

Patrick Jackson Award Nomination Process PRSA/Yankee Chapter

About the Award

The PRSA/Yankee Chapter seeks nominations for the Patrick Jackson Award, formerly known as the Yankee Award. The award was established in 1988 designed to recognize a professional who is not in the public relations field but nonetheless successfully uses public relations principles to benefit his or her organization and society. The purpose of the Patrick Jackson Award is to recognize excellence in the practice of public relations and demonstrate a track record of building relationships which earn trust.

In light of the fact that an organization's success in relationship management often is a result of a team, the award may recognize the head of an organization or movement, or, if appropriate, an organization (for-profit or not-for-profit) which exemplifies the principle of sound public relations.

Criteria for the Award

Nominees must have a proven record in at least one of the following areas:

- Building relationships that earn trust which contributes to organizations effectiveness or
- Demonstrating leadership in a crisis by using public relations principles, or
- Bringing about changes in society by finding accommodation with public needs, or
- Showing concern for the common good, not just concern for the success of the movement or organization

The nominee (individual, or in the case of an organization, its CEO, or functional organizational head) must agree to be present at the award presentation. The nominee should be based in the PRSA/Yankee Chapter service area of Maine, New Hampshire and Vermont.

The award is presented at the PRSA/Yankee Chapter Annual Meeting & Event held sometime during the first two weeks of June.

PATRICK JACKSON AWARD NOMINATION APPLICATION

Nominee Name:

Nominee Position (if individual):

Organization Name:

Street or Mailing Address:

City, State, Zip Code

Nominee Phone:

Nominee Fax:

Nominee Email:

Why should this nominee be considered for the Patrick Jackson Award?

**Please list two references that can attest to the nominee's qualifications.
Please provide names, phone number and, if possible, email addresses.**

**Patrick Jackson Award Nomination Application
Page 2.**

**Please submit the information of the person making the nomination.
Contact Phone:**

Contact Fax:

Contact Email:

Please return COMPLETED nomination FORM to BY: March 23, 2010 to:

**Jen English
Director of Communications
The Clarke Companies:
PO Box 624
472 Winchester Street
Keene, NH.**

P: (603) 352-0344 ext. 215

E: jenglish@clarkedistributors.com

Yankee Chapter PRSA

Patrick Jackson Award recipients (formerly known as the Yankee Award)

- 1988 Slyvio Dupuis, President, Catholic Medical Center
- 1989 Paul Boffinger, President, Society for the Protection of NH Forests
- 1990 Shirley Ganem, Exec. Dir., NH Task Force Against Child Abuse and Neglect
- 1991 John Swope, President, Chubb Life America
- 1992 Steve Barba, President, Balsams Grand Resort & Hotel
- 1993 Lew Feldstein, President, NH Charitable Foundation
- 1994 John Sortino, President, Vermont Teddy Bear
- 1995 James Freedman, President, Dartmouth College
- 1996 William Frain, President, CEO, PSNH
- 1997 Walter Peterson, Governor NH
- 1998 Not given (Guest speaker: Ginger Hartidge, Southwest Airlines)
- 1999 J. Bonnie Newman
- 2000 Michael Hickey, CEO, Verizon Wireless
- 2001 Not given (Guest Speaker: Judith Rich)
- 2002 John Crosier, President, NH Business & Industry Association
- 2003 Not given (Guest speaker: Mike McCurry, fmr press secretary)
- 2004 Thomas Raffio, Northeast Delta Dental
- 2005 Mary Allen Lindemann, Coffee by Design
- 2006 Not given (Guest Speaker: -- Steve Barba)
- 2007 Larry Gammon, Easter Seals of NH
- 2008 Denise Doleac, executive director, Children's Museum of New Hampshire
- 2009 Amoskeag Business Incubator