

# 2011 Utah PR Student of the Year Competition Call for Entries

The Public Relations Society of America Greater Salt Lake Chapter is sponsoring the sixth annual Utah PR Student of the Year competition. The objective of the program is to provide students statewide with the opportunity to apply public relations fundamentals learned as part of coursework to a realistic scenario, which will better prepare them for a career in public relations.

## Prizes

The winner will receive a \$1,000 scholarship, bragging rights as the Utah PR Student of the Year for 2011 and a public relations internship either with the 2011 client, Salt Lake Head Start, or a leading Salt Lake public relations agency. A Silver and Bronze Award will also be presented along with scholarships (\$500, \$250) to the first and second runners-up during the Golden Spike Awards, which honors professional communications projects in Utah, on Wednesday, Nov. 9, 2011. Each finalist will receive a complimentary admission to the Golden Spike Awards luncheon. You do not need to be present at the luncheon to accept your award.

## Eligibility

The competition is open to undergraduate students who are studying communications and are enrolled during fall semester 2011 at any accredited university or college in Utah or at Brigham Young University Idaho (which falls under the jurisdiction of the Greater Salt Lake Chapter). Each student can only enter once per year. **There is no cost to enter.**

## How to Enter

Develop a public relations campaign for the scenario provided in the accompanying materials. The entries will be judged by a group of local PR professionals. One finalist from each school will be selected, provided a minimum of four entries is received from their institution. At-large finalist(s) (or "wild card") may be selected from schools with less than four entries, as well as from runners-up at schools with four or more entries.

Please do not include supporting or additional materials in the initial entry. These materials can be used in the second phase of judging should you be selected as one of the finalists. Incomplete entries may not be accepted – please include the following information (Note that you must complete the attached form from Salt Lake Head Start, as the time you spent in preparing your materials are volunteer hours):

Name

School

Year

Major

Expected Graduation Date

Address

Daytime Phone Number

E-mail Address

Adviser's Name

**COMPLETED "Community Volunteer In-Kind Record" FOR SALT LAKE HEAD START**

- **Mark OTHER and include the rate \$25/hour.**
- **This form is the last page of this packet. Please track all hours accordingly.**

## **Live Competition**

The finalists will be invited to present their campaign to the judges **Saturday, Oct. 29, 2011** as well as to demonstrate additional “real-life” PR skills including pitching a journalist, writing a news release and responding to a crisis situation. The judging panel will include leaders in the public relations industry and PRSA board members. All finalists will be responsible for their own transportation to and from the live competition in Salt Lake City as well as any accommodations or other out-of-pocket expenses. After the finalists are named, they will receive additional instructions for the live competition.

## **Entry Deadline**

Entries must be e-mailed or sent first-class mail and received no later than **Friday, October 7, 2011 at 5 p.m.** The following is a timeline for the competition:

Student/Judges Conference Call—Sept. 22 at 2:30 p.m. (see details below)

Entry Deadline—Oct. 7, 2011

Finalists Announced—Oct. 14, 2011

Live Competition—Saturday, Oct. 29, 2011 (8:30 a.m.—2 p.m.)

Winners Honored—Nov. 9, 2011 during Golden Spike Award Luncheon

Please submit your entry or any questions via e-mail to [cthomas@intrepidpr.com](mailto:cthomas@intrepidpr.com). Entries can be mailed to the following address:

Chris Thomas  
Intrepid  
375 West 200 South, Suite 275  
Salt Lake City, Utah 84101

**The Student/Judges conference call is an opportunity for students to ask questions to some of the judges, as well as speak with a former competition winner, as it relates to organizing the entries. This call will focus on what criteria will be judged in the initial entries, including research, strategy, creativity, execution and writing. You must register to Britnee via email ([bnquyen@intrepidagency.com](mailto:bnquyen@intrepidagency.com)) by end-of-day Tuesday, September 20, indicating your intent to participate on the call. The phone number will be distributed via email to those registered for the call on Wednesday, September 21.**

## **Competition Scenario**

The following is a real scenario created for the purpose of the competition as well as to provide new ideas and public relations assistance to the deserving nonprofit organization, Salt Lake Head Start.

### **Salt Lake Head Start**

Head Start and Early Head Start are comprehensive childhood development programs serving low-income children, from ages birth to five-years-old, and their families. Head Start and Early Head Start are federally funded programs that are operated by local entities. Salt Lake Community Action Program (CAP) is the grantee for Head Start serving Salt Lake and Tooele Counties. The Board of Directors (over CAP) and the Salt Lake Head Start Policy Council are the two governing bodies for the program.

Children who attend Head Start participate in school-readiness curriculum that includes literacy, language, science, mathematics, and social-emotional development. They also receive medical and dental services, have healthy meals and snacks, and enjoy playing safely indoors and outdoors.

In addition to the educational services, family involvement is at the core of its success. Head Start/Early Head Start families can take part in the classroom as a volunteer, help with classroom projects, and even help develop curriculum. Elected family members take part in Policy Council, a board that partners with staff members in decision-making responsibilities for the program. Families can participate in trainings in areas such as parenting, job training, health and nutrition, as well as learn about other resources in our community.

### *Benefits of Head Start*

Numerous studies have confirmed time and again that a child's learning begins at birth. For children living in poverty, quality pre-kindergarten education such as provided by Head Start/Early Head Start is crucial in establishing life-long healthy patterns and development. Because experiences between birth and age five shape a child for life, the quality of the child's environment, social interactions, and learning experiences during those years is critical.

### *Mission and Values*

The mission of Head Start is to provide health, education, and self-sufficiency to young children and families facing adversity.

