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**Technology PR Professional of the Year Award**

**Technology PR Professional of the Year Award** is given by the PRSA Technology Section. The award recognizes one outstanding PRSA Technology Section member who has demonstrated notable or outstanding service and/or contributions to: (1) the practice of technology public relations communications, (2) their employer or organization, and (3) the community.

**Eligibility:**

All current PRSA Technology Section members who have been a member of the section in good standing are eligible for the award with two exceptions: the current year’s Executive Committee members and all previous honorees.

**Technology PR Professional of the Year Award Criteria:**

* Nominees must be a member in good standing of PRSA and PRSA Technology Section.
* Nominees must perpetuate the highest standards and ethics of the profession in the practice of public relations.
* Nominees must inspire fellow practitioners, professionally and personally.
* Candidates may self-nominate or be nominated by anyone on their behalf.

**Scored Criteria:** Candidates will be scored in three (3) areas of service and/or achievement, with each area receiving up to 10 points for 30 total points:

1. The general practice of technology public relations or communications,
2. Their employer or organization, and
3. Additional factors, such as community service, volunteerism, mentorship, etc.

For each of these three areas, please provide specific examples that will help to significantly set the applicant apart from other nominees. Please do not share any confidential company information as part of the submission.

**Selection Committee:**

The Selection Committee will be comprised of PRSA Technology Section Executive Committee members. *Note: No award shall be given if the Selection Committee feels there is no deserving recipient in any given year.*

Winner will receive a plaque, be featured in a press release, and be featured across the PRSA Technology Section’s social media channels.

**How To Nominate:**

To nominate someone for this award, please submit the following:

* Completed nomination form (below).
* Written submission narrative that addresses the three scoring criteria areas outlined in the Technology PR Professional of the Year Award Criteria above. Written submission should be no more than two pages, single-spaced, using no smaller than 10-point font.
* (OPTIONAL) Video – no longer than two-minutes highlighting why the nominee should be considered.

**Submissions are due by Friday, Aug. 1, 2025**

**Send completed submissions to Priscilla Tinsley (Priscilla.Tinsley [@] aveva.com) and Katherine Drury (kdrury@microsoft.com).**

**NOMINATION FORM**

Is the Nominee a Member of PRSA and the PRSA Technology Section? [ ] Yes [ ] No

*Nominees must be a member in good standing of PRSA and PRSA Technology Section.*

Name of the Nominee:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year Nominee Joined PRSA:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year Nominee Joined PRSA Technology Section:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title, Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone, Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Individual Submitting Nomination (if self nominating indicate “self”): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title, Company of Individual Submitting Nomination (leave blank if self nominating): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone, Email of Individual Submitting Nomination (leave blank if self nominating): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_