

# 2019 PRISM AWARDS



**2019**

## CALL FOR STUDENT ENTRIES

**Recognising Excellence in Public Relations  
and Communication Management**

**Student Campaign of the Year**

**Deadline – 22 February 2019 at 17:00**

**All entries must be sent in a pdf format to**

**[louise@prisa.co.za](mailto:louise@prisa.co.za)**

In 2019, PRISA will be awarding the **Student Campaign of the Year** Award. It's an exciting opportunity for students to benchmark their work - and gain industry recognition. We urge lecturers to encourage their students to submit entries. There is **no** charge for entries!

### **Student Campaign of the Year**

Students should enter their second year work at the start of their third year. They can enter as an individual or in a Group no larger than eight. The entry needs to be based on a service learning module for degree students and on a work integrated learning module for Diploma students. Judging will be done according to its achieved learning outcomes as well as the public relations objectives. Evidence (i.e testimonials from community or NPO/NGO) should be included in the submission.

The lead lecturer is responsible for selecting the best campaigns from each tertiary institution. It is critical that certain elements of the programme should have been implemented.

Please note the scoring below and align your submission to these criteria. Storytelling is encouraged and will be rewarded, however it is important to be brief and stay within the 1200 word count.

*Measurement criteria and weighting: (Maximum)*

Statement of the problem	(10)
Research	(10)
Methodology/ planning	(10)
The creative idea/ concept/event	(15)
Execution	(20)
Evaluation	(15)
Which elements of the campaign were implemented	(10)
Testimonials from the beneficiary and lecturer	(10)

The best communication plan or research report developed on behalf of a client while at a tertiary institution will be awarded. An official letter from the lecturer must be included in the submission. Attach as a PDF with your entry.

Please take note of the following:

- The student entry to include the learning institution and names of the participants/entrants
- Entries should not be longer than 1200 words. Captions on photographs, etc. do not count.
- NB - the word summary is part of the 1200 word limit
- Submit your entry in pdf format to [louise@prisa.co.za](mailto:louise@prisa.co.za)
- Photographs and graphs may be used - embed these in your pdf.

- Follow the guidelines above. However, judging criteria will be as per the above list of measurement criteria and weighting.
- A powerpoint slide must be sent to [louise@prisa.co.za](mailto:louise@prisa.co.za) for use at the awards evening. This should have the following: Name of the Campaign, Name of educational institution, entrant's names, client or company name.
- **There is no cost for entering the student category.**