

PRIDE Awards Information

Note: not all three categories have to be awarded every year, although they may be.

CATEGORY I

PRIDE Award for outstanding
Innovation, Development, and Educational Achievement in Public Relations
Category: OUTSTANDING JOURNAL ARTICLE

1. Automatically review articles in last year's PR Review and Journal of PR Research. "Last year" has traditionally been interpreted as the fall of the previous year through the summer of the current year.
2. Review any additional articles submitted by members of the PR division.
3. Each committee member picks 3-5 top articles
4. Committee members review once again the pool of top articles. They either arrive at a consensus, or create and use rating criteria for evaluating the articles.

CATEGORY II

PRIDE Award for outstanding
Innovation, Development, and Educational Achievement in Public Relations
Category: OUTSTANDING BOOK/MONOGRAPH

1. Send call for nominations to book publishers and PR mailing lists
2. Verify that at least one author is a member of the PR division
3. Send request to publisher for review copies to be sent to committee members
4. Committee members either arrive at a consensus, or use evaluation criteria to be determined

CATEGORY III

PRIDE Award for outstanding Innovation, Development, and Educational Achievement
in Public Relations
Category: OUTSTANDING CONTRIBUTION TO PUBLIC RELATIONS EDUCATION
(Text or Lifetime achievement)

1. Send call for nominations
2. Verify that at least one author (if submission is a text) is a member of the PR division
3. Send request to publisher for review copies to be sent to committee members
4. Committee members either arrive at a consensus, or use evaluation criteria to be determined

Decisions to be made by PRIDE committee:

1. Timeline for the entire review process:

Task	Deadline	Person(s) responsible
Create individual list of top 3-5 journal articles		All
Create evaluation criteria for journal articles		All
Send call for nominations to authors		
Send call for nominations to publishers		
Request review copies from publishers		
Create evaluation criteria for categories II and III (?)		All
Submit individual ratings to committee chair		All
Submit awardee information and plaque design to....?		Committee chair

2. Create evaluation criteria for each category? Yes/No

If Yes, request lists of criteria from committee members and/or PR division members

3. Work with list of individual top 3, 4 or 5 journal articles?

4. What other mailing lists besides NCA PR, if any, should we send call for nominations to?

Available for our use:

- a list of PR Division members. It can be pulled up from the NCA site.
- texts of calls for submissions provided by Chuck Lubbers – pasted below
- memo to committee members from Chuck Lubbers – pasted below
- plaque design – pasted below

MAILING LISTS Announcement text:

Please accept my apology if you have received this message more than once. Also, please feel free to forward this note to other PR educators.

Subject: Pride Awards Committee Solicits Material For Review

Since the late 1980s the Public Relations Division of the National Communication Association has awarded PRIDE (Public Relations Innovation, Development and Education) Awards at their annual convention in November. As the immediate past president of the Division, I serve as chair of this awards committee. It is my honor to work in the selection process with the elected members of the committee, ENTER NAMES HERE.

This email outlines the award categories and the review process. If you would like to nominate a work for the committee to review, please send an email to me at EMAIL ADDRESS. Please do not send a message back to the list where this message was distributed.

While an award is not necessarily presented in each category every year, the three regularly awarded categories are described below.

1. Category: OUTSTANDING JOURNAL ARTICLE

The committee automatically reviews the previous year's editions of Public Relations Review and Public Relations Research Journal -- fall 2001 through summer 2002. Please feel free to submit additional articles.

2. Category: OUTSTANDING BOOK/MONOGRAPH

Awards in this category are for books published in the previous year, and they normally do not include textbooks.

3. Category: OUTSTANDING CONTRIBUTION TO PUBLIC RELATIONS EDUCATION

Awards in this category have usually been given for research on public relations education or for innovative textbooks.

If you would like to suggest a work for the committee to consider, please forward complete citation information to EMAIL ADDRESS.

The awards will be announced at the PR Division business meeting at the National Communication Association convention in November. Recipients need to be members of the NCA Public Relations Division.

SOLICITATION LETTER TO PUBLISHERS

Hello -

Since the late 1980s the Public Relations Division of the National Communication Association has awarded PRIDE (Public Relations Innovation, Development and Education) Awards at their annual convention in November. As the immediate past president of the Division, I serve as chair of this awards committee. It is my honor to work with the elected members of the committee, NAME, OF UNIVERSITY,, in the selection process. Two of the awards - best book, best contribution to PR education - are the most applicable to publishers. In the past publishers have used the PRIDE award in their marketing materials and convention exhibit displays.

