



2010 Michael K. Simmons Student of the Year Award

Eligibility:

- Student must be enrolled full-time in an institution of higher learning
- Student must be an active member of PRCA student chapter
- As of December 2009, student must have completed enough accredited course hours to be classified as a junior in public relations or related course of study
- Student must have overall GPA of 2.5 on 4.0 scale or 2.0 on 3.0 scale. In major course work student must have at least a 3.0 on a 4.0 scale or 2.25 on 3.0 scale

Eligibility: (15 possible points) _____

- A letter of reference from faculty advisor stating GPA and classification
- A 5" x 7" color or black & white photo of nominee
- One-page resume detailing educational background with list of communication course work and public relations work or internship experience
- Optional: A maximum of two additional letters of reference (preferably from nominee's chapter and a public relations professional knowledgeable about nominee's ability)

Community Service: (15 possible points) _____

- One-page summary listing nominee's participation in organizations and events (nominee should be specific about involvement)
- Optional: One example demonstrating the results of the nominee's work with group or event (ex: letter of recognition, materials)
- Additional materials should be removed from portfolio and not judged.

Campus Activities: (15 possible points) _____

- One-page summary listing 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 entry. Summary should document the nominee's involvement and results of work.
- One example of PRCA involvement (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 portfolio and not judged.

Work Examples: (30 possible points) _____

- 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.)

**Understanding of Public Relations/Future Contributions to Communications Field:
(25 possible points) _____**

- Essay of nominee's thoughts on the "evolving role of communication arts in the workplace."
Essay should not exceed two double-spaced standard type-written pages or points should be deducted.

Work submitted must have been completed between January 1, 2009 and December 31, 2009. The deadline for entries is February 5, 2010. All entries must be postmarked by February 5.

**Michael K. Simmons Student of the Year
OFFICIAL NOMINATION FORM
NOMINATION DEADLINE: February 5, 2010**

Student's name: _____

Student's school: _____

Student's email address: _____

Student's school address: _____

Student's phone number: _____

Student's signature: _____ Date: _____

This is to certify that _____ is currently a member in good standing of PRCA and our chapter.

Faculty Advisor: _____ Date: _____

Signature: _____

Entries should be mailed to:

Hugh J. Rushing
Association Manager
Public Relations Council of Alabama
P.O. Box 531335

Birmingham, AL 35253