



The deadline for Entries has been extended to August 30, 2008. All entries must be postmarked by August 30th. Each entry should include a \$5.00 fee.

Entries should be mailed to:

Hugh J. Rushing
Association Manager
Public Relations Council of Alabama
P.O. Box 531335
Birmingham AL 35253

Student Awards Guidelines

Michael K. Simmons Student of the Year Award

Eligibility:

- Student must be enrolled full-time in an institution of higher learning
- Student must be an active member of PRCA student chapter
- As of August (1 year prior to competition year), student must have completed enough accredited course hours to be classified as a junior in public relations or related course of study
- Student must have overall GPA of 2.5 on 4.0 scale or 2.0 on 3.0 scale. In major course work student must have at least a 3.0 on a 4.0 scale or 2.25 on 3.0 scale

Eligibility: (15 possible points) _____

- A letter of reference from faculty advisor stating GPA and classification
- A 5 X 7 color or black & white photo of nominee
- One-page resume detailing educational background with list of communication course work and publication relations work or internship experience
- Optional – a maximum of 2 additional letters of reference (preferably from nominee's chapter and a public relations professional knowledgeable about nominee's ability)

Community Service: (15 possible points) _____

- One-page summary should list nominee's participation in organizations and events (nominee should be specific about involvement)
- Optional – one example may be included in this section that demonstrates the results of the nominee's work with group or event (ex: letter of recognition, materials)
- Additional materials should be removed from portfolio and not judged.

Campus Activities: (15 possible points) _____

- One-page summary should list nominee's involvement in campus organizations and activities. Summary should include nominee's memberships, officer positions, activities, recognition and awards. PRCA activities should be included in this portion of entry. Summary should document the nominee's involvement and results of work.
- One example of PRCA involvement must be included in this section (ex: letter of recognition, materials, articles from newsletter or school newspaper, etc.)
- Optional – one example of campus involvement other than PRCA (ex: letter of recognition, materials resulting from nominee's work, etc.)
- Additional materials should be removed from portfolio and not judged.

Work Examples: (30 possible points) _____

- Public Relations Planning (20 points) _____
- One sample of a short- or long-term public relations plan developed by nominee
- Media Relations, Collateral, Other Print or Broadcast Materials (10 points) _____
- One sample to demonstrate range and quality of nominee's work (news/feature story, radio or TV PSA, brochures, newsletters, direct mail piece, logo, video or audio script, etc.)
- Understanding of Public Relations/Future Contributions to Communications Field: (25 possible points)

Essay of nominee's thoughts on the "evolving role of communication arts in the workplace." Essay should not exceed two double-spaced standard type-written pages or points should be deducted.

PRCA Student Scholarship Nomination Criteria

(Go to PRCAonline.com for deadline and mailing address for entry.)

Entries should be clearly labeled on package – PRCA Student Scholarship.

Each student chapter may nominate as many students as it wishes as long as these students meet the basic criteria. Any material or nominations received after deadline will not be considered.

Nominees must meet the following requirements

- Student must be enrolled full-time in an institution of higher learning
- Student must be an active member of a PRCA student chapter
- Student must have completed 60 hours of accredited course work toward a baccalaureate degree with a declared major in public relations or a related field
- Student must have an overall GPA of at least 3.0 on a 4.0 scale or 2.25 on a 3.0 scale. In major course work, student must have at least a 3.5 average on a 4.0 scale or a 2.5 average on a 3.0 scale.

The following materials must be submitted in the nomination package:

1. Biographical sheet including the student's full name, address, phone numbers, academic record from college, activities, awards, offices held, any work experience or other relevant information.
2. Transcript of college work to-date. This may be sent directly from the college if policy prohibits giving transcripts to students. Students are responsible for any costs and release form requirements.
3. A one-page typed essay, written by the nominee, stating the nominee's reason for choosing public relations as a career path.
4. One sample of the student's work (brochure, PSA, News Release, etc.)
5. Letters of recommendation from one faculty member and one public relations professional who can attest to nominee's academic and work record.

PRCA Student Chapter Annual Report

Each Student Chapter must submit this page of the annual report to the PRCA State Vice President, Students.

