



APR RENEWAL ADDENDUM OF NATIONAL RECOGNIZED AWARDS

ARPPR

- **Fernando Valverde Award – automatic re-accreditation**

The Fernando Valverde Award is the highest and most prestigious award given by the Asociación de Relacionistas Profesionales de Puerto Rico (ARPPR). The award honors a person, organization or activity that has (a) contributed to the development of the public relations profession in Puerto Rico; (b) has contributed to the enhancement of the quality of life in Puerto Rico; (c) has contributed to project a positive image of Puerto Rico within the international community; or (d) has excelled with his or her voluntary contribution to the community. This award was named after Fernando Valverde, who was and continues to be a mentor to the public relations professionals in Puerto Rico.

- **Distinguished Public Relations Practitioner – automatic re-accreditation**

The Distinguished Public Relations Practitioner award is awarded to an ARPPR member for his or her outstanding professionalism, ethical behavior and integrity throughout his or her career in public relations. This award is presented annually at the local ARPPR Convention.

- **Paco Oller Award – 3 Points**

The Francisco “Paco” Oller award recognizes the excellence of creativity in the public relations practice. This award is selected among all the winning entries of the Excel Award Competition. Francisco “Paco” Oller was a distinguished creative director.

- **Sixto Toro Award – 3 Points**

The Sixto Toro award recognizes the effectiveness in the public relations practice. This award is selected among all the winning entries of the Excel Award Competition. Sixto Toro was a distinguished public relations practitioner and one of the “fathers” of the public relations practice in Puerto Rico.

FPRA

- **John W. Dillin Award – automatic re-accreditation**

The John W. Dillin Professional Award for service to the Florida Public Relations Association and the public relations profession has been established as the highest, most prestigious award of the Association. The award honors the spirit and dedication of FPRA's first president and founder, Lt. Col, John Dillin, APR, CPRC, and his lifetime of service to and support of the Association. The award is presented at FPRA's Annual Conference. Nominee must have been an FPRA member for a minimum of ten years and

must have made outstanding and long-standing contributions to FPRA and the public relations profession. Nominee does not have to have served as an officer of FPRA, but can not currently be serving on the current Executive Committee.

- **Golden Image Awards – 3 Points**

The Golden Image Awards celebrate excellence in public relations in the state of Florida. Winners demonstrate the very best examples of innovation, planning and design. The awards competition includes four divisions of categories: Public Relations Programs, Printed Tools of Public Relations, Audio/Visual Tools of Public Relations and Student Projects in Public Relations. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

CAPIO

- **Paul B. Clark Lifetime Achievement Award – automatic re-accreditation**

The Paul B. Clark Lifetime Achievement Award is granted to the individual who demonstrates exceptional leadership in the field through professional commitment, including the mentoring of others and fostering a greater understanding of the PIO function among colleagues, community and the media.

- **Communicator of the Year Award – 2 Points**

The Communicator of the Year award is presented to the individual who demonstrates exceptional abilities, skills and talents in leading their organization to greater and more successful communications and public engagement. The award winner needs to be a member of CAPIO. Nominations may come from a colleague, supervisor, agency manager, or local official.

- **Excellence in Communication Award – 2 Points**

CAPIO's "Excellence in Communication" award recognizes the most creative and effective efforts in the areas of communication and marketing campaigns, newsletter production, photography, special events, writing, website development and video production.

- **Frank Potter Cowan Crisis Communications Leader Award – 2 Points**

Established in 2017, the Frank Potter Cowan Crisis Communications Leader of the Year Award will be presented to the individual or team who exemplified excellence in leadership during a crisis. Nominations may come from a colleague, supervisor, agency manager or local official.

MPRC

- **Edward Bernays Award – automatic re-accreditation**

The Edward L. Bernays Award, named in honor of the man considered to be the father of modern public relations, is presented annually to an MPRC member for outstanding contributions to the public relations profession throughout their career. The award is presented at the MPRC Annual Conference each fall.

