



INDIVIDUAL AWARDS

Recognizing outstanding
personal achievement
in 2025

CALL FOR NOMINATIONS

CRITERIA & HOW TO NOMINATE

Each year, South Carolina PRSA honors who have distinguished themselves In the practice of public realations, in their service to SCPRSA and the community, and in PR education.

Please pay special attention to the criteria for each award. If you have any questions about a candidate's eligibility, contact XXX at XXX.

There is no fee to nominate a colleague for these awards. You do not have to be a member of SCPRSA to nominate someone for these awards. People or businesses can nominate themselves or be nominated by someone else. However, it is recommended that either the letter of nomination or one of the letters of support come from a chapter member.

Your nomination should include:

1. A letter of nomination detailing the individual's accomplishments and why they should receive the award. Pay close attention to the criteria outlined for each award.
2. Two letters of support for the nomination. The letters should not all come from the same organization.
3. The nominee's resume or bio.
4. The nominee's head shot.

All materials must be submitted to XXX.

NOMINATIONS DUE:

Friday, February 20, 2026

SEND TO:

scprsamercuryawards@gmail.com

CATEGORIES

W. Thomas Duke Distinguished Public Relations Practitioner of the Year

Named for SCPRSA Past President George Johnson, APR, Fellow PRSA, this award is designed to recognize outstanding achievement in service to the community. The nomination should detail this person or group's dedication to community service, above and beyond the responsibilities of their job. How has the nominee contributed their time, talents, and skills for the improvement of the community in which they live? Please list all organizations the nominee has helped and how. Include leadership positions held in organizations other than PRSA, and any recognition received. At least one letter of support should come from a representative of one of those organization.

This award recognizes both personal involvement and the impact of the involvement. List the organization(s) in which the nominee has been voluntarily involved as well as positions held and the scope of activity. These activities must not be solely on behalf of a client or employer but may be supported by the nominee's employer or client. They may involve service to one or many groups. Nominees may be, but are not required to be, members of SCPRSA. You may nominate any individuals or group that embodies the spirit of service and support for any community in South Carolina, particularly as reflected in their work during 2025.

Executive Excellence Award

This award pays tribute to excellent bosses who value, appreciate, and support the public relations function in their organization. Nominees should not include public relations practitioners. Members of SCPRSA are not eligible to be considered.

Describe how the nominee has shown support for public relations programs, for their internal or external public relations teams, and for the communications function in their organization. Discuss how they have supported SCPRSA members and initiatives. What other qualities does this nominee possess to qualify them as an exceptionally supportive executive.

Note: *A PR practitioner who owns a firm or serves in an executive role should be nominated for the Distinguished Public Relations Practitioner of the Year Award.*

George L. Johnson Community Spirit Award

Named SCPRSA Past President George Johnson, APR, Fellow PRSA, this award recognizes outstanding achievement in service to the community. The nomination should details this person or group's dedication to community service, above and beyond the responsibilities of their job. How has the nominee contributed their time, talents and skills for the improvement of the community in which they live? Please list all organizations the nominee has helped and how. Include leadership positions held in organizations other than PRSA, and any recognition received. At least one letter of support should come from a representative of one of those organizations.

This award recognizes both personal involvement and the impact of the involvement. List the organization(s) in which the nominee has been voluntarily involved as well as positions held and the scope of activity. These activities must not be solely on behalf of a client or employer but may be supported by the nominee's employer or client. They may involve service to one or many groups. Nominees may be, but are not required to be, members of SCPRSA. You may nominate any individual or group that embodies the spirit of service and support for any community in South Carolina, particularly reflected in their work during 2025.

SCPRSA Volunteer Service Award

This award is designed to honor exceptional volunteers to SCPRSA who have demonstrated a particularly strong level of commitment to the chapter through volunteer work, board or committee work, or involvement in special projects. The award is designed to recognize a member whose contributions might be regarded as unpublicized and behind-the-scenes.

Letters of nomination should include in detailed information on how the candidate went above and beyond in their service to the organization and how they added value to membership in SCPRSA through their personal contributions. The nomination should include the candidate's impact on the chapter by demonstrating how the nominee has served SCPRSA through their personal achievements, experience and reputation in the profession and broadened its vision through their contribution on its behalf.

Nominees must be a member in good standing of SCPRSA as of December 31, 2025. Membership status will be confirmed before the nomination is forwarded to the judges.

Note: *The 2025 SCPRSA Chapter President will serve as a judge for this award and is therefore not eligible to be considered.*

Rookie of the Year

The Rookie of the Year award recognizes a younger member of SCPRSA with three or fewer years of experience as a public relations professional. The nomination should address what qualifies the individual as a promising young practitioner with a bright future in public relations. What makes them stand out from their peers? What responsibilities does this nominee hold out for their job? What have they accomplished early in their career?

Nominees must be member in good standing of both PRSA and SCPRSA as of December 31, 2025. Membership status will be confirmed before the nomination is forwarded to the judges.

Note: *This category is suited for young professional working full-time in public relations. If you had an outstanding intern who was full or part-time student in 2025, consider nominating them for the Public Relations Student of the Year Award.*

Public Relations Student of the Year Award

This award recognizes an outstanding student who shows exceptional promise as a future PR practitioner. Awarded to an undergraduate student at any college or university In South Carolina, this recognition will acknowledge a student who shows outstanding ability In a range of core PR skills, and is designed to honor, encourage and reward future talent.

Nominees must be enrolled full-time in an institution of higher learning in the state of South Carolina. The school does not need to have a chartered PRSSA chapter although considerations will be given to active members PRSSA. If the student's university does not offer a public relations degree, related majors will be considered.

The letter of nomination should detail the student's educational background with a list of communication course work and public relations work or internship experience. Include Information about the nominee's participation and leadership In organization and events. List the nominee's membership, office positions, activities, recognition and awards. Where possible, PRSSA activities should be included. Academic success should be documented via transcript or verification in a letter of support from a professor or university officer.

The nomination and letters of support should come from a professor, advisor and/or PR professional with knowledge of the nominee's ability.

Educator of the Year Award

SCPRSA is committed to supporting the education of the next generation of PR practitioners, and to honoring educators for their service. The Educator of the Year Award recognizes an SCPRSA member who has made a significant contribution to the advancement of public relations education through college or university teaching at a school based in South Carolina. Nominees may be full-time, part-time or adjunct educators in tenure-track or non-tenure track positions.

Nominations should include how the candidate has distinguished themselves both in and out of the classroom through excellence in teaching and mentoring students and/or through research that advances the theory and practice of the public relations profession. Include a list of public relations research and writing such as articles or books published. Note any involvement in the PRSA Educators Academy, as well as any awards received from PRSA or SCPRSA. Also note any synopses of student evaluations, a track record of students placed in jobs or internships. Examples of innovation in the classroom, and support and encouragement of PRSSA.

Nominees should be members in good standing of both PRSA and SCPRSA as of December 31, 2025. Membership status will be confirmed before the nomination is forwarded to the judges.

Note: *The Institution at which the nominee teaches does not need to have a chartered PRSSA chapter.*