



Public Relations
Council of Alabama

MICHAEL K. SIMMONS STUDENT OF THE YEAR

2018 GUIDELINES

ENTRIES DUE:

MONDAY, MARCH 5, 2018

2018 Student of the Year Guidelines

Entries are due by the Student Medallion Awards entry deadline (March 5, 2018) and must be emailed as a single PDF document to the VP of Awards, Penny Hatcher at phatcher@soearth.com. Late submissions or submissions in the wrong file format will be disqualified. There is no fee for Student of the Year entries. The 2018 award recognizes the student for the 2017 year.

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.

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 **Monday, March 5, 2018**. Any information received after this date will be disqualified. A single PDF document should be created and emailed to VP Awards, Penny Hatcher, at phatcher@soearth.com.

Questions

PRCA VP-Awards | Penny Hatcher | phatcher@soearth.com | 251.610.2032

Or PRCA VP-Students | Beth Garfrerick | bagarfrerick@una.edu

2018 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:
