



**PUBLIC RELATIONS
COUNCIL OF ALABAMA**

MEDALLION AWARD COMPETITION

STUDENT GUIDELINES

Student Medallion Guidelines

The Public Relations Council of Alabama's Student Medallion competition offers all PRCA student members the opportunity to have their work recognized and to receive feedback that can facilitate continuous improvement.

Student Award Categories

1. Campaigns
2. Special Events
3. PR Plans and Proposals
4. Writing: online content (social, blog, web), writing for publications, feature stories, speeches, columns/op-eds, position papers
5. Advertising and Publications: One-time special publications, annual reports, magazines, newsletters, brochures, direct mail, e-materials, print advertising, billboards
6. Social media management: creative and results-oriented use of social media platforms, such as Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, Pinterest
7. Media relations: media materials and activities, such as news releases, media kits, online newsrooms, guidebooks
8. Graphics: logos, infographics, organizational identity, photography, signage, kiosks, exhibits, displays, graphic standards
9. Collateral Material: direct mail/e-mail, printed materials, brochures, letterhead packages, apparel, promotional items
10. Audio and Video: videos, commercials, presentations, podcasts
11. Digital: websites, intra-web, mobile applications
12. Potpourri

Entry Site: All entries (professional and student) are submitted through the Medallions website: <https://prca.secure-platform.com>

Entry Components:

Research / Situation Analysis: Summarize the situation and/or provide information gathered through formal or informal research methods. (up to 500 words)

Planning: Discuss the overall strategy and identify goals, objectives, and key public. (up to 250 words)

Implementation: Outline steps used to achieve the stated objectives; identify the member's specific role in the project. (up to 500 words)

Evaluation: Explain how the success of the program or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro bono project, give a value for the hours donated, etc. (up to 250 words)

Student Entry Cost & Deadline: All student entries are \$20 each payable by credit card or check on or before March 6, 2020. Payment must be received by the deadline or entries will be disqualified.

Score Sheets: The judging score sheets will help you see how your entry will be evaluated by the judges as they review your entry. Entries receiving a score of 70-79 earn an Award of Merit, 80-89 an Award of Excellence, and 90-100 a Medallion.

Student Medallion Score Sheet

Research (20 pts. possible)

Instructions to entrant: Summarize the situation and/or provide information gathered through formal or informal research methods.

- Did the student do adequate primary and secondary research?
- Did research document the need for the campaign?
- Did the student demonstrate an understanding of the importance and types of research?
- Did research document the brand/image the organization wished to project with the design?

Planning (20 pts. possible)

Instructions to entrant: State the objectives, qualitative and/or quantitative, which this program or tool was designed to achieve. Objectives should be specific, measurable, attainable, audience-specific, relevant, outcome-oriented, and time-specific.

- Did plan clearly define measurable objectives?
- Did the student provide a timeline?
- Did the student demonstrate an understanding of the importance of planning?

Implementation (50 pts. possible)

Instructions to entrant: Outline steps used to achieve the stated objectives.

- Would the tactics and communications achieve the stated objectives/fit the target public?
- If communications were included, were they done correctly (such as using AP style, proper formatting)?
- How creative were the tactics?
- Correct grammar, punctuation, etc. throughout entry?

Evaluation (10 pts. possible)

Instructions to entrant: Explain how the success of the program or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro bono project, give a value for the hours donated, etc.

- Did the student clearly plan an evaluation method to use if the entry had been implemented?
- Did evaluation measure set objectives?

Additional Considerations/Adherence to Submission Criteria (pts. may be subtracted)

At the judges' discretion, points can be docked or entries disqualified based on non-adherence to the guidelines, incomplete entries, inappropriate number/format of support materials, etc.