

CALL FOR ENTRIES
2017 Future Public Relations Professional of the Year Award Scholarship
Sponsored by Tartaglia Communications

The Public Relations Society of America's New Jersey Chapter is now accepting entries for the 2017 Future Public Relations Professional of the Year Award scholarship, sponsored by [Tartaglia Communications](#). 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 14th, 2017 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@sternstrategy.com no later than **Friday, April 21, 2017**.

ESSAY TOPIC A:

You work for a corporate management consulting firm that specializes in executive coaching for a media-driven program fueled by its expertise in various areas of leadership, including career advancement, management growth and mindfulness. The program's objective is to attract clients with Fortune 500 companies. Despite the client's stellar roster of experts to offer to journalists, today's political landscape has overrun publications' news cycles and it's become more difficult than ever to break through – and your client doesn't want to touch anything politically charged with a ten-foot pole. How would you counsel your client to improve the effectiveness of your program? What tactics would you recommend to meet their objectives? What steps would you take to ensure your client's messages are being received by its target audience? What metrics would indicate program success?

ESSAY TOPIC B:

The Dakota Access Pipeline has spurred the support of protesters across the country, calling for the plan's termination to preserve the surrounding environment and protect sacred burial sites. Your client is a local non-profit environmental association based in North Dakota, and your main contact wants to ensure the organization is not only seen at the forefront of opposition, but also making a direct impact on policies that shape the approval of efforts with drastic environmental consequences. How would you devise a plan to differentiate your client from others opposing the pipeline? What would you suggest they implement to truly impact policies? What can they do

from a local standpoint to be seen and heard? How can they help other local protesters? How would you measure success?

RECOGNITION: THE 2017 PRSA NJ PYRAMID AWARDS BANQUET

The winner will be notified by mid-May 2017. PRSA NJ and Prudential Financial will present the award at the PRSA NJ Pyramid Awards Banquet on June 14, 2017, 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, nine 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@sternstrategy.com



ENTRY FORM
2017 Future Public Relations Professional of the Year Award Scholarship

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

Mailing Address _____

Phone _____ **Email** _____

Name of College/University _____

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

GPA: _____

Major/Minor _____

Titles of Public Relations Courses Completed or In Progress:

Practical Experience (internships, PRSSA 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 21, 2017.

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