

- 1) Submit the Award Entry Form.
- 2) Submit an overview of no more than two pages (double-spaced) of why this person should receive the award.
- 3) Include 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. (The person nominating can serve as one of the letters of reference if appropriate.)

**Judging Procedures:** All entries are reviewed and scored by an Awards Committee selected by the PRSA Health Academy Executive Committee. The committee will be led by the Award Chair, Health Academy Chair and Health Academy Incoming Chair, and past award winners. The committee will consist of no more than five people.

**Entry Deadline:** All entries must be received by close of business, 11:59 p.m. EDT, Wednesday, June 30, 2021. Send your submission(s) to: [sections@prsa.org](mailto:sections@prsa.org).

### Additional Information:

- All entries become property of the PRSA Health Academy and will not be returned.
- The winner will be notified by September, and will be asked to submit a headshot for publication.
- The winner will be recognized in PRSA Health Academy communications, including e-mail, social media and on the website.

Visit [www.prsa.org/healthacademy](http://www.prsa.org/healthacademy) for information about the Health Academy.

# 2021 PRSA Health Academy “Excellence in PR Award” Entry Form

**Attach this form to your entry submission:** Email this form and your submission to sections@prsa.org.

Deadline: June 30, 2021

\_\_\_\_\_ Name  
of nominee for the award

\_\_\_\_\_ Title

\_\_\_\_\_  
Organization

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Person submitting or responsible for entry (Write “Self” if this is a self-nomination)

\_\_\_\_\_  
Submitter’s telephone number (including area code)

\_\_\_\_\_  
Submitter’s email address

**Entry Deadline:** All entries must be received by (close of business) June 30, 2021.