



2017 Student of the Year Application

Due Friday, February 10, 2017

The Public Relations Association of Mississippi (PRAM) is comprised of over 500 public relations professionals from advertising and public relations agencies, corporations, non-profit organizations, government, education, industries and other companies.

PRAM is a source of expertise and continuing education, and a forum for networking with public relations practitioners throughout the state and region. The organization is composed of 10 local chapters and is a member organization of the Southern Public Relations Federation (SPRF).

The Student of the Year award is bestowed to one student annually who exemplifies the professionalism, goals, and ideals of the public relations profession.

The Student of the Year winner will be announced at the annual PRAM Conference.

Student of the Year Award nominee receives:

- Chance of winning a \$1,000 scholarship and the Student of the Year Award
- Recognition at the awards program held during the PRAM state conference, including presentation of Certificate of Achievement
- Photo with PRAM Officers and nominating professor, along with a press release sent to newspaper of student's choice
- Chance to provide resume to PRAM members statewide and have it posted on the PRAM website for 6 months
- Reference letter from PRAM President
- Opportunity to network with approximately 100 PRAM professional members at annual conference

Nominating professor/instructor receives:

- A chance to obtain a 2017 free membership to the PRAM chapter of choice for the professor/instructor who nominates the Student of the Year Award winner
- Conference registration at the student discounted rate
- Recognition at the awards program held during the PRAM state conference
- Invitation to place university/college materials in each conference bag
- Recognition letter from the PRAM President sent to university/college president expressing PRAM's gratitude and appreciation for professor/instructor's contribution to the public relations profession

Scoring:

Each applicant's score is based on the following criteria in order of importance:

60% - academic excellence and academic honors along with public relations activities and experience

30% - campus involvement plus community activities

10% - articulation of future goals and a letter of recommendation from the student's nominating professor/instructor

Student Eligibility:

Students eligible for the scholarship must meet the following requirements:

- Must be an undergraduate at a Mississippi university or college that offers at least one course with the words 'public relations' in the course title
- Must be a full-time student
- Must have completed at least one course with the words 'public relations' in the title by the end of December of the year they are nominated
- Must be a public relations, communication, journalism or marketing communications major

A student who has already received the Student of the Year Award is not eligible to be nominated for the award again.



University/College Eligibility: Any university of college offering at least one course with the words 'public relations' in the course title.

Professors/Instructors Eligibility: Educators who teach at least one course with the words 'public relations' in the title at an eligible university or college may participate. Only one nominee will be accepted annually from each eligible nominating professor/instructors. However, each eligible university/college may have more than one student nominee.

Scholarship Requirements: The following must be completed to apply for the scholarship:

1. **Scholarship application** (page 3-4 of this document) completed by the student and signed by the nominating professor/instructors. Additional sheets or a resume may be attached if needed.
2. **Letter of recommendation** from the student's nominating professor/instructors. This letter should be no more than one page on university/college letterhead.
3. **Student's official college transcript.**
4. Nominee must be able to attend the PRAM State Conference. He/she must agree to attend the conference or forfeit all nominee benefits and the chance to compete for the Student of the Year Award and scholarship. Conference registration information can be found at www.pramonline.org.

5. DEADLINE: Materials must be received no later than 5:00 p.m. Friday, February 10, 2017

Judging and Notification:

- The Scholarship Committee will evaluate applications and will choose the Student of the Year winner from among the student nominees and will announce the winner at the PRAM Awards Banquet at the PRAM State Conference.
- Each nominee and nominating professor will be notified as soon as possible after receipt of application regarding conference registration in order to make arrangements for attending PRAM State Conference.

Contact:

Please send award application to

Kylie Boring, **PRAM Vice President- Student Services**

Tupelo Convention and Visitors Bureau

P.O. Drawer 47

Tupelo, MS 38802

662-231-5531 (m) or 662-842-6521 (o)

kboring@tupelo.net

For more information about PRAM's Student of the Year Award, visit

<http://65.60.14.174/~pramonline/awards/soty/>

The Public Relations Association of Mississippi

www.pramonline.org

The Southern Public Relations Federation

www.sprf.org



2017 Student of the Year Application Personal Information

Please print legibly or type

Applicant's Full Name:					
Current Street Address:					
City:		State:		Zip:	
Current Phone:					
Current E-mail Address:					
Permanent Address:					
City:		State:		Zip:	
Newspaper choice for photo & press release:				City:	
University/College You Attend:					
Years Attended:		Class:		Grad. Date:	
Major:				Minor:	
Community College You Attended, If Any:					
Years Attended:			Completion Date:		
<i>As a PRAM Student of the Year applicant, I agree to attend the State PRAM Conference in April 23-25 in Hattiesburg, Mississippi at the discounted student rate and assume all travel and lodging expenses during the event.</i>					
Signature of Applicant:					
Date:					
Signature of Nominating Professor/Instructor:					
Email:					
Phone:					

Return materials to:
Tupelo Convention and Visitors Bureau
Attn: Kylie Boring
P.O. Drawer 47
Tupelo, MS 38802



2017 Student of the Year Application Honors, Activities and Goals

Applicant's Full Name:	
<i>For the questions below, attach an extra sheet or resume if necessary. Community college years may be included.</i>	
Scholarships Received/Honors Earned (during college years only):	
Public Relations-Related Activities - PRAM, PRSSA, etc. (during college years only):	
Public Relations Experience - Internships (during college years only):	
Campus Activities (during college years only):	
Community Activities & Service Projects- Church, City, etc. (during college years only):	
What are your plans after completing your undergraduate degree? (must be appx. 100 words)	

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