



CPRS NATIONAL AWARDS OF EXCELLENCE DIAMOND JUBILEE AWARD

CPRS Mentor of the Year

This award recognizes the outstanding effort of an accredited public relations practitioner, and a CPRS National Member in good standing, who has consistently and actively mentored public relations practitioners to advance in their careers. The Mentor of the Year exemplifies the critical role that mentoring plays in the advancement of the public relations profession.

Nomination Form

CANDIDATE		
Name		
Title		
Organization		
Address		
City	Province	Postal Code
Telephone	Email	

NOMINATOR		
Name		
Title		
Organization		
Address		
City	Province	Postal Code
Telephone	Email	
Signature	Date	

CRITERIA

Please address the ways in which the nominee fulfills the following criteria, with each response being a maximum of one page in length. Keep answers brief (point form is encouraged) and include quantifiable evidence when possible.

The mentorship award will be presented to an accredited public relations practitioner who has demonstrated a commitment to and belief in the value of mentoring both those who are new to the profession and those who are committed to the practice of public relations. The award recipient will have demonstrated commitment to speaking to post-secondary students, encouraging internships in the workplace, fostering exemplary relationships in the profession and serving the profession.

1) Coaching and Counselling (40%)

- Examples of direct/formal coaching or counselling – direct reports and others in the same department
- Indirect/informal support and coaching of those outside of company i.e. through industry volunteer organizations or individual initiatives
- Supportive attitude

2) Long-Term Contribution (30%)

- Length of time the candidate has been coaching/mentoring public relations practitioners
- Number of individuals (approximately) for whom he/she has had a positive career influence

3) Outstanding, Short-Term or Specific Achievements (20%)

- Public impact
- Implementation of major mentoring coaching initiative within company or support of mentoring/coaching initiative in voluntary organization
- Leadership role
- Supportive attitude

4) Other Relevant Contributions (10%)

- Mentoring APR candidates

Your nomination may include a maximum of two additional pages of supporting documentation. Audio and/or video submissions will not be allowed.

Deadline: Please submit this form to awards@cprs.ca by April 4, 2025 at 11:59 PM ET.