(Check PRCAonline.com for correct address and deadline.)

Chapters are encouraged, but not required, to enter the Student Chapter of the Year Competition by completing a chapter yearbook and sending it with the annual report form. The winning chapter will receive a check for \$250, a plaque, and be recognized at the annual state PRCA Conference.

Name of Student Chapter (to include school name):

Chapter Officers (Name, position, address & phone number of each – use separate sheet if necessary):

Faculty Advisor (Name, address, phone number & email if available):

Professional Advisor (Name, address, and phone number of liaison with professional chapter):

Chapter Meeting Schedule (Day(s) of month, time and place):

Time of Year officers are elected:

PRCA Student Chapter of the Year Competition

(See PRCAonline.com for entry deadline and mailing address for entry.)

Entries should be clearly labeled on package – Student Chapter of the Year Competition.

Although this section is not required, PRCA encourages each chapter to enter the chapter of the year competition. *The tangible benefits of winning:* A check for \$250.00, a plaque, and professional recognition. *The intangible benefits of winning:* a report that captures your chapter's progress and documents the past year's activities and growth.

Chapter of the Year Criteria

Each chapter will submit a "chapter yearbook." This book should be in the form of a ring binder (spine no wider than 3 inches), or any other type of binding (restricted to 3 inches in spine width). The books **must** be organized according to the following judging criteria:

I. PRCA Student Chapter Annual Report

In the front of each chapter book please include the completed form entitled "PRCA Student Chapter Annual Report (found in this packet). If you do not include the Student Chapter Annual Report form, the judges will deduct 10 points from your overall score. You must follow the chapter annual report form format exactly if you do not use the original form provided in this packet.

II. Chapter Programs (35 possible points)

You must limit the following to a one page per meeting summary that includes both A & B:

- A. Speakers and/or program topics for regular meetings during the year (for each program, briefly explain what was presented or what members learned during that program).
- B. List the **average percentage** of members attending regular meetings (members must be paid members who are enrolled as full-time students during the course of the school year – for instance, Fall 2007 to May/June 2008).

Example:

XYZ University student chapter membership is 25.

XYZ University has 5 regular meetings per year.

The members attending each meeting are – 18, 22, 21, 15, 25 (total = 101), which gives the student chapter an average attendance of 20.2 (101 divided by 5).

Average Percentage = 80.8 (20.2 divided by 25).

Supporting materials for your summaries may include photos, copy of handouts, meeting agenda, speaker bios, or any other pertinent materials.

You are allowed no more than eight (8) pages of supporting materials in this entire section.

III. Chapter Membership (15 possible points)

- A. List the number of members at the end of Current Spring classes. Compare the number above with the membership at the end of Last Spring. What was the percentage increase or decrease?
- B. How many members have participated in at least one project?
- C. How many members have attended at least 50 percent of regular meetings?

IV. Chapter Projects (35 possible points)

A. List all special projects completed by your chapter (For instance, beginning Fall 2007 to end of Spring 2008). Projects should be classified and organized as follows:

1. PR Assistance to Business Community
2. PR Assistance to Campus
3. PR Assistance to Community and Nonprofit Organizations
4. Other Community Service
5. PR Projects not falling into categories 1 – 4 above

B. For each project provide the following information:

1. How many members were actively involved?
2. What were the objectives for the project?
3. What were the results of the project? (How well were objectives met?)

Total project summary information should be no more than ten (10) pages.

Supporting materials for your project summaries may include correspondence about the project, recognition from the organization concerning the project, materials produced for the project, etc.

You are allowed supporting materials for the three (3) projects you consider the best examples of your work. Supporting materials for each project should be limited to no more than five (5) examples per project.

V. Interaction with Sponsoring Chapter and State Organization (10 possible points)

- A. List members who attended events hosted by the sponsoring chapter. List the members who attended monthly meetings and how often they attended. List members who attended special programs like workshops, etc.
- B. List the number of members who attended last year's PRCA State Conference.
- C. List the members who attended any state or SPRF sponsored workshops.

This section should be limited to no more than three (3) pages.

