

Student Awards

Alabama Chapter
PRSA

Overview

Sharpen your PR skills and showcase your PRSSA Chapter's outstanding work by submitting to PRSA Alabama's Student Awards! Award categories include:

- ◆ **Outstanding Chapter** *the strongest, most engaged PRSSA chapter*
- ◆ **Chapter Development** *newer PRSSA chapter committed to proactive growth*
- ◆ **University Service** *the PRSSA chapter demonstrating the most on-campus leadership*
- ◆ **Community Service** *the PRSSA chapter demonstrating the most community impact*
- ◆ **Chapter Diversity** *the PRSSA chapter demonstrating outstanding commitment to promoting, generating awareness and encouraging diversity*
- ◆ **Chapter Newsletter** *the PRSSA chapter with the most outstanding newsletter*
- ◆ **Chapter Website** *the PRSSA chapter with the most outstanding website*
- ◆ **Chapter Campaign** *the PRSSA chapter with the most strategic, results-oriented PR campaign*
- ◆ **Wordsmith** *the individual with the most impactful writing abilities*
- ◆ **PR Strategist** *the individual with the most well-rounded public relations acumen*

Important Dates

February 1, 2024	Awards open
March 22, 2024	Awards submission deadline
April 9, 2024	Awards ceremony (during PRSA Alabama chapter meeting)

Award Details

Chapter Awards

Outstanding Chapter

Chapters in this category must display a continued effort on behalf of PRSSA. Programs should be well established, but the Chapter should also demonstrate new ideas. Successful fundraisers work with the school and community, alumni contact, PRSA Associate Member promotions, and a well-established student firm, will be considered. A strong and active chapter membership, and demonstrated leadership on the national level, both present and past, are part of an outstanding Chapter. Good working relationships with PRSA, Faculty and Professional Advisers and assistance to PRSSA members in finding internships are other areas that will be considered. If your Chapter wins, it means that it is outstanding in everything.

Chapter Development

This category is open to Chapters that either have fewer than 20 members or have had a PRSSA charter for no more than three years. The following activities will be considered: chapter newsletters, membership drives, fundraisers, relationships with PRSA Chapters and members, public relations publications and overall membership involvement. Activities will be judged for exceptional effort and creativity.

University Service

This category recognizes voluntary projects executed by a PRSSA Chapter that directly benefit the chapter's school. Projects such as producing brochures, pamphlets, directories and events; conducting university or college public relations campaigns; and offering time, talent and services to the school may be submitted. Judges are concerned with those activities that support the school's objectives, organizations and interests.

Community Service

This category recognizes voluntary projects executed by a PRSSA Chapter that directly benefit the Chapter's community. Projects such as producing brochures, pamphlets, directories and events; conducting community public relations campaigns; and offering time, talent and services to the community may be submitted. Judges are concerned with those activities that are intended for the residents of the local community.

Chapter Diversity

This category recognizes outstanding commitment to diversity within the PRSSA Chapter. PRSSA is dedicated in its efforts to welcome and maintain a diverse membership and encourages Chapters to recruit members that represent the demographic composition at their college or university. We embrace members regardless of race, culture, gender, religion, education, age, disability, marital status, socio-economic background or sexual orientation. Judging criteria will include activities performed to promote, generate awareness and encourage diversity within your chapter.

Chapter Newsletter

This category honors the outstanding PRSSA newsletter. Criteria include quality of writing, creativity, design and content. Newsworthiness, frequency of publication and scope of distribution will also be considered by judges. Samples of the newsletter should accompany each entry.

Chapter Website

This category honors the outstanding PRSSA website. Criteria include creativity, design, content and overall

appearance. Chapters should submit information on the steps taken in setting up and marketing the website, and include the Internet address and hard copies of their website.

Chapter Campaign This category recognizes excellent public relations campaigns. Chapters can showcase a comprehensive, strategic campaign with tactics backed by research and results directly impacting goals. Submissions should include examples of campaign materials.

Individual Awards

Wordsmith

This category recognizes excellence in writing, including practice writing knowledge, use of AP style, the ability to impactfully write to reach target audiences and the skills to research, plan and execute online and traditional public relations communications successfully. Writing samples from coursework or previous internships including press releases, media pitches, newsletters, articles, op-eds, media pitches, internal messaging and brand collateral will all be considered.

PR Strategist

Students entering this category must demonstrate their acumen as an emerging public relations practitioner. Case studies of successful campaigns, strength in writing, PRSSA chapter leadership or other extra-curricular communications leadership roles, campus leadership, and letters of recommendation will be considered. The PR Strategist award is a well-rounded student representing the future of the industry well.

Entry Rules

1. Each entry should be a four-page (maximum) written summary PDF, with no more than 10 pages for additional information. The total number of pages in the PDF cannot exceed 14 pages.
2. Submissions should include student work completed between March 2023 through March 2024.
3. Chapters or individual students applying for multiple categories must submit each entry separately.
4. Entries must include the following details in the application:
 - a. *Name of PRSSA chapter or individual student submitting the entry*
 - b. *Contact name, phone number and email address*
 - c. *University, college and/or PRSSA chapter you are affiliated with*
 - d. *Name of award you are submitting for*
 - e. *Headshots for individual awards or team photos for group awards*
5. Entries should be organized to reflect public relations research, planning, implementation and evaluation (RPIE) where applicable.
6. Graphics, programs, brochures, and other supporting materials such as letters of

recommendation or endorsement, may accompany the entry.

7. Entries that do not specify the category for which they are submitted will be disqualified.
8. Entries not following all entry rules will automatically be disqualified.
9. **Submissions must be emailed to Rachael Farr (rfarr@robinsmorton.com) by midnight on March 22, 2024.**

Tips for Success

- ◆ Make your four-page entry count by writing concisely, being specific and providing details.
- ◆ Highlight results and provide context. Don't forget to think through RPIE.
- ◆ Be specific in your descriptions. Give details.
- ◆ Provide supplemental materials that bring your entry to life (clippings, images, collateral, writing samples, etc.). Quality is more important than quantity.
- ◆ Package your entry in a professional, business-like way.
- ◆ Proofread multiple times for grammatical errors, AP Style and typos.
- ◆ Re-read the entry rules prior to submitting to ensure you've followed them correctly.

For more information, visit www.alabamaprsa.org/student-awards.

Questions?

Contact Rachael Farr (rfarr@robinsmorton.com) or Abby Basinger (abby.basinger@gmcnetwork.com).