

The Barry Gaskins Service Award

FOR OUTSTANDING CONTRIBUTIONS TO SCHOOL PUBLIC RELATIONS



Barry Gaskins - 1954-2003 - NSPRA PRESIDENT 2001-2002

This prestigious award from the North Carolina School Public Relations Association (NCSPPRA) annually recognizes a practicing or retired school public relations professional for outstanding leadership in school public relations and communications.

The award is named for Barry Gaskins, APR, who passed away unexpectedly in March 2003 at the age of 49. During his 24-year career as the first and only public information officer for Pitt County Schools in Greenville, North Carolina, Barry gained a national reputation for his skill as a school PR professional and his ability to engage diverse publics in support of public education. He served as president of NCSPPRA in 1986-1987 and later in various roles as state coordinator and governmental liaison. He also served as Southeast Region Vice President of the National School Public Relations Association (NSPRA), 1996-1999, and president of NSPRA, 2001-2002. Barry was known for his passion for school public relations and deep commitment to the advancement of public education. His leadership, vision and guidance on the NCSPPRA Board greatly contributed to the chapter earning the coveted Blue Ribbon Chapter Award from NSPRA for 27 years. Barry was devoted to NCSPPRA and NSPRA and spent much of his time supporting the professional development of his colleagues and serving as a mentor and friend to his "NCSPPRA family."

The recipient of this award will be recognized annually at NCSPPRA's Blue Ribbon Awards Program. A brief biography and picture of the award recipient will be posted on NCSPPRA's website.

ELIGIBILITY

An eligible nominee must:

- Hold professional membership in NCSPPRA (minimum 5 years) or be a retired NCSPPRA member.
- Hold (or have held during his/her career) a school PR position for a minimum of four years.

NOMINATIONS

Any member of NCSPPRA or retired member may submit one nomination for the award. All nominations must be submitted on the official nomination form and postmarked by January 20, 2012.

SELECTION

A subcommittee of the NCSPPRA Board of Directors and former NCSPPRA presidents, chaired by the current president, will serve as a screening committee for nominations. A maximum of three nominees will be recommended for final selection by the NCSPPRA Board of Directors

CRITERIA

The following criteria will be considered for selection.

The nominee:

- Provides professional development expertise by presenting workshops or sessions at local, state and national conferences attended by his/her peers,
- Has developed materials or programs designed to help school PR professionals succeed in their positions,
- Practices good communication management techniques and demonstrates a commitment to public engagement,
- Demonstrates excellent personal communication skills and models the NSPRA Code of Ethics and
- Demonstrates daily commitment to reaching out to fellow NCSPPRA members to support and encourage them in their efforts to promote public education.