

Philip A. Novikoff Memorial Award

Nomination Instructions

Introduction

The Award was established in 1988, by Hilda Novikoff to honour the memory of her late husband, Philip A. Novikoff, a founding member and former Director of the Canadian Public Relations Society. The Award, considered the Society's most prestigious, consists of a framed scroll and a \$1,500 cash award. The award is presented annually, provided that a suitable candidate is identified by the judging panel.

Nominations for the Award may be made by any current accredited member of the Society. Each nomination must be endorsed by three additional accredited members of the Society.

The nominee must, in the opinion of the judges, have furthered the standing of the public relations profession in Canada. The Award is intended to recognize a body of achievement rather than any isolated, though outstanding, accomplishments of the nominee.

Documentation

Please attach documentation in support of the nominee's work in furthering the standing of the public relations profession in Canada by including the following:

1. The one-page Major Awards Entry Form for the Philip A. Novikoff Memorial Award
2. A 2,000-3,000 word (as counted by word processing app) write-up that demonstrates, **over time**,
 - a) professional excellence in the practice of public relations
 - b) contribution to the Canadian Public Relations Society in the advancement of the public relations profession in Canada.
 - c) service over time to the broader community

Achievements under each section must be documented with detailed descriptions of activities, events, citations and other forms of recognition received by the nominee. Include mention of how the nominee has set an example for less experienced practitioners to follow. Please stay within the word count.

3. Three 1-2 page letters of support for the nominee that include detailed achievements related to, or experienced by, the supporter. The letters do not need to be written by any of the four nominators or even by members of CPRS. Supporting information is welcome from clients, colleagues and others who know the nominee well.

Accomplishments achieved **over time**, that is during a timeline that spans a significant period, are those that are considered by the judging panel for the Philip A. Novikoff Award. As a result, the recipient is intended to be a long-time, senior practitioner with considerable experience.

