

Jay Rockey Lifetime Achievement Award presented by Puget Sound PRSA Chapter

Guidelines and Nomination Information

The Jay Rockey Lifetime Achievement Award was established in 2002 in honor of Jay Rockey's commitment to the public relations profession. This award recognizes the career achievements of a Puget Sound area public relations professional who has advanced the field of public relations and demonstrated outstanding professional ability and conduct throughout his or her career.

Nomination Submission Guidelines

Nominees must be nominated by a PRSA Puget Sound Chapter member (which may include members of the chapter board or Jay Rockey Awards Committee).

The nomination must be submitted in the form of a 300-600 word letter highlighting the nominee's merits based on the following criteria:

- *Experience & Qualifications:* Worked as a public relations practitioner or educator for a minimum of 20 years.
- *Community Involvement:* Specifically advanced the field of public relations in the Puget Sound area.
- *Professional Excellence:* Has demonstrated outstanding professional ability and conduct throughout his or her career.
- *Leadership:* Served as a leader in the public relations profession or in public relations education and has advanced the profession.

One additional letter of support and/or a resume may be submitted as part of the nomination, but is not required.

Judging

Once all nominations are received, the awards committee will assess them based on the above criteria. Qualified nominations will be judged by the committee, including at least three previous Lifetime Achievement Award recipients. In the event three past award recipients are not available, the committee will be made up of as many past recipients as possible, with the remaining members appointed by the board of directors. The award will be presented at the PRSA Puget Sound Annual Meeting.

Deadline

All Jay Rockey Lifetime Achievement Award nominations must be sent to jillianhenze@gmail.com by **Sept. 8, 2026**.