

Royal Palm Award

Miami Chapter

The PRSA Miami Royal Palm Award is given to a member of the community (not necessarily a public relations professional) who embodies and demonstrates key values of the public relations profession. The nominee should meet the following pre-established criteria for the award:

- Maintains a high standard of ethics and social responsibility
- Positively affects attitudes, beliefs, and behavior for the common good
- Respects the nature of public opinion while accomplishing set goals
- Makes a significant political, economic or social impact on the community
- Positively influences policy decisions, courses of action and communications
- Establishes sound relationships with various publics to gain consensus

Previous Royal Palm Award Recipients:

- 1997 Ron Levitt, APR
- 1998 Hank Meyer, APR
- 1999 Bryan Norcross
- 2000 M. Anthony (Tony) Burns
- 2001 Merrett Stierheim
- 2002 Lynne Cameron
- 2003 Sister Jeanne O'Laughlin
- 2004 Michael Aller
- 2005 Jorge Plasencia
- 2006 Aida Levitan, PhD., APR
- 2008 Arthur H. Hertz
- 2009 David Lawrence Jr.
- 2010 Don Browne



Send completed nomination form to the address below by Friday, June 24, 2011:

PRSA Miami Awards Committee
c/o Nermari Broderick
Porter Novelli
950 South Pine Island Road,
Plantation, FL 33324
Or
nermari.broderick@porternovelli.com

Winner must be present at the PRSA Miami Endowment/Awards Luncheon on Friday, September 30, 2011 to receive the award.

For more information, please contact:
Nermari Broderick at nermari.broderick@porternovelli.com.

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AND THE PROFESSIONAL.



Royal Palm Award Nomination Form

PART I – Nominee Information

Nominee: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

Nominator: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

PART II – Professional References of Nominee

Reference #1: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

Reference #2 _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

If possible, please include the nominee's bio.

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PART III - Rationale

Why do you believe this individual should be recognized with the Royal Palm Award? Do not exceed 750 words.

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