The values of Head Start's program are

- Caring
- Integrity
- Leadership
- Respect for others
- Forward-thinking

### *Additional Information*

Salt Lake Head Start is federally funded, but those funds are very controlled, thus limiting the ways those funds can be used to benefit the recipients of the program. Head Start is also required to raise \$3.3 million of in-kind donations – includes time spent by volunteers, donated items and monetary donations.

### **Campaign Goal**

Use public relations to increase awareness of Salt Lake Head Start and its community involvement opportunities

### **Objectives**

- 1) Increase the organization's volunteer rate by 20 percent by increasing awareness of Head Start and its volunteer opportunities, which occur in 85 Head Start classrooms in Salt Lake and Tooele County. Volunteer opportunities include reading to kids, serving lunch, facility maintenance, teaching parent resource classes, etc.
- 2) Increase monetary donations by \$10,000 for Head Start to purchase items not covered by federal funding (this may include developing a campaign or event).

### **Challenges**

Salt Lake Head Start serves many underprivileged families in Salt Lake and Tooele County. However, people often think it is a "preschool for poor kids." Head Start needs to get away from this image and convey that it is truly a resource for families. Head Start believes that by improving this perception, it can more easily encourage community members to get involved and volunteer their time and talents to help meet the needs of these families. Head Start has no communication plan in

place, and has historically been reactive to media inquiries, but wants to take a more proactive approach; however, staff time is very limited in meeting current demands and projects, and as a nonprofit, there are no funds available for any marketing or advertising efforts.

### **The Assignment**

Develop a year-long PR campaign that incorporates both fundamental and creative strategies and tactics for achieving Salt Lake Head Start's goals. It is important to note the judges will reward unorthodox—out of the box, yet realistic—public relations concepts. Entries should be typed in a font size no smaller than 10 point with one-inch margins. The entry must include the following:

1. Cover Letter (**please also acknowledge you have read and agree to the rules**)
2. Executive Summary (no longer than one page)
3. Public Relations Plan (1-3 pages) that includes the following:
  - a. Situation Analysis
  - b. Research Summary
  - c. Objectives
  - d. Strategies
  - e. Tactics, including media relations, community relations, promotions, interactive, social networking, etc.; Please be sure to identify target audiences.
4. Campaign Timeline (no longer than one page)
5. Press Release about an activity presented in your communication plan (no longer than two pages)

### **Salt Lake Head Start**

More information about Salt Lake Head Start is available at [www.saltlakeheadstart.org](http://www.saltlakeheadstart.org). Additionally, entrants may (and are encouraged to) contact:

Kristyn Hancock, Community Partnership Manager, Head Start  
1307 South 900 West  
SLC, UT 84104  
Phone: 801-977-1122  
[khancock@slcap.org](mailto:khancock@slcap.org)

### **Official Rules**

The Utah PR Student of the Year competition is open to undergraduate students who are studying communications and are enrolled during fall semester 2011 at any accredited university or college in Utah or at Brigham Young University Idaho (which falls under the jurisdiction of the Greater Salt Lake Chapter). There is no cost to enter; each student can only enter once per year. Entries must be submitted no later than Friday, October 7, 2011 at 5 p.m. Incomplete entries may be disqualified. Finalists must be available to participate during the entire live competition on Saturday, Oct. 29, 2011 from 8:30 a.m. to 2 p.m. All finalists will be responsible for their own transportation to and from the live competition in Salt Lake City as well as any accommodations or any out-of-pocket expenses. The PRSA Greater Salt Lake Chapter reserves the right to limit the number of participants and to change any or all of the rules, requirements or dates. PRSA also reserves the right to disqualify any participant. The final outcome of the competition is at the sole discretion of the judges and PRSA. All materials submitted become the property of Salt Lake Head Start. As such, entrant agrees that Salt Lake Head Start may use any strategies, tactics and concepts without credit or remuneration.

## Community Volunteer In-Kind Record

This form is to be filled out by any Salt Lake CAP Head Start Community Volunteer. **Classroom staff:** Keep form in the classroom volunteer binder until the end of the month. Please turn into your Ed Specialist, who will turn it into the Volunteer Coordinator via interoffice mail. **Admin staff:** Turn into Volunteer Coordinator via interoffice mail. **\*Due by the 5<sup>th</sup> of the following month\***

**Name:** \_\_\_\_\_ **Address:** \_\_\_\_\_

**Classroom/Location:** \_\_\_\_\_ **Month/Year:** \_\_\_\_\_

**Please check the type of volunteering performed**

- Classroom Activity/Office Work
- Interpreter/Trainer rate \$ \_\_\_\_\_ per \_\_\_\_\_
- Medical Services rate \$ \_\_\_\_\_ per \_\_\_\_\_
- Maintenance: rate \$ \_\_\_\_\_ per \_\_\_\_\_
- Other: \_\_\_\_\_ rate \$ \_\_\_\_\_ per \_\_\_\_\_

Time Spent volunteering (please mark the number of hours in the day you volunteered):

Day Of Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total Hours
Time Spent																	
Day Of Month	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		Total Hours
Time Spent																	
<b>Total Volunteer Hours</b>																	

Donated Goods (For donations valued under \$50; please use Donor Letter if over \$50.)

Date	Donation	Dollar Value
<b>Total</b>		

If you use more than one sheet please record total for both pages on the front cover and note there are more pages. Attach pages together

I affirm this information to be correct.

Volunteer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Staff Name (Printed): \_\_\_\_\_

Staff Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Volunteer Coordinator Signature: \_\_\_\_\_ Date: \_\_\_\_\_