One of my roles as chair of this committee is to contact publishers and offer them the opportunity to have their books reviewed for these awards. The submission process is very easy. Each of the three individuals on the committee (list with contact information is below) will need to receive an examination copy of the book for review no later than DATE to guarantee review, but receiving it earlier would be greatly appreciated.

If you are not responsible for monographs in the public relations area, I would appreciate any help you could provide me by passing on this email to an appropriate individual. Thank you.

COMMITTEE CHAIR,

PRIDE awards committee members:

LIST HERE NAMES AND CONTACT INFORMATION FOR ALL COMMITTEE MEMBERS

ORGANIZING E-MAIL TO COMMITTEE MEMBERS
(CHUCK LUBBERS, 2002)

Hello Bob and Michael (and Rachel on the cc) –

Well, it's that time of year again. As we gear up for the November NCA conference, I felt that it was time for the PRIDE committee to get rolling. As you may recall, you were elected to serve on the PRIDE committee for this year. As the immediate past president of the Division, chairing this committee is just one of my MANY happy duties this year.

Every year there seems to be some learning curve for the new PRIDE committee. I served on the committee many years ago. I'm hoping that one or both of you may have had the opportunity as well. Well, anyway, here's what I can pull out of emails with previous PRIDE comm. Chairs and what little has been written about the committee.

The committee automatically reviews the previous year's editions of PR Review and PR Research Journal. Now the sticking point appears to be what "last year's" means. It has been interpreted in the past few years to be fall of the previous year (2001) through the summer of the current year (2002).

We should also open the competition up to other nominations. This is accomplished two ways. First, it may be fruitful to contact editors who traditionally publish books in this area and ask if they have any works they would like to submit. The second avenue is to post a call on the PRIDE email list (as well as sending it directly to others in the division who may or may not be on the list). Do you think we should also post it to the AEJMC email list, since there is some crossover? What about the PRSA educators academy?

The PRIDE awards have been awarded since at least 1989 and they have been given for a number of categories over the years. My search of the past business meeting minutes leads me to conclude that there are two active and one inactive category for awards. These three categories are discussed below. It is specifically stated that we do not need to award in each category each year.

1. PRIDE Award for outstanding
Innovation, Development, and Educational Achievement in Public Relations
Category: OUTSTANDING JOURNAL ARTICLE

As noted above, we automatically review the two PR research journals. We will also review any additional works submitted. This category is the most contested and has always been awarded.

2. PRIDE Award for outstanding
Innovation, Development, and Educational Achievement in Public Relations
Category: OUTSTANDING BOOK/MONOGRAPH

This is likely to be something with a 2002 copyright, since in July of 2002 the publishers likely switch to 2003. Let's be a little flexible here on the copyright. This has almost always been awarded, but does not need to be awarded.

3. PRIDE Award for outstanding
Innovation, Development, and Educational Achievement in Public Relations
Category: OUTSTANDING CONTRIBUTION TO PUBLIC RELATIONS EDUCATION
(Text or Lifetime achievement)

There used to be a category for: "Outstanding Contribution to Public Relations Education". It hasn't been awarded in several years, and I'm not sure why. If you feel strongly that we should go back to including that category, I'll search the business meeting records and try to determine why it has not been awarded recently. My guess is that it wasn't awarded one year and the next group just forgot about it. *{As it turns out, we did award a text award in 2002}*

So, we need a timeline. I would suggest that we all start reviewing the two journals and try to come up with a list of our "top 5" from those journals. We also need to get out a call in early September for additional suggestions/nominations. Is it feasible to have all of this material reviewed and have our individual choices done by the middle of October? That would give the committee time to agree on the winners and to have some sort of plaque/award prepared.

Let me know what you think of the procedure, timeline, etc. Believe me, this committee has not been very well organized in the past, and very little is written down. By doing this memo I may have just created the most complete document on the subject. Isn't that pathetic! :-)

Chuck

PLAQUE DESIGN:

2002 PRIDE Book Award

for outstanding

Innovation, Development, and Educational
Achievement in Public Relations

Excellent Public Relations and
Effective Organizations

Larissa A. Grunig

James E. Grunig

David M. Dozier

Lawrence Erlbaum Associates, Publishers, 2002 ©

Public Relations Division of NCA

2002 PRIDE Article Award

for outstanding

Innovation, Development, and Educational
Achievement in Public Relations

“An Extended Examination
of the Crisis Situations”

W. Timothy Coombs
Sherry J. Holladay

Journal of Public Relations Research, Vol. 13, 321-340

Public Relations Division of NCA

2002 PRIDE Text Award

for outstanding

Innovation, Development, and Educational
Achievement in Public Relations

Primer of Public Relations Research

Don W. Stacks

Guilford Press, 2002 ©

Public Relations Division of NCA