

SPECIAL AWARD REQUIREMENTS

(criteria and eligibility)

Golden Spur Award

Criteria

- TPRA involvement and contributions: Committees served on and examples of service
- Advancement of profession: Furthering the practice of public relations and its use as a strategic tool
- Achievement of excellence: Using public relations strategies and tools to successfully solve problems and seize opportunities
- Service to the profession: Service to other groups and organizations that prompts an understanding and positive image of public relations
- Honors and awards

Eligibility

- TPRA member for a minimum of 10 years
- Outstanding and long-lasting contributions to TPRA and to the PR profession in ways other than as a TPRA officer

Outstanding Texas PR Practitioner Award

Criteria

- Organization involvement: Service to professional, business and other groups, and contributions made to furthering the profession and its visibility. Also, military service, work toward common good
- Achievements: honors, awards, and recognitions received or earned
- Commitment to the profession
- Value and quality in public relations
- Supporting advancement

Eligibility

- Preferably, but not necessarily, a TPRA member
- Outstanding accomplishments and contributions to the PR profession

Alan Scott Rising Star Award

Criteria

- Exhibit potential for outstanding accomplishments in his/her profession
- Exhibit leadership potential for TPRA and the public relations profession

Eligibility

- TPRA member for at least three years

TPRA New Member Achievement

Criteria

- Significant contributions to TPRA in his/her first year(s) of membership

Eligibility

- TPRA member for a minimum of one year and maximum of three years

Lone Star Award

Criteria

- The company must place a high priority on its public relations and value both the function as a key management strategy and the public relations practitioners it employs as major contributors to the success of the organization.
- The company must exemplify outstanding ethics and operations in its dealing with all its constituencies (i.e. employees, stockholders, community, suppliers, and customers). Creativity in how these relationships are developed can be a plus in consideration for this award.
- The company should be a supporter of the profession of public relations in Texas and the growth and development of its public relations professionals, as well as others in the state.

Eligibility

- The nominee must be a Texas company or a company with major operations in Texas. Nomination must be approved by a majority of the TPRA board of directors present at a regularly scheduled meeting of the board at which a quorum is present, after a supporting recommendation from the TPRA eligibility/ethics committee. Award will not necessarily be presented each year. It will be presented when justified and supported by above criteria.

Silver Spur Media Award

Criteria

- The Silver Spur Media Award recognizes contributions by a print or broadcast reporter/photographer/editor/producer or a print or broadcast outlet to a public affairs, public education or community relations program that benefited the community and was also supported by professional public relations efforts. This award was given first in 1999.