

Public Relations Council of Alabama
Grover Smith Lifetime Achievement Award Guidelines
Deadline – Friday, Feb. 17, 2017

Purpose

The Public Relations Council of Alabama (PRCA) Grover Smith Lifetime Achievement Award is the organization's highest honor. It was established to recognize a dedicated practitioner whose lifetime has been one of distinguished service to the public relations profession and PRCA. Recipients must have demonstrated the highest and most meritorious contributions to the improvement, promotion, development and progress of public relations throughout their careers.

Criteria

The award will be presented to individuals who have contributed to or achieved prominence in the field of public relations above their salaried position assignments. Nominees, who have received recognition outside of their field of work, and those who have made contributions of national significance to the profession, will be most highly rated.

It is given the discretion of the PRCA State board of directors and does not have to be awarded annually. A panel of three accredited public relations professionals in good standing with PRCA will review the nominations. The PRCA State board of directors will appoint the panel that will recommend whether a nominee should be honored.

Eligibility

This award is presented to individuals who have devoted 25 or more years of service to the field of public relations. Individuals to be considered for nomination may also have:

- Received special honors or recognition for job performance or contributions to the community
or
- Held key professional offices or committee appointments
or
- Published professional works
or
- Made any other significant contributions to the public relations profession.

Nominees must have been members of the Public Relations' Council of Alabama for at least 10 years prior to the nomination and have contributed to the organization in some capacity.

Application

A nomination dossier must be developed for each nominee and must include:

- The Grover Smith PRCA Lifetime Achievement in Public Relations Nomination Form to be used as page 1
- Support information. Each of the following sections should include no more than two, double-spaced pages (front only) in Times New Roman 12-point font:
 - Section A (page 2): Honors and Recognitions
 - Section B (page 3): Professional Offices Held
 - Section C (page 4): Professional Memberships and Activities
 - Section D (page 5): Professional Achievements

- Section E (page 6): Community/Volunteer Activities
- Section F (page 7): Publications and/or Presentations
- A minimum of two letters of support should be pages 8-9 of the nomination dossier. Endorsement letters might come from political leaders, professional association leaders, business and industry leaders, educational leaders, civic leaders, students, and others who are familiar with the nominee's work.
- The last page of the nomination dossier should be a completed Public Relations Recognition Information Form.

Application Guidelines

Submission will include: a three-ring binder marked clearly with the nominee's name and chapter (no decorated folders/binders, please); a headshot of the nominee; a copy of the nominee's most up-to-date resume; each nominee is asked to submit 15-20 relevant high-resolution (print quality, full-sized) photos: 5 photos of the nominee in professional settings; 5 photos in community service/PRCA activities; 3 personal photos; and 7 general photos/logos/publication covers/high-res pdfs of major events and/or projects the nominee oversaw (include on a cd or jump drive inside the binder.); a 250-word script that follows the submitted photographs in chronological order, written in active voice. This will be used to narrate the video during the award presentation, and often includes personal information on friends and family.

Nomination materials should be sent to:

Penny Hatcher, VP-Awards
c/o Southern Earth Sciences, Inc.
6352 Piccadilly Square Drive
Mobile, AL 36609
251.610.2032

NEW OPTION FOR 2017: If you would like to send your submission electronically via a drop box link you provide, you may email VP-Awards, Penny Hatcher, at phatcher@soearth.com.

Deadline

All Grover Smith PRCA Lifetime Achievement Award Nomination dossiers must be **RECEIVED** no later than Friday, Feb. 17, 2017. All nominations received after the deadline will not be considered. If an award is made, it will be presented during the PRCA annual conference.

Public Relations Council of Alabama
Grover Smith Lifetime Achievement Award 2015 Nomination Form
Deadline – Friday, Feb. 17, 2017

Name of Nominee: _____

Most Previous Company/Organization: _____

Business or Home Address: _____

City: State: Zip: _____

Office Phone: _____

Home Phone: _____

Cell Phone: _____

Nominating Chapter: _____

Chapter Contact: _____

Chapter Contact Title: _____

Chapter Contact Phone: _____

Chapter Contact E-mail: _____