



The Barry Gaskins Mentor Legacy Award

The **Barry Gaskins Mentor Legacy Award** recognizes a practicing school public relations professional for: outstanding efforts in mentoring colleagues new to school public relations; 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. One of NSPRA's most prestigious recognition awards, it is presented at the National Seminar during a General Session. In the spirit of the award, the recipient will designate a mentee of their choice to receive a scholarship to the following year's NSPRA Seminar.

This special award was created following the sudden and unexpected passing of Barry Gaskins, APR, in March 2003 at the age of 49. Barry served as NSPRA President in 2001-2002 and was one of NSPRA's most visible leaders and advocates. He served as NSPRA Southeast Region Vice President from 1997-2000. During his 24-year career as the first public information officer for Pitt County Schools in Greenville, N.C., Barry gained a national reputation for his skills as a school public relations professional, as well as for his ability to engage diverse audiences in supporting public schools. He was one of the first public relations professionals in North Carolina to become Accredited in Public Relations (APR), and throughout his career advocated the value of professional accreditation, serving as a mentor to others pursuing this goal. He was a respected advisor, known for his passion for public education, his deep commitment to encouraging and mentoring colleagues new to the profession, and his great love for his NSPRA "family."

This award is administered by the NSPRA Foundation for the Advancement of Education and funding is provided by donations from Barry's friends and colleagues in his memory.

Eligibility

Eligible nominees must:

- Hold a professional membership in NSPRA.
- Belong to their state NSPRA chapter (unless nominee's state has no chapter).
- 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. All nominations must follow the guidelines and include all requested information.

Deadline

Nominations must be submitted by **February 14**.

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 for Consideration

The nominee:

- Is actively engaged in mentoring colleagues new to the school PR profession.
- Unselfishly gives of his/her time to counsel and advise colleagues on a range of issues.
- Shares expertise by providing professional development training for chapter members and others, and presents workshops/sessions at state and national conferences, including the NSPRA Seminar.
- Has developed materials or programs designed to help new school PR professionals succeed and thrive in their jobs and the profession.
- Practices strategic communication management and effective public engagement processes.
- Demonstrates excellent personal communication skills and models the NSPRA Code of Ethics.
- Believes in the importance of ongoing professional development, advocates the value of Accreditation in Public Relations (APR), and encourages colleagues to pursue APR (ideal candidate also is APR).
- Demonstrates a commitment to supporting fellow NSPRA members through regular outreach, encouragement and acknowledgement of their efforts to promote public education as a cornerstone of our democracy.

The Barry Gaskins Mentor Legacy Award Nomination Form

Name of Nominee: _____

Title: _____

School District/Agency: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-Mail Address: _____

No. of Years in School PR: _____

Chapter Affiliation: _____

Nominated by: _____

Date: _____

Title: _____

School District/Agency: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

E-Mail Address: _____

Nomination must include:

1. A statement explaining why the nominee should be considered for the award. This should include examples of how the nominee meets the listed criteria for consideration.
2. A brief biographical vita or resume of the nominee.
3. A minimum of two letters of support from NSPRA members who have been mentored by the nominee at some point in their career. Additional letters of support may also be included.

Deadline: February 14

Please submit all nomination materials to awards@nspra.org or send to:

NSPRA, Attn. Gaskins Award

15948 Derwood Road, Rockville, MD, 20855

Fax: 301-519-0494

For more information, contact Beth Pernerewski, CMP, at 301-519-1230, bpernerewski@nspra.org