

**CALL FOR ENTRIES**  
**2018 Future Public Relations Professional of the Year Award Scholarship**  
**Sponsored by Johnson & Johnson**

The Public Relations Society of America's New Jersey Chapter is now accepting entries for the [2018 Future Public Relations Professional of the Year Award](#) scholarship, sponsored by Johnson & Johnson. 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 13<sup>th</sup>, 2018, at the Basking Ridge Country Club in Basking Ridge, NJ, and receive a cash scholarship of \$3,000 and Certificate of Achievement.

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. Members of the Public Relations Student Society of America (PRSSA) attending a college or university in New Jersey are invited to apply, and the winner will be notified by May 31, 2018.

**ELIGIBILITY:**

Candidates must be PRSSA members preparing for careers in public relations, and currently in their junior or senior year of undergraduate studies at a New Jersey college.

**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. Write an essay (1,500 words max) about ONE of the topics below. Essays will be judged based on creativity, specificity of objectives/tactics/measurement and clarity of writing
3. Obtain at least one nomination letter from a professor, PRSSA faculty adviser, internship supervisor, and/or mentor (please see a brief reference guide on page 4)
4. Attach your résumé
5. Submit all materials to [joan@sternstrategy.com](mailto:joan@sternstrategy.com) no later than **Friday, May 4, 2018**.

**TOPIC A:**

Your client is a national jewelry retailer that has experienced a decrease in engagement ring purchases. This decline in an important source of revenue has hurt its projected yearly earnings and could force location closings. The culprit? Millennials are no longer buying traditional engagement rings and instead opt for more functional and affordable counterparts. The jeweler has determined it will need at least \$300,000 in engagement ring sales for the second half of the year to remain profitable. It feels it has exhausted its advertising spend and is willing to dedicate a considerable budget for a robust public relations plan. What are the steps you would take before creating a public relations strategy to address your client's challenge? What public relations tactics would you recommend to meet its objectives? How would you ensure your client's messages are being received by its target audience? What metrics would indicate program success?

**TOPIC B:**

Your client is a non-profit organization specializing in cancer research and patient advocacy. After recent government funding cuts, your client must raise \$75,000 to continue its flagship study that aims to pinpoint effective treatments for lung cancer. With a lofty funding goal and limited resources, this client has a very tight budget paired with high expectations. How would you manage the two to develop an appropriate public relations plan? What public relations strategies and tactics would you implement to find alternative sources of funding? What can they do to be seen and heard – and to drive action? How would you measure success?

**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.

**JOIN US . . . AND LEARN ALL THOSE THINGS THEY DON'T TEACH YOU IN COLLEGE!**

After your college days are over, it's challenging to find a similar community of like-minded communicators who are experienced within the areas of your professional interests and can offer useful advice. Joining PRSA is a great solution: you can expand your network of contacts, explore ways to advance your career, draw on a wide range of informative webinars and workshops, and bounce ideas off people in similar fields. Membership is a must to advance your career, develop your skills, and network with employers and colleagues. For more information, visit us [here](#).

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](mailto:joan@sternstrategy.com)



**ENTRY FORM**  
**2018 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. 2<sup>nd</sup> semester junior)** \_\_\_\_\_

**GPA:** \_\_\_\_\_

**Major/Minor** \_\_\_\_\_

**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 May 4, 2018.**

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



**PRSA NJ Future PR Pro of the Year Award  
Request for Nomination Letter**

The Public Relations Society of America's New Jersey Chapter is now accepting entries for the 2018 Future Public Relations Professional of the Year Award scholarship, sponsored by Johnson & Johnson. Members of the Public Relations Student Society of America (PRSSA) attending a college or university 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.

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. Writing a nomination letter is one component of the application requirement to help your student, mentee and/or intern receive this widely-admired recognition and a scholarship of \$3,000.

When writing your recommendation, please consider:

- How do you know this person and for how long?
- Why are you recommending him/her for this award?
- What are his/her skills and accomplishments? How have you been directly involved?
- Why does he/her have great potential in the public relations industry?
- What is admirable about his/her character? What soft skills make this person stand out?

Nominating professors, supervisors and mentors can also request a résumé from the applicant for additional information.