VI. Chapter Communication – Internal and External (5 possible points)

In a summary paragraph answer the following:

- A. How do you communicate with members and how frequently?
- B. How do you communicate with your external publics (ex: sponsor chapter, campus government, academic department, other students)?
- C. How do you assess the effectiveness of your communication activities?

Supporting materials may include recruitment handouts, newsletters, articles submitted to other organization newsletters, correspondence, etc.

Your supporting materials should be restricted to no more than five (5) pages.

VII. Chapter Recognition (5 possible points)

- A. List honors/special recognition received by the student chapter
- B. List honors/special recognition received by members for public relations activities

Please restrict this section to no more than three (3) pages.

PRCA Student Medallion Awards Entry Guidelines

(Go to PRCAonline.com for entry deadline and mailing address for entries.)

Entries should be clearly labeled on package – Student Medallion Awards.

General Requirements:

You may choose from several options to present your entry. Campaigns may either be mounted on display board or placed in a ring binder. Single entries may be mounted on display boards, placed in binders, or placed in manila envelopes (*envelopes are for identification only, not for shipping*). Identification is important. Attach a copy of entry form (included in this packet) to each entry. Every entry must be submitted in a separate binder, envelope or on a display board. *Envelopes or binders containing more than one entry will be disqualified. Materials not identified or marked as required will be disqualified.*

Entry Summary – All entries must be accompanied by a typewritten summary. Most categories will only need a paragraph. However, larger programs and campaigns may have summaries no longer than two pages (brevity is appreciated in consideration of the judges). This summary must include: Category Number and Letter, Name(s) of Student submitting project, Name of Student Chapter, Title of Entry, a brief description of the purpose, objectives, and the results or outcome of the entry. The Summary must be attached to the center back of the display board, placed in a sleeve in the ring binder, or inserted into the manila envelope. **Entries sent without summaries will be disqualified.** Entries will be judged by a panel of professional public relations practitioners.

Award Categories

1. Total Public Relations Program

- 1A. Internal
- 2A. External

2. Special or One-time Public Relations Program

- 2A. Long-term Internal (90 days or longer)
- 2B. Long-term External (90 days or longer)
- 2C. Short-term Internal (fewer than 90 days)
- 2D. Short-term External (fewer than 90 days)

3. Total Publications Program

No less than 2, nor more than 5 examples of the publications program are to be submitted. Judges will consider quality of writing, design, typography, use of photography, technical quality, readability, consistency of style and effectiveness of publications as related to the stated purpose. (Publications may include brochures, magazines, newsletters, or manuals.)

4. Issues Management/Crisis Management

A public relations plan, program or position paper addressing an issue or crisis.

- 4 A. Plan or Program
- 4 B. Position Paper

5. Writing for Media

Entries in this category must be original work written for public relations functions. Written pieces may be placed in a ring binder or mounted. All broadcast entries must be accompanied by a script. Video productions must include a ½ inch VHS copy, and radio programs must be accompanied by a cassette tape. Both tapes and containers should be labeled. Updated adaptations of past work are not eligible.

5A. Print News Stories Internal/External

5B. Broadcast News Stories Internal/External

5D. Feature Stories Internal/External

6. Public Service

Public Service functions are those which enlist public support or action in the solution of problems of general interest or concern. The message of a PSA clearly has as its goal the improvement of the public's health, education and/or welfare. Provided that entries meet the above criteria, media space or time may or may not have been donated.

6A. Print Material

6B. Direct Marketing – Print

6C. Direct Marketing – Video

6D. Print Magazine

6E. Print Newspaper

6F. Electronic – Radio

6G. Electronic – Television

6H. Electronic – Audio Visual

7. Editorial and Editorial Replies

Submit a typed copy or the actual editorial as it appeared in print or broadcast. Entries may be placed in suitable binders.

8. Speech Writing

Submit a typed copy of the speech (text, not graphics or PowerPoint visuals) in a suitable binder. You may include visuals with the speech text, but complete text must be printed out.

9. Special Publications

Print entries must be submitted in suitable binders. Video productions must include a script and a 3/4-inch VHS copy/or storyboard. Tapes, containers and binders should be labeled.

