

APPLICATION

In memory of Thomas R. Trevett, APR. Presented by the Young Professionals Section of PRSA-LA.

Applicant: _____ **Title:** _____

Company/Organization: _____

Address: _____ **City:** _____ **State:** ____ **Zip:** _____

Work Phone: _____ **Home Phone:** _____ **E-Mail:** _____

In answering the following questions, please use additional pages as needed.

1. Please describe your current job responsibilities.

2. What do you consider to be your outstanding achievements at your current or previous jobs?

3. What are your career aspirations?

(Continued)

4. What aspect(s) of public relations most appeals to you and why?

5. What do you think are the greatest challenges and issues facing the public relations profession at this time?

6. Please describe any activities or organizations in which you participate outside of your job.

TERMS AND CONDITIONS

If selected, the recipient hereby agrees to:

1. Be honor-bound to carry out the responsibilities identified with the Trevett Award as outlined in this application.
2. Work with the Young Professionals Section to help publicize the Award.

By applying for the Award, all applicants hereby agree to abide by all judges' decisions and to cooperate in the selection process.

Signature: _____ **Date:** _____

*Attach your most current resume to this application and return it via email or regular mail no later than **October 27, 2010** to:*

Chandler Chicco Agency, Attn: Kerry Sinclair, c/o PRSA-LA Young Professionals
1315 Lincoln Blvd
Santa Monica, CA 90401
or
ksinclair@ccapr.com

ADDITIONAL INFORMATION

To obtain additional application forms or other information on the Trevett Award, please contact Kerry Sinclair, YP President, at (310) 309-1031 or KSinclair@ccapr.com.

THE TREVETT AWARD

Each year, the Young Professionals Section of the PRSA-LA honors two outstanding Young Professionals from the greater Los Angeles area.

The Award was established to honor the memory of Tom Trevett, APR, a tireless worker for the advancement of the profession. A co-founder of the Los Angeles Chapter's Young Professionals Section — the first in the nation — Tom also served on PRSA's National Young Professionals Task Force, advising PRSA on national programs to reach out to young professionals. He also served on

the Board of Directors for the Los Angeles Chapter and chaired numerous committees during the course of his career. A graduate of Pepperdine University, Tom was accredited by the Society in 1988 at the age of 26, and was a firm believer in the value of the accreditation process.

Tom was one of the many thousands of brilliant young individuals felled at an early age by the AIDS epidemic. Before his death in 1991 at the age of 29, he asked that the cause of his death not be withheld in the hope that even after his

passing he could contribute to our understanding of the impact of this disease on society.

Tom is fondly remembered by members of the public relations community. The Trevett is awarded to an outstanding young PR professional who has demonstrated excellence in their work, advocacy for the profession and a commitment towards community service.

INVITATION TO APPLY

All young professionals employed full-time in the public relations profession in the greater Los Angeles area are eligible

to apply for the Trevett Award. A "young professional" is defined as having no more than five years of full-time experience.

Applicants must be members of the Los Angeles chapter of PRSA.

SELECTION PROCESS

1. Applicants must complete the attached form and send it to Chandler Chicco Agency (1315 Lincoln Blvd Santa Monica, CA 90401), Attn: Kerry Sinclair, c/o PRSA-LA Young Professionals no later than October 27, 2010.

2. Judges will review the entries and identify a small number of finalists. These three judges shall be public relations professionals and must represent one university, one corporation/non-profit

organization and one agency. All shall be members of PRSA-LA and at least two must be accredited. The Young Professionals Section of PRSA-LA will select judges.

3. Finalists will be invited by the judges no later than November 1, 2010 to participate in an oral interview to determine the Award recipients.

4. Judges' decisions are final and no procedure has been set for any kind of appeal, except in the case of the deliberation process involving a clear violation of the PRSA Code of Professional Standards. In such a case, should PRSA find a violation of the Code, the Young Professionals Section may choose to appoint a new judge and begin the selection process again.

PRESENTATION

In addition to the Trevett Award, the first-place honoree shall receive \$1000 and the second-place honoree shall receive \$500 as a joint gift. Sum may be larger if other individuals or organizations

choose to contribute to the Award fund. Contributors will be named as sponsors of the Award for gifts of no less than \$500. Award presentations will be made by the chairperson of the Young Professionals Section at the PRSA-LA PRisms Awards ceremony.

While there are no set limitations on how the prize money shall be used, each recipient is strongly encouraged to use at least some of the money for professional development.

RESPONSIBILITIES

The Trevett Award is unusual in that it carries certain responsibilities for the recipient. These duties are not monitored by any person or body, but in accepting the Award, the recipient is honor-bound to comply with these guidelines:

- To support the profession with active membership in PRSA as soon as possible.
- To advance the profession by applying for accreditation as soon as eligible.

- To contribute to the community through pro bono work, especially for organizations helping society deal with the AIDS epidemic.