The Bob Grossman Leadership in School Communications Award

(For Superintendents)

This prestigious award from the National School Public Relations Association annually recognizes a practicing superintendent of schools or CEO of an education agency, service center or intermediate unit for outstanding leadership in school public relations and communications.

The award is named for Robert L. Grossman, ASPR, who served as president of NSPRA in 1990-91. During his 23-year career, Bob practiced educational public relations for school districts and agencies in Pennsylvania, Ohio, California, Maryland and Colorado. He served as a school public relations consultant for districts and agencies across the United States. Bob was known for his creative and strategic public relations practices and for his belief that the support and commitment of top leadership are vital to successful school communications.

The funding for this award is provided by NSPRA's Foundation for the Advancement of Education. Donations made to the foundation in Bob's name have been earmarked for this award.

Procedures

1. The National School Public Relations Association will send nomination forms for the Bob Grossman Leadership in School Communications Award to all NSPRA members.

2. Each member may submit one nomination for the award. Only members may submit nominations.

3. All entries must include a statement of consideration, a one-page biographical sketch and no more than six single-sided (or three double-sided) pages of support material. Five sets of nomination paperwork must be received at NSPRA headquarters **by April 1.** Entries that violate these procedures may be disqualified.

4. A selection committee composed of two NSPRA Executive Board members, one at-large NSPRA member, and a practicing or former superintendent will be appointed by the President. Selection will be made by May 10 of each year.

5. The award will be presented at a general session of the Annual NSPRA Seminar. NSPRA will provide complimentary Seminar registration plus two nights lodging, double occupancy, for the award winner.

Criteria

1. The nominee must be a practicing superintendent of a public school district or education agency such as a county office, intermediate unit, education service center or BOCES/BOCS.

2. Consideration for the nomination may include:

   a. How the superintendent demonstrates the value of a year-round, ongoing program of communications

   b. Whether the superintendent supports communications by allocating a portion of the budget to the program and providing staff and board training

   c. Whether the superintendent works closely and in a strategic way with the district's communications professional(s)

   d. How the superintendent practices good communication management techniques such as empowering staff, working with the community, interacting with the media, and building partnerships with other entities

   e. How the superintendent demonstrates excel lent personal communications skills such as ethics, honesty, openness and good listening skills.

(Nomination form on back page)

The 2013 Bob Grossman Leadership in School Communication Award is sponsored by SchoolMessenger. Visit SchoolMessenger at www.schoolmessenger.com.

SCHOOLMESSENGER®

The Bob Grossman Leadership in School Communications Award Nomination Form

Name of Nominee:____

Title:____

Organization: ____

Address: ____

City/State/Zip: ____

Phone Number: ____

Is the nominee a member of NSPRA? ____

Years in present position: ____

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Nominated by: ____

Title:____

Organization: ____

Address:____

City/State/Zip: ____

Phone number:____

Please include the following:

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 (one-page, single-sided) of the nominee.
3. No more than six single-sided pages (or three double-sided pages) of additional support materials.
4. One original and four copies of the complete entry.

Deadline: April 1 (postmark)

Please note: Any applications that contain extra support materials in excess of six (single-sided) pages may be disqualified.

For more information contact NSPRA at 301-519-0496.

Send to: NSPRA, 15948 Derwood Rd., Rockville, MD 20855