

## ***Bettie Hudgens Memorial Student Award***

The Mobile Chapter of the Public Relations Council of Alabama is seeking applicants for the Bettie Hudgens Memorial Student Award.

The student who receives this award will embody Bettie's spirit and tenacity. Bettie Hudgens was a valued public relations practitioner who made enormous contributions to this great profession. For more than 30 years, she was a teacher, adviser and practitioner. Hudgens was the driving force behind expanding the interaction between Spring Hill College students and professionals, building a bridge to higher education and caring about the future of the field of public relations.



## CRITERIA & JUDGING

Any communication student who has paid dues to PRCA/SPRF or is a member of his/her student group in good standing at Spring Hill College, the University of Mobile or the University of South Alabama is encouraged to apply.

The award includes \$500 and free admission to PRCA Mobile's annual Toolkit Workshop on Friday, June 28. Materials submitted after Monday, April 1 will not be considered.

The application must be mailed or emailed to:

Mary Sergeant  
Gulf Shores & Orange Beach Tourism  
P.O. Drawer 457  
Gulf Shores, AL 36547  
[msergeant@gulfshores.com](mailto:msergeant@gulfshores.com)

The judging committee will consist of three public relations practitioners outside the academic community. Applicants will be judged on the following criteria:

- Student must be enrolled full-time at Spring Hill College, the University of Mobile or the University of South Alabama.
- Student must be an active member of the student organization on his/her campus or PRCA Mobile.
- Student must have completed 60 or more course hours and be classified as a junior or senior majoring in public relations or a related course of study, including all communication disciplines. Graduate students in these disciplines may also be considered for the award.
- Student must have an overall GPA of 3.0 on a 4.0 scale. In coursework designated for the student's major, a GPA of 3.0 on 4.0 scale must be attained.

A letter of reference from the student chapter's faculty adviser must state both GPAs and student classification to verify student's eligibility.

## GENERAL GUIDELINES

Students must follow the outline and rules below:

### 1. Eligibility (15 possible points)

✓ A letter of reference from the student organization faculty adviser that verifies the student's GPA, classification and dues payment to student organization (when applicable). PRCA Mobile membership will be verified by the PRCA VP Membership.

✓ A one-page résumé detailing student's public relations-related work or internships. Additional coursework information may be included on a separate sheet, if the student deems it relevant.

### 2. Community Service and Campus Activities (35 possible points)

✓ A one-page summary listing student's participation in organizations and events both on campus and in the community (student should be specific about involvement in and recognition from each organization/event)

✓ OPTIONAL – One example that demonstrates the result of the student's work with a group or event (i.e., letter of recognition, newspaper article, materials resulting from student's work, etc.), not to exceed five pages

### 3. Two examples of Student's Work and/or Coursework (50 possible points)

✓ This section demonstrates proficiency in turning academic knowledge of public relations into a finished product and should include two examples that demonstrate the range and quality of the student's work. One of these samples must be a writing sample.

✓ Examples may include, but are not limited to the following:

- news/feature newspaper or magazine articles
- radio or television PSAs
- brochures
- newsletters
- direct mail pieces
- logos
- scripts
- speeches
- billboard designs
- posters, or
- employee and/or customer communication pieces

The examples must include an explanation of the circumstances under which the plan was developed (i.e., class assignment, internship, etc.), and the results obtained or expected.

**If you have any questions, please email Mary Sergeant at [msergeant@gulfshores.com](mailto:msergeant@gulfshores.com).**