



**PUBLIC RELATIONS
COUNCIL OF ALABAMA**

MICHAEL K. SIMMONS STUDENT OF THE YEAR

GUIDELINES

Student of the Year Guidelines

About

This award is named after a former North Alabama member who was influential in his career with students throughout the state. He was the 1988 Philip R. Forrest, Jr., Professional Achievement Award winner. The award recognizes not only academic achievements in the P-R track, but also leadership through community service and campus activities.

Eligibility

- The student must be an active member of a PRCA student chapter.
- As of August (1 year prior to completion year), the student must have completed enough accredited hours to be classified as a junior in public relations or related course of study.
- The student must have overall GPA of 2.5 on 4.0 scale or 2.0 on 3.0 scale. In major coursework, the student must have at least a 3.0 on 4.0 scale or 2.25 on 3.0 scale.

Entries are due by the Student Medallion Awards entry deadline (March 6, 2021) and must be uploaded as a single PDF document through the PRCA awards site. Late submissions or submissions in the wrong file format will be disqualified. There is no fee for Student of the Year entries. This year's award recognizes the student for the previous year.

Section 1: Supporting Material (15 points)

- A letter of reference from faculty advisor stating GPA and classification.
- A digital photograph of the nominee.
- One-page resume detailing educational background with a list of communication coursework and public relations work or internship experience.
- Optional - a maximum number of two additional letters of reference (preferably from nominee's chapter and a public relations professional knowledgeable about nominee's ability.)

Section 2: Community Service (15 points)

- One-page summary listing the 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 the portfolio and not judged.

Section 3: Campus Activities (15 points)

- One-page summary listing the 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 the entry. The 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 the portfolio and not judged.

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Section 4: Work Examples (30 points total possible)

- **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.)

Section 5: Understanding of PR/Future Contributions to Communications Field (25 points)

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

Deadline

All entries must be RECEIVED no later than **the deadline listed on the PRCA website**. Any information received after this date will be disqualified. A single PDF document should be created and uploaded through the PRCA awards site.

Michael K. Simmons Student of the Year

Judges' Scoring Sheet

Student Name: _____

Section 1: Supporting Material (15 pts. possible)

Judges' comments:

Section 2: Community Service (15 pts. possible)

Judges' comments:

Section 3: Campus Activities (15 pts. possible)

Judges' comments:

Section 4: Work Examples (30 pts. possible)

Judges' comments:

Section 5: Essay (25 pts. possible)

Judges' comments:
