



PRSSA 2017 Student-run Firm Awards BEST CAMPAIGN or BEST TACTIC

The PRSSA Student-run Firm Campaign Awards recognize the top public relations work done by Nationally Affiliated Student-run Firms during the academic year, June 1, 2016–May 31, 2017.

To be eligible, a campaign or tactics must have been implemented at least in part between June 1, 2016 and May 31, 2017. Entries tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured. For a student-run firm to be eligible, it must have current National Affiliation status. To be eligible, firms must have submitted a National Affiliation application by June 1, 2017 and be approved before the award application deadline.

To apply for a PRSSA Student-run Firm Award for best campaign or tactic, submit the following:

- **Three-page Summary.** This concise summary is the most important part of your entry and should give the judges a thorough view of the complete campaign or tactic.

For best campaign, the summary should cover research, planning, execution and evaluation, and may include a situation analysis, research, goals, objectives, strategies, tactics and results.

For best tactic, judges will evaluate your entry in four key areas – planning/content, creativity/quality, results and technical excellence (where applicable). Your summary should describe your measurable objectives, target audiences, budget and any other information specific to the tactic. Qualitative and quantitative results should show how you met the stated measurable objectives and how the entry impacted the success of a broader program.

- **Samples.** If you are applying for best campaign, submit samples of work created to support the overall objectives of the campaign. Samples may include research data, collateral materials, schedules, photographs and videos.

If you are applying for best tactic, enclose a sample of the tactic.

If a tactic or campaign element is online or video, include screen shots or printouts in addition to links or video files. Do not assume judges will have internet or computer access.

- **100-word Description.** Include a 100-word description of your program. The description will be used to explain your entry if it receives the Best Campaign award.
- **Application Form.** Your application form, on Page 2 of this document, must be typed.

Entries must letter-size, with at least a 10-point font and 1" margins. Entries will be accepted in PDF format, with accompanying files labeled and well organized in a zip folder. Hard-copy entries may be bound no larger than 10.5" x 12" and binders should be no more than 3" wide.

Submit your entry by mail to the address below. All entries must be received by **Sept. 9, 2017**, not just postmarked. Winners will be announced at the PRSSA 2016 National Conference and receive a certificate.

PRSSA Student-run Firm Awards
33 Maiden Lane, 11th Floor,
New York, NY 10038-5150.

Application Deadline: Sept. 9, 2017

**PRSSA 2017 Student-run Firm Awards
Application Form**

I am applying for (select one):

- Best Tactic
- Best Campaign

School: _____

Name of Student-run Firm: _____

Number of Staff Members: _____

Name of Client: _____

Firm Director (student): _____

Address: _____

Phone: _____

Email: _____

Firm Adviser: _____

Address: _____

Phone: _____

Email: _____

Chapter Faculty Adviser: _____

Address: _____

Phone: _____

Email: _____