



# Student campaign of the year for PRISM Awards 2016

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Public relations graduates find it difficult to get jobs without having any experience. Industry expects more from students and graduates than just an understanding of public relations and its different functions. The re-introduced Student of the Year Campaign of the PRISM Awards is the ideal way to bridge this gap - giving students the opportunity to get recognition for their work and start building a vital network in the public relations industry as they embark on their career.

"The PRISM Awards provides students with a unique opportunity to showcase the excellent work they are capable of and to highlight their achievements," explains Rene Benecke, Senior Lecturer in the Department of Strategic Communication at the University of Johannesburg. "This will contribute to developing their social capital and much-needed networks for a career in public relations".

But it's not only the students that will benefit from entering the PRISMs. "Educational institutions will also benefit from the industry recognition and the opportunity to be recognised publically for the calibre of their students".

"Students can choose to enter any campaign they have worked on over the past year", explains Bridget von Holdt, Convenor of the PRISM Awards.

For those considering entering the Awards, Benecke has some useful advice: "Make sure that you tell the story of the why, the how and the effect of your projects. It is important to link it to what you have learned and to what you plan to do in the future. This is obviously within the structure of research, planning, implementation and evaluation. It is also important to include the feedback from other sponsors or stakeholders in your submission".

"We urge lecturers to encourage their students to submit entries," adds Bridget. "This is an exciting opportunity for students to benchmark their work – and gain industry recognition! And even better news is that there is no charge for entering!"

The deadline for entries is 22 February 2016, with the prestigious Awards ceremony scheduled for Sunday, 17 April 2016.

Now in their 19th year, the PRISM Awards are presented to public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism in public relations and communication programmes and strategies that showcase a successful public relations campaign.

Sponsors of the 2016 PRISM Awards: Afroflame, Blue Apple, CIMA, Mango, Pear Factor, ROI Africa, WeCollaborate, Zoom Photography, Ground-Up Media, Von H Brand Provocateur and Vukani Fashions.

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To enter or for more information visit: <http://www.prism-awards.co.za> or <http://www.prisa.co.za> or follow us on Twitter [@theprismawards](#) #Prisms2016



*Bridget von Holdt – PRISM Awards Convenor*



*Rene Benecke – University of Johannesburg*

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