

September 13, 2004

Dear Oklahoma City PRSA Chapter Members:

The Oklahoma City Chapter of the Public Relations Society of America requests your nominations for its 2004 Harmony, Clarus and Outstanding Young Professional Special Awards. Please review the criteria for each award listed below. Enclosed you will also find a Special Awards nomination form.

Clarus Award

Clarus is the Latin root for clarity. The Clarus Award, presented to a member of the working media, symbolizes the importance of clarity of purpose in reporting the news affecting the lives of readers, listeners or viewers. The award will honor a journalist who has exhibited fairness in reporting and whose work reflects favorably on the practice of news reporting. The recipient will have established a good relationship with members of the Oklahoma City PRSA Chapter.

Paul E. Dannelley Harmony Award

The pursuit of public relations does not always bring to mind the word “harmony.” However, harmony is the desired outcome of public relations efforts. Just as the objective of medicine is health and the objective of law is justice, so harmony is the objective of public relations. The Harmony Award is presented to a public relations practitioner who has done outstanding work to bring about this ultimate result.

The Harmony Award is presented to a member in good standing of the Oklahoma City PRSA Chapter who has given longtime service to the profession of public relations, who has longevity in the field, who has furthered the professionalism and the practice of public relations, and who has earned the respect of his or her peers.

Paul Edward Dannelley, Jr., APR was a much beloved and honored professor of journalism at the University of Oklahoma. In 1978, he won a Bronze Derrick Award in the Oklahoma City PRSA Chapter’s first annual awards contest. In 1983, the Public Relations Society of America named him Outstanding Educator. Through the years, his name became synonymous with public relations at OU. Following his death in 1991, a memorial scholarship was established at the school in his name. Many of Professor Dannelley’s former students are members of the Oklahoma City PRSA Chapter.

Outstanding Young Professional Award

This honor is bestowed on a young professional, a relative newcomer to the field of public relations, who has made a significant contribution to the public relations profession in Oklahoma City.

The Outstanding Young Professional Award is presented to a member in good standing of the Oklahoma City PRSA Chapter who has demonstrated a desire to succeed in a challenging work environment. The recipient must be under the age of 30, have five years or less of full-time experience in the field and have demonstrated an aptitude for leadership and involvement in PRSA.

Deadline for Award Nominations is Friday, October 1, 2004

(Please use enclosed Special Awards Nomination Form and send to address listed on the form.)

Public Relations Society of America
∞ Oklahoma City Chapter ∞

2004 Special Awards Nomination Form

Deadline for Award Nominations is Friday, October 1, 2004

Fax or mail nomination forms to:
Yvonne Anderson, Upper Case Awards Co-chairman
21 E. Main Street, Suite 100
Oklahoma City, OK 73104-2405
Phone: 234-2264 • Fax: 234-2200

(Please print or type – you may use additional paper if necessary.)

Name of award: _____

Nominee's name: _____

Nominee's current professional position: _____

Nominee's place of employment: _____

Name of member submitting nomination: _____

Member's phone number: _____

Reason nominee should win award: _____

Nominee's professional contributions to and involvement with the Oklahoma City PRSA Chapter:

