



The 2011 Washington PR Woman of the Year Award

Washington Women in Public Relations (WWPR) invites you to nominate yourself or another female public relations professional for consideration of the 2011 Washington PR Woman of the Year award. The award will be presented at WWPR's 22nd annual Washington PR Woman of the Year Award Luncheon, to be held at the Capital Hilton on Tuesday, November 15, 2011 from 12:00 to 2:00 p.m.

The PR Woman of the Year Award Luncheon began in 1990 and has honored the most talented women in the public relations profession. The event celebrates the achievements of the honorees and announces the winner. View the list of WWPR's previous PR Woman of the Year winners [here](#).

A portion of the ticket sales from the luncheon will be donated to the current WWPR pro bono client, [Thrive DC](#).

NOMINEE QUALIFICATIONS

- The nominee must be a female professional with a minimum of 10 years of experience in the public relations field,* at least three of which have been in the Washington, D.C., metropolitan area (she must also currently reside in this area).
- The nominee exemplifies the true characteristics of a leader in the public relations field. She is a visionary, a standout representative of her company or organization, has the perseverance to face almost any challenge and is someone that can strategically link a project/campaign to lasting results.
- The nominee does not have to be a member of WWPR.

**Public Relations can include the following disciplines: Media Relations, Crisis Communications, Event Planning, Social Media, Website Communications, Strategic Communications, Community Relations, Internal Communications, Speechwriting, Public Affairs, Marketing Communications, Government Communications, Investor Relations Communications, Consumer/Lifestyle Communications, Branding, and Writing/Editing*

PR Woman of the Year Judging Criteria

Nominees will be judged by the current WWPR president, the vice president and a panel of senior public relations professionals on the following criteria:

- **Demonstrated Ability in the Public Relations Field (65 percent)**
 - The nominee's demonstrated abilities should include, but are not limited to, creativity, management skills and contributions to the growth of her organization, unique or prestigious jobs held, and major accomplishments.

- As stated above, the nominee exemplifies the true characteristics of a leader in the public relations field. She is a visionary, a standout representative of her company or organization, has the perseverance to face almost any challenge and is someone that can strategically link a project/campaign to lasting results.
- **Contributions to the Community (20 percent)**
 - The nominee makes it a priority to devote her time to community causes and activities, which may or may not be communications-oriented.
 - The nominee's community contributions may include, but are not limited to, board positions, volunteer work, activities that promote professional advancement of women.
- **Industry Leadership Qualities (15 percent)**
 - The nominee is actively involved in leading industry membership associations and has greatly contributed to those associations through board leadership or mentoring.
 - The nominee has received acknowledgement or previous awards for her contributions to the public relations industry or other related work.

HOW TO MAKE A NOMINATION

- Write a brief (one-page) letter highlighting the nominee's strengths and why she is an outstanding woman in public relations. ***Self-nominations are encouraged.*** Please include your name, address, email and daytime telephone number.
- List any awards and other acknowledgement by peers, companies, organizations, or associations the nominee has received.
- Attach a current resume and curriculum vitae or biography of the nominee. Please indicate if this applicant has applied previously. We encourage resubmissions.
- Nomination and supporting materials **must be received no later than midnight on Friday, September 30, 2011.** Email your information to Woman of the Year Co-Chairs, Laura Cilmi and Emily Hughes at woy@wwpr.org.

SPONSORSHIP OPPORTUNITIES

To sponsor WWPR's PR Woman of the Year Award Luncheon please see [2011/2012 Sponsorship Opportunities Package](#).

RAFFLE GIVEAWAYS

To make a raffle donation for this year's luncheon, please email woy@wwpr.org.

CONTACT INFORMATION

Please contact Laura Cilmi and Emily Hughes at woy@wwpr.org for more information or if you have questions.