



The Platinum Service Award

Established in 2013

The Platinum Award is the highest individual honor bestowed by the PRSA Western District. Its purpose is to recognize outstanding career achievements in furthering the practice of public relations. It has also been created to honor personal service to the Western District and any of the affiliated chapters within the Western District.

Eligibility: All current members in good standing of an affiliated chapter of the PRSA Western District, who have been members of a chapter for more than one year, are eligible for the award with two exceptions-- the current year's PRSA Western District Chair and all previous Platinum Award honorees are ineligible. Nominations are to be approved by each of the Western District's member chapters' Board of Directors before submission. Only one nomination will be accepted from each chapter.

Platinum Award criteria:

- Service to PRSA, particularly to the member chapter or the PRSA Western District, but may also include contributions to other chapters and PRSA National
- Perpetuates the highest standards and ethics of the profession in the practice of public relations
- Applications are good for three years.

Entry Fee: \$50 payable via PayPal. Links and instructions at the award page at <http://prsawesterndistrict.org/awards/>

Questions? Abbie Fink at pastchair@prsawesterndistrict.org.

The honoree will be presented the Platinum Award at the Western District Conference in Las Vegas on Tuesday, September 28, 2021. It is expected that the honoree will be present to accept the award in person.

Entries: Due by 5 p.m. (PST), August 20, 2021 via email at pastchair@prsawesterndistrict.org. Please include a copy of receipt of fee, with the following email subject line: ***[Chapter Name] Platinum SERVICE Award Nomination***

Complete the following form to submit the nomination. The submission is limited to two pages double-spaced. The Western District Executive Committee will select the award recipient.

PRSA Chapter of Nominee: _____

Name of the Nominee: _____

Year Nominee joined PRSA Chapter: _____

Title, Company: _____

Telephone, Email: _____

Name of Board Member(s) submitting nomination: _____

Title, Company: _____

Telephone, Email: _____

Include an electronic photo of the nominee in your email; it will be used for publicity.

Please have your entry address the following areas (no more than two pages, using no smaller than 10-point font and one-inch margins:

- Contributions made by the nominee to the practice of public relations.
- Contributions to the profession through service and leadership within the context of PRSA – chapter, district, national.
- Why does your chapter believe the nominee is deserving of this district level award?