- **Golden Arrow Awards – 3 Points**

The Golden Arrow Awards recognize excellence in public relations and communications. The awards provide a forum for recognizing the exemplary work of Maine's public relations practitioners and promoting the high quality of communications produced in Maine.

NAGC

- **Communicator Of The Year – 2 Points**
NAGC awards a government communicator who has helped instill public trust by effectively presenting accurate, timely and meaningful information, sometimes under exceptional circumstances.
- **2017 Blue Pencil & Gold Screen Awards Competition – 2 Points**
Awards granted to employees or contractors who have produced a communication product for federal, tribal, military, state, regional, county, municipal, or other government entity. This annual international awards program recognizes superior government communication products and those who produce them.

NSPRA

- **Gold Medallion Award – automatic re-accreditation**
For excellence in educational public relations programs. Entries may come from public and private schools; vocational-technical schools beyond 12th grade; two-year community colleges; state/national education groups; and public relations agencies, consultants or private businesses serving such schools and colleges.
- **Golden Achievement Award – 3 Points**
For exemplary public relations activities, programs and projects. All public and private schools and institutions are eligible. Each winner will receive a certificate suitable for framing, a letter of commendation for the district or agency and recognition in an NSPRA publication.
- **Publications and Electronic Media Awards – 2 Points**
For outstanding education publications and electronic media programs - radio/TV/cable, Internet web sites, slide productions and videotape. The contest is open to all public or private schools or districts, including special schools such as vocational-technical institutes; regional or county education service agencies; education agencies; and private businesses serving as partners with those organizations. Prizes are awarded according to type of publication, type and size of institution.
- **NSPRA Lifetime Professional Achievement Awards – 2 Points**
These awards are given periodically during the year to recognize veteran NSPRA members who have: Led distinguished careers as school public relations professionals; Earned the respect of their colleagues at the state and national level; Remained active NSPRA members at either the chapter or national level for the majority of their careers; Shared their knowledge and experience at chapter workshops and conferences and at the NSPRA Seminar; Contributed to the work of NSPRA committees and task forces; Mentored new members and supported NSPRA colleagues; Demonstrated the practice of good public relations on a daily basis; Constantly advocated the need for good communication between schools and the public.
- **The Bob Grossman Leadership in School Communications Award – automatic re-accreditation**
The Bob Grossman Leadership in School Communications Award recognizes a practicing superintendent of schools or CEO of an education agency, service center or intermediate unit for outstanding leadership in school public relations and communication.

- **NSPRA Presidents Award – automatic re-accréditation**
The NSPRA Presidents Award is the highest honor bestowed by the Association. It is given to recognize a (living) individual NSPRA member for outstanding professionalism and integrity throughout a career as an educational public relations practitioner and for contributing to the advancement of educational public relations. In addition, it recognizes the member's active involvement and leadership at a national-level as well as substantive professional contributions to NSPRA.
- **Barry Gaskins Mentor Legacy Award – automatic re-accréditation**
The Barry Gaskins Mentor Legacy Award recognizes a practicing school public relations professional for: outstanding efforts in mentoring colleagues new to school public relations; providing counsel and advice on job success; and assisting colleagues in their professional development by creating or providing programs and activities designed to improve PR skills and knowledge. The recipient of this award will be allowed to designate a mentee of their choice to receive a scholarship to the NSPRA Annual Seminar.

