

PRSA Chicago Skyline Awards 2026 Leadership & Impact Awards Entry Guidelines

Eligibility

Leadership & Impact Awards are open to all public relations and communications professionals and organizations serving the Chicago area, including those working in agencies, corporations, nonprofits, trade associations and academic institutions.

- Nominees do not need to be PRSA members.
- Self-nominations are permitted unless otherwise specified.
- Nominees must be based in or have made a significant impact in the Chicago area.

Nomination Requirements

Each nomination must include:

1. Nominee Information
2. Nominator Information
3. Nomination Letter (750-1,000 words)
4. Supporting Materials: Supporting materials are not required but are strongly encouraged to reinforce the nomination and provide evidence of the nominee's leadership, impact and achievements. Supporting materials may include letters of recommendation, metrics demonstrating impact, media coverage, speaking engagements or examples of work. Judges evaluate nominations based solely on the information provided; including supporting materials can help strengthen and differentiate your submission.

Judging

All eligible nominations will be evaluated by a panel of experienced public relations professionals from another PRSA chapter to ensure an independent and impartial review process. Judges will score entries using structured criteria aligned with each award's purpose.

Entries will be evaluated on:

- Leadership and influence
- Professional excellence and achievement; impact on the profession and/or community
- Commitment and service
- Quality of nomination

Criteria are tailored by category, with additional emphasis on career achievement, emerging leadership, DEI impact or community service, as applicable.

Judges will evaluate nominations based solely on the information provided; nominators are encouraged to include specific examples and measurable results.

Judges will recuse themselves in the event of a conflict of interest. All decisions are final.