



Awards of Distinction – Submission Deadline: September 7, 5 p.m.

Local leaders are invited to nominate the best and brightest in public relations for three special *Awards of Distinction*, presented at the annual Oregon PRSA Spotlight Awards Dinner on October 11.

Awards of Distinction honor individuals in the following categories: career distinction, community involvement and outstanding new public relations professional. Anyone can make a nomination, at no charge.

The nomination should include:

- Award category name (Marsh, Schmidt or New Professional)
- Nominator (’s) name, telephone number and e-mail address
- Name, title, affiliation of nominated individual and category of award
- Brief explanation of reason for nominating
- Brief explanation of how you nominee reflects the award criteria with specific examples
- Additional background (letters of support, list of other awards won, etc.)

The suggested guidelines below each award description help determine worthy candidates and provide possible points of emphasis when filling out the nomination. Unless noted as “required,” a candidate does *not* need to meet all of these suggested criteria to win an award.

The William W. Marsh Career Distinction Award reflects the leadership and commitment of its namesake, a pioneer in the public relations profession and Oregon’s “Dean of Public Relations.” It honors career achievement of an outstanding leader in the field of public relations who has significantly contributed over the course of his/her career to PRSA. This award is given to a PRSA Portland Metro and Southwest Washington chapter member who has demonstrated longevity in leadership and commitment and significant performance in one or more of these areas: Developing public relations as a credible profession, accomplishing landmark professional achievements, scholarship and furthering the goals of PRSA.

Suggested Guidelines:

- Does the candidate have multiple years of public relations service? (*Required: 15 years or more*)
- Has the candidate demonstrated an on-going commitment to personal professional development? (*Earning APR or fellow designation, related degrees and/or excelling in new career challenges*)
- Through his/her efforts, has the candidate helped foster the public relations profession? (*Representing public relations on boards, actively participating in industry events, PRSA chapter leadership, mentoring young people, teaching, etc.*)

- Has this candidate achieved outstanding professional success during his/her career? (*List awards earned, honors bestowed, results achieved, titles and job positions held*)
- Has this candidate demonstrated exceptional professionalism? (*Examples of grace under fire, strong ethics, standing up for the "right" thing to do, even during a difficult situation*)

The Ron Schmidt Community Involvement Award is given to an individual or organization for outstanding use of public relations to support community improvement and important causes locally, regionally or internationally. To receive this honor, a connection to Oregon must be demonstrated – either the benefit occurred in Oregon or an Oregonian or Oregon-based group provided the benefit elsewhere. This award may be given to a PRSA member, non-member or a non-public relations practitioner, but who has used public relations to better the community. The award, named in honor of a legendary PR agency executive and one-time press secretary to Oregon Governor Tom McCall, reflects Schmidt's development of formidable networks and exemplary skills to effect positive change in Oregon.

Suggested Guidelines:

- Has the candidate/organization made a significant impact on the community by using public relations strategies and tactics to:
 - Raise awareness for an important cause,
 - Motivate the public to take action or,
 - Influence opinions/garnered support for key community causes via public relations strategies and tactics.

The New Professional Award of Excellence honors a professional who has entered the field of public relations within the past five years. This award is given to an active PRSA Portland Metro and Southwest Washington chapter member who has demonstrated his or her commitment to the public relations profession through their professional achievements, their volunteerism, and dedication to improving the credibility of public relations as a whole.

Suggested Guidelines:

- Is the candidate relatively new to the field of public relations? (*Required: Five years of experience or less*)
- Has the candidate demonstrated excellence in understanding and implementing public relations strategies and tactics? (*Creating, developing or implementing effective public relations efforts with proven results*)
- Has the candidate taken the initiative to continue his/her education, get involved in industry activities or put his/her public relations knowledge to use for the good of the community? (*On-going classes and education, involvement in PRSA and other related industry events, volunteering or providing public relations services for the good of community causes*)
- Has this candidate demonstrated exceptional professionalism?

SUBMIT

Nominations must be submitted in electronic format by 5 p.m. on Friday, Sept. 7, 2007, to Gail Dundas, APR, at gail.dundas@intel.com. Questions? Call Gail at (503) 264-2154 or Dianne Danowski Smith, APR, at (503) 595-8355.