



GREATER SPOKANE CHAPTER AWARDS PROGRAM Categories and Criteria | 2008

NOMINATIONS

Nomination deadline is 5 p.m. Monday, Dec. 15, 2008

Submit nominations and all supporting materials to Lance Kissler via e-mail:
lkissler@pacificu.edu

Degerness Award for Excellence in Public Relations

Named for PRSA Spokane founder Ken Degerness, this award honors a local PRSA member who has delivered outstanding service in support of Chapter activities and who has contributed in some important way to the improvement of the public relations profession

Judging Criteria

Impact on PRSA – Demonstrate how the nominee has served the Society through his/her professional achievements, experience and reputation in the profession and broadened its vision through his/her contributions on its behalf
PRSA Activities – List the nominee's PRSA activities on a chapter, district, section and national level in which the nominee has effectively participated and how the society has been strengthened as a result

Contributions to the profession outside of PRSA – Show how the nominee has furthered credibility of the profession by participating in professional activities outside of the society

Awards – Note any awards and accomplishments of relevance

Judging Procedures

All entries will be reviewed and scored by an awards committee comprised of PRSA Spokane Chapter past presidents and Degerness Award winners according to the judging criteria. Nominations will be kept in the strictest confidence.

Nominations

Anyone may nominate a PRSA member for this award.

Nominations must include a summary of qualifications that addresses judging criteria.

Each nomination must be accompanied by a letter that seconds the nomination.

Either the nomination or the second must come from a PRSA member.

To avoid conflict of interest, current PRSA board members are not eligible to receive an individual award during their terms and for two years thereafter.

Educator of the Year Award

This award recognizes an educator who has made a significant contribution to the advancement of public relations through a college or university setting.

Judging Criteria

Teaching – Demonstrate the nominee’s excellence in teaching based on contemporary, research-based knowledge of public relations, outstanding lectures and casework and the development of teaching aids and methods

Research/Community Service – Cite examples of the nominee’s research, writing and community service that advances the teaching and practice of public relations

Involvement with students – Explain how the nominee supports student activities, including counseling, placement assistance and advising groups such as PRSSA.

Involvement with the profession – Demonstrate how the nominee serves the advancement of the profession through involvement in professional organizations or the creation of professional development programs

Judging Procedures

All entries will be reviewed and scored by an awards committee comprised of PRSA Spokane Chapter past presidents and Degerness Award winners according to the judging criteria. Nominations will be kept in the strictest confidence.

Nominations

Anyone may nominate an educator for this award.

Nominations must include a summary of qualifications that addresses judging criteria.

Each nomination must be accompanied by a letter that seconds the nomination.

Either the nomination or the second must come from a PRSA member.

To avoid conflict of interest, current PRSA board members are not eligible to receive an individual award during their terms and for two years thereafter.

Communicator of the Year Award

This award recognizes excellence in communications leadership by a CEO whose achievements include the effective use of communications to reach business objectives. Recipients demonstrate that mutually beneficial relationships between an organization and its publics play a critical role in maintaining long-term reputations.

Judging Criteria

Leadership – Convey the nominee’s overall qualifications for this award, addressing leadership and management skills

Philosophy – Convey the nominee’s philosophy about the role and importance of communications in the organization

Role – Describe the nominee’s personal role in the organization’s communications program, including his/her leadership, participation and support in planning, guiding and implementing the organization’s communications objectives, strategy and approach

Execution – Cite the nominee’s role in implementing the communications program, including his/her commitment to internal and external communications programs, and his/her effectiveness of personal communication with all audiences

Results – Explain how this CEO’s communications skills and program have contributed to the organization’s success

Integrity – Convey the nominee’s commitment to the highest ethical and professional standards

Judging Procedures

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Nominations

Anyone may nominate an educator for this award.

Nominations must include a summary of qualifications that addresses judging criteria.

A summary of professional achievements, listing positions, awards/recognitions, educational background and voluntary leadership should also be included.

Each nomination must be accompanied by a letter that seconds the nomination.

Either the nomination or the second must come from a PRSA member.

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