

## 2012 PRISM Special Awards Call for Nominations



In addition to recognizing excellent public relations programs, each year GKC PRSA honors excellent PR practitioners with the chapter's three special awards: the Bill DeLay Award for Distinguished Service to GKC PRSA, the Roger Yarrington Public Relations Professional of the Year Award, and the Public Relations Team of the Year.

**Nominations are due by August 24. There is no entry fee for these special awards** and all will be announced at PRISMs.

### Submitting Nominations

Each of the three special awards is handled by a separate committee. To maintain confidentiality in the judging process, please direct your nomination to the appropriate contact for each award:

- Bill DeLay Award for Distinguished Service – Sarah Wurth, [sarah.wurth@fleishman.com](mailto:sarah.wurth@fleishman.com)
- Roger Yarrington Public Relations Professional of the Year – Jackie Clark, APR, Fellow PRSA, [jackie.clark@ashgrove.com](mailto:jackie.clark@ashgrove.com)
- Public Relations Team of the Year – Justin LaBerge, APR, [justin@sturgesword.com](mailto:justin@sturgesword.com)

## Bill DeLay Award for Distinguished Service to GKC PRSA

GKC PRSA relies on members' participation and volunteerism to achieve its goals. The chapter created the GKC PRSA Service Award to recognize these efforts. If you know someone who meets the following qualifications, please nominate them for the 2012 Bill DeLay Award for Distinguished Service:

- Is a GKC PRSA chapter member in good standing;
- Exhibits exemplary volunteer efforts on behalf of the chapter;
- Demonstrates participation exceeding the status quo; and
- Displays a strong presence in the public relations profession and marketing community.

### Nomination Instructions:

Each nomination should include a professional biography of the nominee, a summary of accomplishments, and at least two letters of recommendation. We will request an electronic color photo of the winner. Submit nominations via email to Sarah Wurth, [sarah.wurth@fleishman.com](mailto:sarah.wurth@fleishman.com).

### Previous Bill DeLay Award for Distinguished Service to GKC PRSA Award Recipients:

2011 Sarah Wurth  
2010 Marc Vasquez  
2009 Andy DiOrio  
2008 Brooke Ehlers  
2007 Mike Ralston  
2006 Janet Smith, APR  
2005 Lydia Steinberg  
2004 Robin Broder  
2003 Nancy Levin, APR  
2002 Elaine Warren  
2001 David Eaheart, APR  
2000 Beth Paulsen, APR  
1999 Shaunda Parks, APR  
1998 Stephanie Roush, APR

## 2012 PRISM Special Awards Call for Nominations



### Roger Yarrington Public Relations Professional of the Year Award

There are local practitioners who deserve special recognition for their contributions to the public relations profession. If you know someone who meets the following qualifications, please nominate the practitioner for the 2012 Roger Yarrington Public Relations Professional of the Year Award:

- Demonstrates superior professional character;
- Exhibits exemplary professional achievement;
- Creates a positive impact on the communications profession, in the lives of professionals, and on organizations;
- Contributes his/her time and talents to the community; and
- Has earned the respect of peers, co-workers and clients.

#### **Nomination Instructions:**

Nominees do not have to be members of PRSA. Each nomination should include a professional biography, a summary of accomplishments and at least two letters of recommendation. We will request an electronic color photo of the winner. Submit nominations via email to Jackie Clark, APR, Fellow PRSA, [jackie.clark@ashgrove.com](mailto:jackie.clark@ashgrove.com).

#### **Previous Roger Yarrington Public Relations Professional of the Year Award Recipients:**

2011 Debra Peterson, APR  
2010 Elizabeth "Betsey" Solberg  
2009 Jacqueline Clark, APR, Fellow PRSA  
2008 Melissa Sturges, APR  
2007 Michael DeMent, APR  
2006 Bob Inderman  
2005 Larry Wheeler  
2004 Roshann Parris  
2003 Steve Doyal  
2002 Suze Parker, APR  
2001 Sherlyn Manson  
2000 Dean Davison, APR  
1999 Bill Musgrave  
1998 Chip Rouse, APR  
1997 Becky Blades, APR  
1996 Eric Morgenstern, APR, Fellow PRSA  
1995 John Gilbert  
1994 Reg Rowe, APR  
1993 Michael R. Swenson  
1992 Janet Smith, APR  
1991 Dr. Roger Yarrington, APR, Fellow PRSA  
1990 David Westbrook  
1989 Shirley Quastler, APR  
1988 Not Awarded  
1987 Don Landes, APR  
1986 Brook Poirer  
1985 Beverly Norman, APR

## 2012 PRISM Special Awards Call for Nominations



### Public Relations Team of the Year Award

This award recognizes a PR team that deserves special recognition for its achievements during the past year. This team can be a PR agency, internal PR group or collaboration. Unlike the chapter's other special awards, the team nominates itself for this award based on the following criteria:

- Generates outstanding results and achievement for its clients, organization or causes;
- Demonstrates innovation and creativity in its public relations efforts;
- Creates a positive impact on the communications profession, in the lives of professionals, and on organizations; and
- Exhibits high professional standards within the public relations profession.

#### **For Consideration:**

At least one member of the PR team must be a member of GKC PRSA. The nomination is limited to two pages and should include the team's top five accomplishments during the past year and a description of why your team is worthy of being named PR Team of the Year. You may also include up to two letters of recommendation (optional), which do not count in the two-page limit. Submit entries via email to Justin LaBerge, APR, [justin@sturgesword.com](mailto:justin@sturgesword.com).

#### **Previous PR Team of the Year Award Recipients:**

Kansas City Convention and Visitors Association  
Trozzolo Communications Group