



# Zenith Awards 2008

January 2008

Dear PRSSA Adviser, Public Relations/Journalism faculty and students:

The Zenith Awards statewide student public relations competition kicks off this month. All students are eligible to enter their original work in the areas of public relations campaigns, publications, writing, potpourri, electronic media or class project. Students are not required to be a public relations major or a member of the Public Relations Student Society of America (PRSSA) to enter. The deadline for entries is March 5, 2008. Winners will be recognized at the April PRSA Public Service/Scholarship meeting, April 16, 2008.

A new category has been added to the judging criteria. The category known as the Public Relations Class Project will compete against other like entries that are produced by an entire class. Class project entries can be submitted as a public relations campaign, publication, or potpourri/electronic. All class project submissions will adhere to the same judging criteria as individual entries. For more information concerning this new category, please reference the Judging Criteria section of the Zenith Awards Packet.

Enclosed is a competition packet suitable for reproduction and posting or distributing to students in your department, college or university. A poster is enclosed for your use. You may choose to enlarge it and make copies for select classrooms and bulletin boards.

Students may use the enclosed hard copy to enter, or they may go to the Oklahoma City PRSA Chapter Web site, [www.prsaokc.com](http://www.prsaokc.com), and link to the Zenith Awards to download entry information and forms. This link should be operational the first week in February.

Questions may be directed to me, Robert Agnew (contact information below), or to Prof. Jill Kelsey, APR, [jkelsey@ucok.edu](mailto:jkelsey@ucok.edu). We hope you'll promote this competition to your students. We look forward to your entries!

Very respectfully,

Robert Agnew  
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The Oklahoma City Chapter of the Public Relations Society of America (PRSA) sponsors the Zenith Awards Competition.

