

Ebeling PR-ize™

PURPOSE OF THE AWARD

This academic award is designed to highlight, encourage, recognize and reward creative student achievement in building productive public relationships through coordinated public relations activities. Too often public relations is practiced as a profession focused on outputs rather than taking public relations to a higher level in building strategic public relationships with effective two-way communication between the organization and key stakeholders and developing creative solutions with worthwhile outcomes that reflect social responsibility and ethical professional practices.

SPONSOR

Charles E. Ebeling has been and continues to be an innovator and leader in building timely public relationships through corporate public relations, proactive media relations, integrated marketing communications, community relations and corporate philanthropy. Charles Ebeling held executive public relations positions with several major agencies and corporations before joining McDonald's Corporation in 1985, where he rose to chief spokesperson and corporate communications officer. Chuck Ebeling was a founding member of McDonald's Global Communications Council and a pioneer in the early development of Ronald McDonald House Charities. Ebeling served as a consultant to every CEO in the history of McDonald's Corporation beginning with Ray Kroc and continuing with the current CEO. He retired in 2000, and is now active in not-for-profit organizations in land conservation, health care and hunger relief in Chicago and Southeastern Wisconsin.

ELIGIBILITY

At the beginning of each semester the awards program will be announced to eligible students, along with the criteria for entering and judging. An official awards presentation will be made at the end of each school year. All eligible teams can enter the competition.

Those who are eligible are junior and senior students majoring in Advertising and Public Relations and/or students taking advanced public relations courses in which they are working in project teams with nonprofit or community organizations. This includes Advanced Public Relations, Public Relations Campaigns, Public Service Communication and other appropriate advanced courses in the major.

At least two student groups must qualify to participate for the awards program to proceed.

TEAM PROCESS

Students participating in the program will create and implement public relations projects or campaigns for actual clients, either in the community or in the University, as approved by the appropriate faculty member or members. Student teams will operate as small agency groups. Teams will be working primarily with nonprofit organizations in the Chicago area. They will conduct research, plan, implement, and evaluate a coordinated public relations campaign for a real nonprofit or community group. In this process students have an opportunity to apply their public relations studies to specific client and community needs.

AWARD PROPOSAL

The student teams will prepare their award proposals in the format required for the professional Silver Anvil Award of the Public Relations Society of America, which requires that the research, planning steps, implementation and evaluation stage of each campaign be summarized by each student agency.

The award proposal or project book includes four sections: Research, Planning, Implementation, and Evaluation with a summary of all sections at the front of the book. The award proposal or project book will also include supporting materials and examples of communication materials developed for implementation of the campaign. This may include news releases, media alerts, media lists, public service announcements, video news releases, ads, fliers, posters, brochures, and programs, as well as special events and community activities. *Binder should also include examples demonstrating results achieved.* Students may also be asked to make a brief presentation about their campaign and results to an awards panel.

SELECTION CRITERIA

Each semester, or at the end of each school year, the winning team will be selected by a group of judges consisting of department faculty and working public relations professionals. The criteria for the award will be:

- public service dimensions of the campaign showing social responsibility and contribution to the common good;
- development of public relationships with greater understanding and cooperation between the organization and the community;
- successful completion of the four phases of the process: Research, Planning, Implementation and Evaluation;
- achievement of targeted public relationship results as stated in the PR plan objectives;
- compliance with the professional and ethical standards of the Public Relations Society of America and the International Association of Business Communicators.

AWARD

At the end of the school year the winning team will receive a \$2000 cash prize, shared equally among the team members. Loyola University will apply this as a tuition credit or, if there is no tuition balance, as a check to each individual student. Each winning team member also receives a letter of recognition from the sponsor about the team's accomplishments as a valuable addition to their portfolio for job searches.

TRADEMARK

The Service Mark PR-ize™ is protected under a Trademark/Service Mark Application, serial #78329129 filed 11/17/01 by Charles E. Ebeling under "International Class 041: Educational services, namely providing incentives to people and organizations to demonstrate excellence in the field of public relations and public relationships through the issuance of awards." The service mark PR-ize™ may only be used, within any graphic or copy context, with the express permission of the author, Charles E. Ebeling. It is his intent to grant such permission on a non-exclusive basis limited to the agreed funding period and terms.

For more information about this award contact Dr. Kay Felkins, 312-915-6577 or email kfelkin@luc.edu.