

CALL FOR ENTRIES

2015 Future Public Relations Professional of the Year Award Scholarship

The Public Relations Society of America's New Jersey Chapter is now accepting entries for the 2015 Future Public Relations Professional of the Year Award scholarship, honoring Joseph A. Vecchione, APR, Fellow PRSA, sponsored by Prudential Financial. Student members of the Public Relations Student Society of America (PRSSA) attending school in New Jersey are invited to apply. This annual award recognizes an undergraduate student who demonstrates a sophisticated understanding of and commitment to the public relations profession. The winner will be honored at the PRSA NJ Pyramid Awards Banquet on June 17th, 2015 at the Basking Ridge Country Club in Basking Ridge, NJ, and receive a cash prize of \$1,500 and Certificate of Achievement.

ELIGIBILITY:

Candidates must be PRSSA members preparing for careers in public relations, and in their junior or senior year of undergraduate studies.

JUDGING CRITERIA:

- Demonstrated leadership
- Essay perspective and writing ability
- Commitment to public relations
- Practical experience (e.g. internships, other work/service, student firm work)

INSTRUCTIONS:

1. Complete an entry form (see page 3)
2. Create a statement (300 words max) expressing your commitment to public relations and the PRSA code of ethics
3. Write an essay (1,500 words max) about ONE of the following topics. Essays will be judged based on creativity, specificity of objectives/tactics/measurement and clarity of writing
4. Obtain at least one nomination from a professor, PRSSA faculty adviser, internship supervisor, and/or mentor
5. Attach your resume
6. Submit all materials to joan@sternassociates.com no later than **Friday, April 17, 2015**.

ESSAY TOPIC A:

Social media has become a powerful – and unavoidable – force with the potential to foster strong consumer relationships and brand trust while simultaneously making an organization vulnerable to irreparable damage if not properly handled. Your client, a NJ university, recently received negative feedback on its social media platforms because it wasn't transparent about its beloved president stepping down. What's more, the client hasn't responded to concerns from the university community. You must create a social media plan that helps repair your client's image; however, the client doesn't have the personnel resources for an aggressive or comprehensive social media effort. How would you approach creating a social media plan for your client? Detail the objectives and steps you would take. What guidance would you look to provide as you explore the relationships the client should have online with its target audiences? What strategies would you employ to strengthen its brand online following the negative feedback? How would you measure results? What tips would you provide to make implementing the strategy manageable in light of limited resources? Your solution should address these needs.

ESSAY TOPIC B:

You've been implementing a six-month media relations campaign on behalf of a client, a non-profit that provides pro-bono healthcare to children around the globe, and has called to discuss results. Furthermore, the client recently had an interview with a journalist who didn't include their quotes in the resulting article; they're expressing concerns about the quality and volume of results your team is delivering. How do you approach the situation with your client? How would you react? What would you advise? What would you do? The second part of this topic addresses how the organization relies heavily on donations and needs to start building awareness among younger generations and the client wants to explore additional ways to reach millennials. Write a brief memo outlining a public relations approach including specific strategies and tactics that will help your client reach this new customer base.

RECOGNITION: THE 2015 PRSA NJ PYRAMID AWARDS BANQUET

The winner will be notified by mid-May 2015. PRSA NJ and Prudential Financial will present the award at the PRSA NJ Pyramid Awards Banquet on June 17, 2015, at the Basking Ridge Country Club in Basking Ridge, NJ. PRSA NJ established the Pyramid Awards in 1989 to recognize public relations excellence in New Jersey. Since then, the Pyramids have become the state's most prestigious communications award. The Pyramids also recognizes the Public Relations Person of the Year and the winners of the PRSA NJ Service Award and Best of Show entries.

ABOUT PRSA NJ

The New Jersey Chapter of the Public Relations Society of America (PRSA NJ) was founded in 1960 and is the local affiliate of PRSA, the world's largest and foremost organization for public relations professionals. Our nearly 300 members live and work in all corners of the state, representing business and industry, counseling firms, government, associations, healthcare systems, schools, professional service firms, and nonprofit organizations. In addition, eight Chapters of the Public Relations Student Society of America (PRSSA) reside in New Jersey. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession. We also advocate for greater understanding and adoption of public relations services, and act as one of the industry's leading voices on the important business and professional issues of our time.

PRSA NJ looks forward to your participation. On behalf of the PRSA NJ Board of Directors, good luck!

Sincerely,



Joan M. Bosisio
PRSSA Chair - PRSA NJ
joan@sternassociates.com



ENTRY FORM
2015 Future Public Relations Professional of the Year Award Scholarship
Honoring Joseph A. Vecchione, APR, Fellow PRSA
Sponsored by Prudential Financial

Student's Name (Mr./Ms.) _____

Mailing Address _____

Phone _____ **Email** _____

Name of College/University _____

Current Class Status (e.g. 2nd semester sophomore) _____

GPA: _____

Major/Minor _____

Titles of Public Relations Courses Completed or In Progress:

Practical Experience (internships, PRSA participation, other related work/service)

My Career Goal(s):

I certify that I am a member of PRSSA at my college/university.

Applicant's Signature _____ **Date** _____

PRSSA Faculty Adviser's Signature _____

By signing this application, I am giving permission to PRSA NJ, its volunteers and assigns and or outside media to videotape, photograph and/or interview and I understand that the photographs, videotape or interview shall become the property of PRSA NJ and/or the outside media and that I shall not have any rights to the same. I also understand that I will not be compensated for participating in the taking of photographs, videotaping or interviewing and that I will not be entitled to compensation as a result of the broadcast or publication of the photographs, videotape or interview.

The completed application and essay must be received by April 17, 2015.

Send to: Joan M. Bosisio, PRSSA Chair - PRSA NJ, joan@sternassociates.com