



SOUTH CAROLINA PRSA

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# INDIVIDUAL AWARDS

*Recognizing outstanding  
achievement in 2018*

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CALL FOR NOMINATIONS

South Carolina Chapter



# CRITERIA & HOW TO NOMINATE

Each year, South Carolina PRSA honors people who have distinguished themselves in the practice of public relations, in their service to SCPRSA and the community, and in PR education.

Please pay special attention to the criteria for each award. If you have questions about a candidate's eligibility, please contact Kelly Davis, APR at [Kelly@davispublicrelations.com](mailto:Kelly@davispublicrelations.com) or 803-479-0411.

There is no fee to nominate a colleague for these awards. You do not have to be a member of SCPRSA to nominate someone for these awards. People or businesses can nominate themselves or be nominated by someone else. However, it is highly recommended that either the letter of nomination or one of the letters of support come from a chapter member.

Your nomination should include:

1. A letter of nomination detailing the individual's accomplishments and why he or she should receive the award. Pay close attention to the criteria outlined for each award.
2. Two letters of support for the nomination. The letters should not all come from the same organization.
3. The nominee's resume or bio.
4. The nominee's head shot.

**Upload all of these materials to our new online awards platform no later than 12 noon on Friday, Feb. 8, 2019 at [bit.ly/mercury19](http://bit.ly/mercury19).**

# CATEGORIES

## **11. W. Thomas Duke Distinguished Public Relations Practitioner of the Year**

Named for SCPRSA Past President Tom Duke, APR, Fellow PRSA, this award recognizes outstanding achievement in public relations by an SCPRSA member with 15 or more years of experience in public relations. The nomination should address the candidate's outstanding contributions to the field of public relations, both over the course of their career as well as specifically in 2018.

This award represents the definition of public relations as demonstrated by a public relations practitioner in a given year – specifically the management function that establishes mutually beneficial relationships between an organization and the publics on whom its success or failure depends. The recipient must have demonstrated outstanding leadership, management skills, innovation and creativity.

This award primarily recognizes distinguished professional service and contributions to the public relations profession as a whole. What has this person accomplished professionally in their career as well as in the community? What contributions have they made to PRSA at the national, district, section and/or chapter level? What qualities does the nominee possess that qualify him/her as South Carolina's top public relations practitioner for 2018?

Nominees must be a member in good standing of PRSA and SCPRSA as of December 31, 2018. Membership status will be confirmed before the nomination is forwarded to the judges.

## **12. Rookie of the Year**

The Rookie of the Year award recognizes a younger member of SCPRSA with three or fewer years of experience as a public relations professional. The nomination should address what qualifies the individual as a promising young practitioner with a bright future in public relations. What makes him or her stand out from their peers? What responsibilities does this nominee hold for his or her job? What has he or she accomplished early in their career? Nominees must be a member in good standing of PRSA and SCPRSA as of December 31, 2018. Membership status will be confirmed before the nomination is forwarded to the judges.

***Note:** This category is suited for a young professional working full-time in public relations. If you had an outstanding intern who was a full or part-time student in 2018, consider nominating them for the Public Relations Student of the Year Award.*

### **I3. George L. Johnson Community Spirit Award**

Named for SCPRSA Past President George Johnson, APR, Fellow PRSA, this award is designed to recognize outstanding achievement in service to the community. The nomination should detail this person or group's dedication to community service, above and beyond the responsibilities of their job. How has the nominee contributed their time, talents and skills for the improvement of the community in which they live? Please list organizations the nominee has helped and how. Include leadership positions held in organizations other than PRSA, and any recognition received. At least one letter of support should come from a representative of one of those organizations.

This award recognizes both personal involvement and the impact of the involvement. List the organization(s) in which the nominee has been voluntarily involved as well as positions held and the scope of activity. These activities must not be solely on behalf of a client or employer but may be supported by the nominee's employer or client. They may involve service to one or many groups.

Nominees may be, but are not required to be, members of SCPRSA. You may nominate any individual or group that embodies the spirit of service and support for any community in South Carolina, particularly as reflected in their work during 2018.

Submit your nominations  
online at [bit.ly/mercury19](https://bit.ly/mercury19) no  
later than 12 noon on Friday,  
February 8, 2019.

### **I4. Executive Excellence Award**

This award pays tribute to excellent bosses who value, appreciate and support the public relations function in their organization. Nominees should not include public relations practitioners. Members of SCPRSA are not eligible to be considered.

Describe how the nominee has shown support for public relations programs, for their internal or external public relations teams, and for the communications function in their organization. Discuss how they have supported SCPRSA members and initiatives. What other qualities does this nominee possess to qualify him/her as an exceptionally supportive executive?

**Note:**

*A PR practitioner who owns a firm or serves in an executive role should be nominated for the Distinguished Public Relations Practitioner of the Year Award.*

### **I5. SCPRSA Volunteer Service Award**

This award is designed to honor exceptional volunteers to South Carolina PRSA who have demonstrated a particularly strong level of commitment to the chapter through volunteer work, board or committee work, or involvement in special projects. The award is designed to recognize a member whose contributions might be regarded as unpublicized and behind-the-scenes.

Letters of nomination should include detailed information on how the candidate went above and beyond in their service to the organization and how they added value to membership in SCPRSA through their personal contributions. The nomination should include the candidate's impact on South Carolina PRSA by demonstrating how the nominee has served the Society through his or her professional achievements, experience and reputation in the profession and broadened its vision through his or her contributions on its behalf.

Nominees must be a member in good standing of PRSA and SCPRSA as of December 31, 2018. Membership status will be confirmed before the nomination is forwarded to the judges. The 2018 SCPRSA Chapter President will serve as a judge for this award, and is therefore not eligible to be considered.

## **16. Educator of the Year Award**

SCPRSA is committed to supporting the education of the next generation of public relations practitioners, and to honoring educators for their service. The Educator of the Year Award recognizes an SCPRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching at a school based in South Carolina. Nominees may be full-time, part-time or adjunct educators in tenure-track or non tenure-track positions.

Nominations should include how the candidate has distinguished himself or herself both in and out of the classroom through excellence in teaching and mentoring students and/or through research that advances the theory and practice of the public relations profession. Include a list of public relations research and writing such as articles or books published. Note any involvement in the PRSA Educators Academy, as well as any awards received from PRSA or SCPRSA. Also note any synopses of student evaluations, a track record of students placed in jobs or internships, examples of innovation in the classroom, and support and encouragement of PRSSA.

Nominees should be members in good standing of both PRSA and SCPRSA as of December 31, 2018. Membership status will be confirmed before the nomination is forwarded to the judges. The institution at which the nominee teaches does not need to have a chartered PRSSA chapter.

## **17. Public Relations Student of the Year Award**

This award recognizes an outstanding student who shows exceptional promise as a future public relations practitioner. Awarded to an undergraduate student at any college or university in South Carolina, this recognition will acknowledge a student who shows outstanding ability in a range of core PR skills, and is designed to honor, encourage, and reward future talent. Nominees must be enrolled full-time in an institution of higher learning in the state of South Carolina. The school does not need to have a chartered chapter of PRSSA although consideration will be given to active members of PRSSA. If the student's university offers a public relations degree, the nominee should be a public relations major. If the student's university does not offer a public relations degree, related majors will be considered.

The letter of nomination should detail the student's educational background with a list of communication course work and public relations work or internship experience. Include information about the nominee's participation and leadership in organizations and events. List the nominee's memberships, officer positions, activities, recognition and awards. Where possible, PRSSA activities should be included. Academic success should be documented via transcript or verification in a letter of support from a professor or university officer.

The nomination and letters of support should come from a professor, advisor and/or public relations professional with knowledge of the nominee's ability.