

# The Barry Gaskins Mentor Legacy Award

This prestigious award from the National School Public Relations Association annually recognizes a practicing school public relations professional for outstanding efforts in mentoring colleagues new to school PR; providing counsel and advice on job success; and assisting colleagues in their professional development by creating or providing programs and activities designed to improve PR skills and knowledge.

The award is named for Barry Gaskins, APR, who passed away unexpectedly in March, 2003 at the age of 49. During his 24-year career as the first and only public information officer for Pitt County Schools in Greenville, North Carolina, Barry gained a national reputation for his skill as a school PR professional as well as his ability to engage diverse groups of people in supporting public schools. He served as president of NSPRA in 2001-2002, and prior to that served three years on the NSPRA Executive Board as Southeast Region Vice President. Barry was known for his passion for public education, his deep commitment to supporting and mentoring colleagues new to the profession, and his great love for his "NSPRA Family."

*In the spirit of this award, the recipient will be allowed to designate a mentee of their choice to receive a scholarship to the following year's NSPRA Seminar.* The funding for this award is provided by NSPRA's Foundation for the Advancement of Education. Donations made to the Foundation in Barry's name have been set aside for this award.

## Eligibility

*Eligible nominees must:*

1. Hold professional membership in NSPRA
2. Be a member of their state chapter (unless nominee's state has no chapter)
3. Hold (or have held during their career) a full-time school PR position for a minimum of five years.

Current NSPRA Executive Board members and NSPRA staff are ineligible for nomination.

## Nominations

Any professional member of NSPRA may submit one nomination for the award. All nominations must follow the guidelines, submit the requested information and be postmarked by February 14 of each year.

## Selection

A three-member subcommittee of the NSPRA Executive Board, chaired by the current president-elect, will serve as a Screening Committee for nominations. Three nominees will be recommended for final selection by the Executive Board at the Spring meeting.

## Criteria

The following criteria will be considered for selection.

*The nominee:*

1. Is actively engaged in mentoring colleagues new to the profession.
2. Unselfishly gives of his/her time to counsel and advise colleagues on a range of issues.
3. Provides professional development expertise by presenting workshops or sessions at state and national conferences attended by his/her peers.
4. Has developed materials or programs designed to help new school PR professionals succeed and thrive in their positions.
5. Practices good communication management techniques and demonstrates a commitment to public engagement in education.
6. Demonstrates excellent personal communications skills and models the NSPRA Code of Ethics.
7. Believes in the importance of professional accreditation and encourages members to pursue their APRs.
8. Demonstrates a daily commitment to reaching out to fellow NSPRA members to support and encourage them in their efforts to promote public education as a cornerstone of our democracy.

**(Nomination form on back page)**

# The Barry Gaskins Mentor Legacy Award Nomination Form

Name of Nominee: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail address: \_\_\_\_\_

No. of Years in school PR: \_\_\_\_\_



Nominated by: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

E-Mail address: \_\_\_\_\_

## **Please include:**

1. A statement (limited to two pages or one-page double-sided) indicating why the nominee should be considered, based on the criteria listed on this nomination form.
2. A brief biographical sketch of the nominee (one-page, single-sided).
3. A minimum of two letters of support from NSPRA members who have benefited from the nominee's mentorship at some point in their career.

## **Deadline: February 14 (postmark)**

**Attachments in support of the candidate should be limited to no more than six single-sided (or three double-sided) pages. Any applications that contain extra support materials in excess of six (single-sided) pages may be disqualified.**

**For more information contact Karen Kleinz, APR at 301/519-0496.  
Send to NSPRA, 15948 Derwood Rd., Rockville, MD 20855.**