



## 2017 PRSA Charlotte Pegasus Award Copy

Since 1992, PRSA Charlotte has given the Pegasus Award to an individual outside of the public relations profession who demonstrated superior knowledge and use of public relations for the betterment of the community.

A complete list of past winners is available at [queencityprawards.com](http://queencityprawards.com).

### **Eligibility:**

A nominee for the award must be a leader of a corporation, business or an educational, medical, cultural, civic or charitable organization (public or private, profit or nonprofit) located in the Charlotte community or surrounding region.

Public relations practitioners, working members of the news media and other individuals who are paid for media appearances, writing and other PR/communications services are not eligible for nomination.

### **Criteria:**

The nominee must be a respected leader who has made significant contributions to the betterment of the community, enhancing its reputation and prestige through the effective use of exceptional communication and public relations practices.

For example, the nominee should be someone who, through good communication practices, has helped his or her organization develop effective relationships with many different audiences or publics, including employees, members, customers, local communities, shareholders, and other institutions that, in turn, has made a difference in the community.

The winner will be recognized at the chapter's Queen City PR Awards event on October 25, 2017.

Please submit your entry to [qcpreentry@prsacharlotte.org](mailto:qcpreentry@prsacharlotte.org).

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- **Nominator Information**

The person making the nomination for this award should enter his/her information in this section.

- Your Name: \_\_\_\_\_First \_\_\_\_\_Last
  - Title: \_\_\_\_\_
  - Organization: \_\_\_\_\_
  - Phone Number: \_\_\_\_\_
  - E-mail: \_\_\_\_\_
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- **Nominee Information**

Please enter information pertaining to the nominee in the fields below.

- Nominee's Name: \_\_\_\_\_
- Title: \_\_\_\_\_
- Organization: \_\_\_\_\_
- Phone Number: \_\_\_\_\_
- E-mail: \_\_\_\_\_

Describe this nominee's professional, and personal achievements. How does this nominee use public relations for the greater good of the community? Please cite specific examples of how public relations and communications principles helped make the achievements possible. \_\_\_\_\_

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Maximum Allowed: 500 Words. *Currently Used: 0 Words*

What single attribute best defines the nominee and the way he or she has contributed to the community? \_\_\_\_\_

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Maximum Allowed: 500 Words. *Currently Used: 0 Words*

