



The Bill Adams PRSA Lifetime Achievement Award is given to a PRSA member or retired member who meets the following criteria:

- Has maintained tenure of 15 years of service in the public relations profession.
- Has excelled in demonstrating support and dedication towards advancing the profession in communications and public relations (for example: through education, leadership roles, professional development and/or community service).
- Represents the ethical characteristics exemplified by Bill Adams' career.

About Bill Adams:

William (Bill) C. Adams, APR, Fellow PRSA, associate professor of advertising and public relations, Florida International University (FIU), and longtime PRSA supporter, passed away in 2003. In his memory, PRSA Miami created the PRSA Bill Adams Lifetime Achievement Award to commemorate his professional achievements and passion for public relations.

After 25 years in corporate public relations, including work with Phillips Petroleum Company, Adams' decided to fully commit to giving back to the profession and in 1990 joined FIU's School of Journalism and Mass Communication. At FIU, Adams was responsible for extensive research and writing focused not only on the teaching of public relations, but on the importance of mutual understanding and cooperation between professional practitioners and PRSA. In addition to his teaching duties, he had been writing the popular "Ask the Professor" column for PR Tactics since the paper's inception in 1994. As a consultant, Adams conducted PR programs for information officers in El Salvador as part of a USAID grant to FIU's International Media Center.

Adams held numerous leadership positions within PRSA both at local and national levels and among his recognitions was being named PRSA's 2000 Outstanding Educator as well as PRSA's 2000 Advisor of the Year. Adams was the first person to receive both awards in the same year. In 1999, Adams was named one of the nation's 10 "Outstanding Public Relations Educators" by the editors of PR Week.

Previous Bill Adams Lifetime Achievement Award Recipients:

- 1980 – Ev Clay
- 1995 – Ruth B. Kassewitz, APR, Fellow PRSA
- 2003 – William C. Adams, APR, Fellow PRSA
- 2004 – David H. Pearson, APR
- 2005 – Neily Rubio

- 2006 – Robert C. Ross, APR, Fellow PRSA
- 2007 – Stuart Newman
- 2008 – Donn Tilson, APR, Fellow PRSA
- 2009 – Karen Buchsbaum, APR, Fellow PRSA
- 2010 – Jo Baxter, APR

Send completed nomination form to the address below by Friday, June 24, 2011:

PRSA Miami Awards Committee

c/o Nermari Broderick
Porter Novelli
950 South Pine Island Road,
Plantation, FL 33324
Or nermari.broderick@porternovelli.com

Winner must be present at the PRSA Miami Endowment/Awards Luncheon on Friday, September 30, 2011 to receive the award.



BILL ADAMS LIFETIME ACHIEVEMENT NOMINATION FORM

PART I – Nominee Information

Nominee: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

Nominator: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

PART II – Professional References of Nominee

Reference #1: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

Reference #2: _____ Company/Organization: _____

Address: _____

Phone: _____ E-Mail: _____

If possible, please include the nominee's bio.



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PART III - Rationale

Why do you believe this individual should be recognized with the Bill Adams Lifetime Achievement Award? Do not exceed 750 words.

**ADVANCING THE PROFESSION
AND THE PROFESSIONAL.**