



The Lee and Marie Hirst Vista Award

Each year, the New Mexico Chapter of PRSA considers nominations for the Vista Award. This award is designed to honor visionaries of our chapter and to celebrate a proven track record of long-term excellence among our practitioners. In January 2005, the Vista Award was renamed the Lee and Marie Hirst Vista Award after the first recipients, who passed away in 2004.

Qualifications for nomination (*please pay careful attention to them and make sure your nominee fits the following criteria*):

- A member in good standing of PRSA in any membership category;
- A member in good standing of the New Mexico Chapter, in any membership category, for a minimum of five years;
- At least 20 years of experience in the profession;
- Significant contributions to the chapter to include past or present service as a chapter officer or board member;
- Personal and professional qualities that serve as a role model for other PR practitioners;
- Significant contributions to the advancement of the profession.

Other important considerations:

- Nominations should include at least one specific example of how the nominee has demonstrated expertise in the practice of public relations.
- Members of the selection committee are not eligible for the award.
- Nominations are not accepted from members of the selection committee.
- Self-nominations are not permitted.
- Any chapter member may make a nomination.
- APR Accreditation will be considered.
- Anticipating, analyzing and interpreting public opinion, attitudes, and issues that might impact, for good or ill, the operations and plans of the organization.
- Counseling management at all levels in the organization with regard to policy decisions, courses of action, and communications, taking into account their public ramifications and the organization's social or citizenship responsibilities.
- Researching, conducting, and evaluating, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to success of an organization's aims. These may include marketing, financial, fund raising, employee, and community or government relations.
- Planning and implementing the organization's efforts to influence or change public policy. Setting objectives, planning, budgeting, recruiting and training staff, developing facilities – in short, managing the resources needed to perform all of the above. (Source – Public Relations Society of America)

Nomination Process:

The nomination process is simple. Submit the name of your nominee along with a specific example of how the nominee has demonstrated expertise in the practice of public relations (3-5 sentences). The nominee's contact information must also be included. NMPRSA will then follow



up with a questionnaire to the nominee. The questionnaire will include questions about the nominee's experience and contributions to the chapter. Submit nominations to NMPRSA President Amanda Molina at amanda@garritypr.com by September 9, 2016.

The Lee and Marie Hirst Vista Award will be presented at the upcoming Cumbre Awards Banquet on October 27, 2016.