



## CoSPRA Communicator of the Year Award



### **Purpose**

As the most prestigious and enduring award of the Colorado School Public Relations Association, the Communicator of the Year Award recognizes the public relations best practices of people and organizations whose work supports Colorado public education.

### **Award Deadline**

Submit application on or before Tuesday, Jan. 19, 2010. Award winner will be notified early February 2010 and recognized at the CoSPRA spring meeting in April 2010.

### **Criteria**

- Given to an individual or an organization demonstrating effective public relations strategies aimed at supporting Colorado public education.
- Recognized as an advocate who has earned a reputation as being highly credible with a variety of audiences.
- Demonstrates exceptional leadership and communication skills.
- Experience and involvement in communicating with diverse audiences.
- Uses communication strategies that demonstrate strategic thinking which contributes to the betterment of Colorado public education.
- Demonstrates effective personal communication with a wide variety of audiences.
- Demonstrates ethics and professionalism in communication.
- Recognized role model for communicators and non-communicators alike, and someone whose communication skills and messages have impacted the lives of others.

### **Nominations**

Nominations for the Communicator of the Year Award can be made by any member of CoSPRA. Member may submit more than one nomination; however each nomination must include its own, individual set of nomination materials and include a separate nomination form.

### **Nomination Process**

1. Submit application using the Official Nomination Form as the cover sheet.
2. Include a narrative, no longer than three pages of double-spaced text, outlining how the person or organization has met the award's criteria.
3. The submission may also include up to 10 pages of supporting documentation including, but not limited to, data demonstrating the nominee's effectiveness in meeting the award criteria, samples of the nominee's communications work, measures of effectiveness, and letters of support.
4. Each nomination should be sent to CoSPRA at [joe.ferdani@adams12.org](mailto:joe.ferdani@adams12.org) on or before Tuesday, Jan. 19, 2010.

**Note:** The nomination materials for the award winner will be presented to that person or representative when the award is officially presented by the association. Other submission materials will not be returned.

### **Selection**

The CoSPRA Communicator of the Year Award will be coordinated by CoSPRA's immediate past-president who will assemble a panel of judges from the association. Judges will evaluate award nominations based on award criteria.

### **Award**

The Communicator of the Year Award will receive a plaque and recognition at CoSPRA's Spring meeting in April 2010. A press release announcing the recipient of the CoSPRA Communicator of the Year Award will be sent to local media.



## COSPRA Communicator of the Year Award Nomination Form



As the most prestigious and enduring award of the Colorado School Public Relations Association, the Communicator of the Year Award recognizes the public relations best practices of people and organizations whose work supports Colorado public education.

### **Information about the Nominee**

Name and Title of Nominee: \_\_\_\_\_

Organization's Representative (if nominee is an organization): \_\_\_\_\_

Organization (if nominee is an individual): \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### **Information about the Nominator**

Name and Title of Nominator: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

*Include this form as the front page of the entrant's nomination materials.  
This form does not count toward the page limit on narrative text or supporting materials for each entry.*