PRSA

- **Gold Anvil Award – automatic re-accréditation**
The Gold Anvil is PRSA's highest Individual Award. It is considered to be the Society's lifetime achievement award and is presented to a public relations practitioner who is a PRSA member and whose accomplishments have made a major contribution to the profession.
- **Outstanding Educator Award – automatic re-accréditation**
The Outstanding Educator Award recognizes a PRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching.
- **Public Relations Professional of the Year Award – automatic re-accréditation**
PRSA's Public Relations Professional of the Year Award honors the individual who, in the previous year, represented the best in public relations as an outstanding example of the management function that establishes mutually beneficial relationships between an organization and the public on whom its success or failure depends.
- **The Patrick Jackson Award for Distinguished Service to PRSA – automatic re-accréditation**
This award is named in honor of the late Patrick Jackson, APR, Fellow PRSA, a widely known and respected practitioner in the public relations profession. His vision and many contributions to the growth of PRSA are legendary. The award is intended to recognize a member who has significantly contributed to advancing PRSA from the Chapter to National level, as well as furthered the Society by inspiring fellow practitioners professionally and personally.
- **Atlas Award for Lifetime Achievement in International Public Relations – automatic re-accréditation**
The Atlas Award recognizes a public relations practitioner who has made extraordinary contributions to the practice and profession of public relations in an international environment over the span of his or her career. The recipient need not be a member of PRSA.

- **Paul M. Lund Service Award – Automatic re-accreditation**
Named in honor of the late Paul M. Lund, vice president of Public Relations and Employee Communications of AT&T in the early 1970s. Mr. Lund was not only an accomplished leader in public relations, but was also a leader in every community of which he was a part, demonstrating an extraordinary commitment to public service. The Paul M. Lund Public Service Award is given to a PRSA member whose participation as a volunteer in important public activities has increased the common good and reflected credit on the Society.
- **Silver Anvil Award – 3 points**
The Silver Anvil, symbolizing the forging of public opinion, is awarded annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. It acknowledges the very highest level of achievement and is the established icon of the “best of the best” public relations practices.
- **Bronze Anvil Award – 2 points**
PRSA’s Bronze Anvil Awards annually recognize outstanding public relations tactics — the individual items or components that contribute to the success of an overall program or campaign. These tactics — whether a media relations program, website, annual report, podcast, blog or use of social media or word-of-mouth — are the hardworking parts of any public relations program.

RCC

- **The Wilbur Awards – automatic re-accreditation**
For more than 50 years, the Religion Communicators Council (RCC), an interfaith organization of professional religion communicators, has presented the Wilbur Awards which recognize excellence in the communication of religious issues, values and themes in the secular media. The competition is judged by media professionals in a jury process, under the supervision of local RCC chapters across the country. Basic criteria include content, creativity, execution and results, but the ultimate criteria is excellence in the communication of religious values.
- **DeRose-Hinkhouse Award – 3 Points**
The DeRose-Hinkhouse Memorial Awards are presented annually to members of the RCC who demonstrate excellence in religion communications and public relations. The awards are named to honor the late Victor DeRose and the late Paul M. Hinkhouse, leading lithographers in New York City and longtime friends of the RCC. Both men shared a strong interest in, and concern for, excellence in communications.

SPRF

- **Hall of Fame – automatic re-accreditation**
Southern Public Relations Hall of Fame is intended to identify leaders in our industry with 25 years or more professional experience who should be recognized and honored for their extraordinary achievements, accomplishments and contributions to their organizations, communities and the public relations profession.
- **Lantern Awards – 3 points**

The Lantern Award is a regional award that recognizes the best in public relations projects in the region.

- **Professional Achievement Award – automatic re-accreditation**

Each year each of the four states that belong to SPRF is invited to nominate one outstanding public relations professional for the SPRF Professional Achievement Award. The recipient of this award, formerly known as the Practitioner of the Year, is announced at the SPRF annual conference. The award was established to recognize someone who has continually demonstrated the highest ideals of the profession as well as commitment to the professional development of public relations.

- **Educator of the Year Award – automatic re-accreditation**

Each year SPRF recognizes outstanding professional educator members through its Educator of the Year award. SPRF established this award to recognize an educator who has taught public relations or a closely-related discipline and who has demonstrated a commitment to advance the profession of public relations. Each state organization (ECPRO, PRAL, PRAM, PRCA) is invited to nominate one outstanding public relations educator for this award. The recipient of this award is announced at the SPRF annual conference. Applicants are judged in areas of teaching ability, university and community service, accreditation and continuing education, and involvement in SPRF/Member organizations.