

**2008 Guidelines
Grover Smith
PRCA Lifetime Achievement Award**

Purpose of the Award

The Public Relations Council of Alabama Grover Smith Lifetime Achievement Award is 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 to the Public Relations' Council of Alabama. 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. This award is made at 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 to the board whether a nominee should be honored with the award.

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:

1. Received special honors or recognition for job performance or contributions to the community OR
2. Held key professional offices or committee appointments OR
3. Published professional works OR
4. 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 PROCEDURES A nomination dossier must be developed for each nominee and must include:

1. The Grover Smith PRCA Lifetime Achievement in Public Relations Nomination Form. (page 1)
2. Support information. Each of the following sections should include no more than one page:
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

3. 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.

4. The last page of the nomination dossier should be a completed Public Relations Recognition Information Form.

APPLICATION GUIDELINES All materials should be typed and contained in bound notebooks and all materials, which must be submitted simultaneously as a completed package. Two copies of the dossier should be submitted. Materials in other formats will not be considered. Nomination materials should be sent to: Deborah Geiger State President, Public Relations Council of Alabama deborah.geiger@white-spinner.com 251-471-5189

DEADLINE All Grover Smith PRCA Lifetime Achievement Award Nomination dossiers must be postmarked no later than July 31, 2008. All nominations received after the deadline will not be considered.

If an award is made, it will be presented during the PRCA annual conference during the Medallion Awards ceremony. 2004 Grover Smith PRCA Lifetime Achievement Award

NOMINATION FORM

Please Type:

Name of Nominee _____

Most Previous Company/Organization: _____

Business or Home Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Home Phone: _____

Nominating Group: _____

Group Contact: _____ Title: _____

Group Contact Address: _____

City: _____ State: _____ Zip: _____

Office Phone: _____ Home Phone: _____

Email: _____

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PUBLIC RELATIONS AND RECOGNITION INFORMATION FORM

Nominee Information:

Nominee's Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Office Phone: _____

Newspaper Information:

Community Business Newspaper: _____

Editor's Name: _____

Newspaper Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____ Fax: _____

Email Address: _____

Metropolitan Area Newspaper: _____

Editor's Name: _____

Newspaper Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____ Fax: _____

Email Address: _____

Suburban/Local Newspaper: _____

Editor's Name: _____

Newspaper Address: _____

City: _____ State: _____ Zip: _____

Telephone #: _____ Fax: _____

Email Address: _____