



GOLDEN PELICAN AWARD CRITERIA & NOMINATION INSTRUCTIONS

The President's Award, Lagniappe Award, Practitioner of the Year Awards, and Team of the Year Award recognize excellence in individuals and teams who advance the sound principles of communication, marketing, and public relations within the hospital field.

Nomination Instructions: Submit Golden Pelican Award nominations by Thursday, Sept. 12 to LHA Advocacy Coordinator Stacie Gardana at sgardana@lhaonline.org.

President's Award

Awarded to a hospital CEO seeking to advance the role of communication, marketing, and public relations within his or her organization.

SUBMIT:

- a) Narrative of 650 words or less; and
- b) High-resolution JPEG of the nominee.

Lagniappe Award

Awarded to the communication partner (reporter, account representative, vendor, etc.) who demonstrates creativity, ingenuity, and strong principles in assisting hospital communication, marketing, and public relations staff in furthering communication, and exhibits high professional and ethical standards.

SUBMIT:

- a) Narrative of 650 words or less; and
- b) High-resolution JPEG of the communication partner being nominated, if an individual, or a company logo, if an organization.

Creative Director/Graphic Designer of the Year

Awarded to the Creative Director/Graphic Designer who:

- 1) Demonstrates leadership and expertise in graphic design;
- 2) Creates a positive impact on the graphic design profession;
- 3) Advances the role of graphic design;
- 4) Has been recognized for specific achievements; and
- 5) Exhibits high professional and ethical standards.

SUBMIT:

- a) Narrative of 650 words or less addressing how the nominee demonstrates the criteria above;
- b) High-resolution JPEG of the nominee; and
- c) Specify if the individual is being nominated as a creative director or as a graphic designer so the award can be properly engraved.

Public Relations Practitioner of the Year

Awarded to the Public Relations Practitioner who:

- 1) Demonstrates leadership and expertise in public relations;
- 2) Creates a positive impact on the public relations profession;
- 3) Advances the role of public relations;
- 4) Has been recognized for specific achievements; and
- 5) Exhibits high professional and ethical standards.

SUBMIT:

- a) Narrative of 650 words or less addressing how the nominee demonstrates the criteria above; and
- b) High-resolution JPEG of the nominee.

Marketer of the Year

Awarded to the Marketer who:

- 1) Demonstrates leadership and expertise in marketing;
- 2) Creates a positive impact on the marketing profession;
- 3) Advances the role of marketing;
- 4) Has been recognized for specific achievements; and
- 5) Exhibits high professional and ethical standards.

SUBMIT:

- a) Narrative of 650 words or less addressing how the nominee demonstrates the criteria above; and
- b) High-resolution JPEG of the nominee.

Team of the Year

Awarded to the Team who:

- 1) Generates outstanding results and achievement for its organization;
- 2) Demonstrates innovation and creativity in its communication, marketing, and public relations efforts;
- 3) Creates a positive impact on the communication profession; and
- 4) Exhibits high professional and ethical standards.

SUBMIT:

- a) Narrative of 650 words or less addressing how the nominee demonstrates the criteria above; and
- b) High-resolution JPEG of the nominee.

Additional Information

- Excluding the Lagniappe Award, all nominees must be employed at an LHA member hospital.
- Each hospital may submit nominations in up to two categories.
- Winners will be recognized at the Golden Pelican Awards Luncheon, which will be held in conjunction with the LHA PR & Marketing 2024 Fall Symposium on Nov. 14 at the LHA Conference Center in Baton Rouge.
- There is no fee to nominate an individual, and the LHA covers the cost of the award; however, the nominating hospital will be responsible for purchasing an award luncheon ticket for the winner.
- The LHA will notify the nominators of the winners by Sept. 27.

Questions

If you have questions about the criteria or nomination process, contact LHA Advocacy Coordinator Stacie Gardana at sgardana@lhaonline.org.