

Date: July 2017

**Re: NSPRA Presidents Award**

To: NSPRA Chapter Presidents; Past NSPRA Executive Board Members; and  
NSPRA Presidents Award Recipients

From: Rich Bagin, APR, Executive Director

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Established in 1979, the NSPRA Presidents Award is the highest and most prestigious honor presented by NSPRA. Its purpose is to recognize an NSPRA member for outstanding professionalism and integrity throughout a career as an educational public relations practitioner. Presidents Award recipients include:

- |      |                          |      |                              |
|------|--------------------------|------|------------------------------|
| 1979 | Bob Olds                 | 1996 | J. William (Bill) Jones      |
| 1980 | Joseph L. Davis          | 1997 | Kenneth L. Weir              |
| 1981 | Larry Ascough            | 1998 | John H. Wherry, APR          |
| 1982 | Tom I. Davis             | 1999 | Gary Marx, APR, CAE          |
| 1983 | Jerome J. Kovalcik       | 2000 | Kathy Leslie, APR            |
| 1984 | Ann Barkelew, APR        | 2001 | Joe Rowson, APR              |
| 1985 | Kenneth K. Muir, APR     | 2002 | Rich Bagin, APR              |
| 1986 | Don Bagin                | 2003 | Gay Campbell, APR            |
| 1987 | Don Ferguson, APR        | 2004 | Stephen Knagg                |
| 1988 | Philip A. Toman          | 2005 | Jacqueline Price             |
| 1989 | David E. Smoker, APR     | 2006 | Burnadine Moss Anderson, APR |
| 1990 | Bonnie Ellison, APR      | 2007 | Jeanne Magmer, APR           |
| 1991 | William J. Banach, APR   | 2008 | Ron Wilkerson, APR           |
| 1992 | Roy K. Wilson            | 2010 | Nora K. Carr, APR            |
| 1993 | Pat Jackson, APR         | 2013 | Tom DeLapp                   |
| 1994 | Lew Armistead, APR       |      |                              |
| 1995 | Virginia M. (Ginny) Ross |      |                              |

Nominations for the Presidents Award may be submitted by current chapter presidents, all past NSPRA Executive Board members (who are not serving on the current selection committee), and past recipients of the award. **The deadline for 2018 nominations is February 14.** (See the guidelines and nomination form.)

If you have any questions or need additional help, please call NSPRA at 301-519-0496.



# NSPRA Presidents Award Nomination Guidelines

## Purpose

The NSPRA Presidents Award is the highest honor bestowed by the Association. It is given to recognize a (living) individual NSPRA member for outstanding professionalism and integrity throughout a career as an educational public relations practitioner and for contributions to the advancement of educational public relations. In addition, it recognizes the member's active involvement and leadership at a national-level as well as substantive professional contributions to NSPRA.

## Eligibility

*Eligible nominees must:*

- Hold a professional membership in NSPRA.
- Be a member of their state chapter (unless nominee's state has no chapter).
- Hold (or have held during their career) a full-time educational PR position (with a district, school, educational agency or association) for a minimum of 10 years.

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

## Recognition Criteria

The following criteria will be considered for selection.

*The nominee:*

1. Has personally advanced the practice of educational public relations at a national or state level through projects, programs, initiatives or special circumstances.
2. Has contributed to the body of knowledge of the profession through published writings/videos/products.
3. Is sought after as a strategic advisor by professional colleagues and education leaders across the nation.
4. Is sought after by education media as a credible spokesperson on issues related to educational communications/public relations.
5. Has represented the school communications/public relations profession as a leader at the national/state/local level in NSPRA or in other associations and organizations.
6. Is a regular presenter/instructor at national and state education conferences and/or colleges and universities.
7. Has received numerous local/state/national awards/honors in recognition of professional achievements.
8. Is a strong advocate for the importance of strategic communications and the role of the school public relations practitioner.
9. Has modeled the highest code of ethics and professional integrity throughout his/her career.

## **Nomination Process**

The following NSPRA members may nominate deserving members for the award:

- All *past* members of the NSPRA Executive Board (who are not serving on the current selection committee).
- All current-year chapter presidents.
- All past recipients of the award.

Nomination forms must be completed and postmarked by February 14. *Nominations will not be carried over year to year.* New nomination forms must be submitted each year.

## **Selection**

A three-member subcommittee of the NSPRA Executive Board, chaired by the current President-elect, will serve as the Screening Committee for nominations. The Screening Committee will review nominations and submit three finalists to the NSPRA President at the Board's March meeting.

Finalists and/or nominators will be contacted and asked to submit additional supporting information by April 15.

Final selection of the Presidents Award recipient is made by a Selection Committee composed of the current NSPRA President and two most-immediate past presidents. The NSPRA President will serve as chair of the Selection Committee. A majority vote shall prevail. If no candidates meet the desired level of criteria, no award will be given. The Selection Committee will make its decision by May 1.

## **Announcement and Presentation**

The NSPRA President will contact the recipient and the nominator. An announcement will be made in an NSPRA publication. The Presidents Award will be presented at the NSPRA National Seminar.

## National School Public Relations Association Presidents Award Nomination Form

*Before nominating an NSPRA member for this award, please review the attached criteria and process that is used to select recipients for the award. Please complete the information below.*

### **Deadline: Nominations must be received on or before February 14**

The Presidents Award is the highest honor given by the Association to recognize a living individual NSPRA member for outstanding professionalism and integrity throughout a career as an educational public relations practitioner.

1. Name of person you are nominating: \_\_\_\_\_
2. Nominee's current position: \_\_\_\_\_  
District/agency (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ eMail: \_\_\_\_\_

***Please complete sections 3 through 6 by including the information in additional pages with this nomination form.***

3. Nominee's contributions to the school public relations profession.
4. Nominee's contributions to NSPRA.
5. Awards and honors received by the nominee.
6. Additional reasons why you feel the nominee meets the attached criteria and deserves to receive this award.

7. Name of person submitting nomination: \_\_\_\_\_  
*(Nominator must be a current chapter president, past NSPRA Executive Board member, or past recipient of this award.)*  
Title: \_\_\_\_\_  
District/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ eMail: \_\_\_\_\_  
Date: \_\_\_\_\_

**Submit by February 14 to:** NSPRA Presidents Award  
NSPRA, 15948 Derwood Road, Rockville, MD 20855  
Fax: 301-519-0494; or e-mail to  
Karen Kleinz, APR, Associate Director at [kkleinz@nspra.org](mailto:kkleinz@nspra.org)