9A. Annual Reports – Print

9B. Annual Reports – Video

9C. Publications for special programs, invitations, etc.

9D. Promotional Brochures and Folders – One Color

9E. Promotional Brochures and Folders – Two or More Colors

9F. Informational Brochures and Folders – One Color

9G. Informational Brochures and Folders – Two or More Colors

10. Magazines, Tabloids and Newsletters

Must be published at least quarterly, and at least two issues should be submitted (to be judged as one entry). Entries may be mounted, or submitted in an appropriate binder and labeled appropriately.

10A. Internal Magazines – Black & White

10B. Internal Magazines – Color

10C. External Magazines – Black & White

10D. External Magazines – Color

10E. Tabloids – Internal or External, Black & White or Color

10F. Newsletters – Internal or External, Black & White or Color

11. Promotions/Support Material

11A. Sales Kit

11B. Product Sheet/Fact Sheet

11C. Press Kit

11D. Specialty Promotional Item – Print (ex. Book marks, cards, invitations)

11E. Specialty Promotional Item (ex. Pens, cups, T -shirts)

12. Direct Mail

12A. Posters

12B. Bill Stuffers and Inserts

12C. Miscellaneous

13. Graphic Design

Original artwork and photo enlargements may be submitted, but you must include a tear sheet of the publication or art piece so that the judges can evaluate the work in its context.

13A. Photography, Single or Series for Publication

13B. Photography, Single or Series for Display

13C. Letterheads

13D. Logos

13E. Illustrations – Single

13F. Illustrations – Series

14. Radio

Entries must be submitted on cassette. Both tapes and containers should be labeled. If materials actually aired, please note this on entry.

14A. One minute or less

14B. Campaign Series (three or more, 60-seconds or less)

14C. Program any length

15. Video Production

Entries must be submitted on 1/2-inch VHS tape. Both tapes and containers should be labeled. If materials actually aired, please note this on the entry.

15A. Television Advertising – One minute or less

15B. Television Advertising Campaign Series (three or more)

15C. Video News Release

15D. Video Newsletter

15E. Promotional/Informational Video

16. Slide/Powerpoint Presentations

Slide presentations should be printed out on 8 X 11 pages, no more than 20 pages per presentation. These pages should be submitted in an appropriate binder.

17. Web Site Design

Samples of web site design should be printed out on 8 X 11 pages, no more than 10 pages per site design. These pages should be submitted in an appropriate binder.

18. Outdoor

Submit a print of the design (in scale) or an 8 X 10 color photo of the board. Entries may be mounted or submitted in an appropriate binder.

19. Potpourri

This category may include any item not covered by one of the above categories. Entries must be mounted or submitted in an appropriate binder or manila envelope. All entries should be properly labeled.

DO NOT enter materials under potpourri that should be entered under one of the above categories!

PRCA Student Medallion Awards Entry Form

Name: _____

Chapter: _____

Entry Title: _____

Entry Category: _____

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Entries should be mailed to:

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Bettie Hudgens Student Chapter of the Year Award

I. Chapter Annual Report supplied: ____ Yes ____ No

II. Chapter Programs (35 points possible) _____

(Speaker/program topic relevance; average percentage of membership attending)

III. Chapter Membership (15 points possible) _____

(Current Spring compared with Previous Spring; percentage increase/decrease; how many have participated in at least one project; how many have attended at least 50% of meetings)

IV. Chapter Projects (35 points possible) _____

(PR Assistance to Business Community/to Campus/to Community & Non-profit/other community service/any not falling into above; How many members involved; objectives of project; results of project)

V. Interaction with Sponsoring Chapter and State Organization (10 points possible) _____

(Members who attended professional chapter events; members who attend monthly professional chapter monthly meetings; number of members who attended previous year's state conference; members who attend any state or SPRF workshops)

VI. Chapter Communication – Internal and External (5 points possible) _____

(How do you communicate and how frequently with members; external publics; how do you assess effectiveness?)

VII. Chapter Recognition (5 points possible) _____

(Honors/special recognition received by student chapter; honors/special recognition received by members)