

ANNUAL AWARD HONORING E. NELSON JAMES

Nominations due OCTOBER 15, 2017

Stage Coach Player's annual "E. Nelson James Promotional Award" was created in collaboration with E. Nelson James' family and Stage Coach Players' Board of Directors in 2013.

The award is given to a person or group within Stage Coach, or a supporter who has done an outstanding job of promoting our theater using traditional and new media, locally and/or regionally, since 2013. Previous winners are Annette Johns, Bob Cain, Susan Johnson, and Barb Andree.

Nelson was a founding member and driving force for success in the early days of Stage Coach. He was an actor, playwright, director, president, SCOTY award winner, and strong supporter of our theater.

One of Nelson's greatest gifts to Stage Coach was his regular and dependable writing of promotional articles for the local newspapers. He researched each play's history, interviewed the director, took pictures, and then personally delivered the PR piece to the newspaper office. And he did not just drop it off at the reception desk. Nelson would wait until there was a reporter available to talk to him so he could promote that show in person. He was dedicated to promoting our theater in many ways and at every opportunity.

The methods and opportunities to promote Stage Coach have changed over the years. Now there's Facebook, Twitter, and email among a myriad of traditional and new forms of advertising and promotion. The need for promoting Stage Coach remains as important as ever. We have more competition in town and in the area. We must keep the spirit of Nelson's dedication to promoting Stage Coach alive and strong.

With that in mind, the "E. Nelson James Promotional Award" was created in collaboration with his daughter Katherine and his wife Marilyn to develop the guidelines for making this annual award. The award will be presented during the Annual Banquet.

The deadline for submitting a nomination is October 15, 2017. A short essay with examples of why the nominated person or group should be given the award should be submitted to Andee Larson by email (rudy.blackcat@yahoo.com) or mail (240 West Locust Street, DeKalb, IL 60115) by October 15.