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## **BurrellesLuce presents the Arthur Wynne Jr. Memorial Award**

*The award program, now in its second year, will recognize one college student and aspiring public relations professional*

**Livingston, NJ May 10, 2006** - BurrellesLuce, the world's leading media monitoring company, will present the Arthur Wynne Jr. Memorial Award to recognize a college student and aspiring public relations or communications professional for their achievements in the development of a public relations program and commitment to the practice of public relations. An award in the amount of \$1,000 will be presented during the PRSA International and PRSSA National Conferences scheduled for November 2006, in Salt Lake City, Utah.

Utilizing MediaContacts™, the online media directory, that is powered by eNR Services, Inc. and hosted within the BurrellesLuce MediaConnect™ Web portal, and their knowledge of the practice of public relations, applicants are expected to devise a PR program for a product launch of their choice. Following the guidelines for submission, candidates are required to develop key messaging points for product launch, promotional ideas and press releases for publicizing the product in both industry and consumer publications. Applicants will also be expected to build a media list of key media contacts using the MediaContacts media directory, and discuss how they would utilize a media monitoring service, like BurrellesLuce, to monitor the coverage their efforts have generated and develop a strategy for measuring that coverage.

All applicants will be provided with access to the BurrellesLuce MediaConnect portal so that they can familiarize themselves with current media monitoring techniques and tools. A BurrellesLuce staff member will be available to answer questions concerning the portal's functionality and capabilities. "We are pleased that BurrellesLuce has agreed to offer this scholarship program once again to the members of PRSSA," said Jeneen C. Garcia, PRSA's director of education. "It gives students the ability to learn more about the tools used in the practice of public relations and the resources available to them upon graduation."

To be eligible, applicants must have attained either junior or senior status by the fall semester of 2006, and be registered as a full-time undergraduate student at an accredited four-year college or university as a public relations, journalism, communications or marketing major or minor. Candidates must also be active members of the Public Relations Student Society of America (PRSSA).

“BurrellesLuce is committed to supporting the public relations community,” stated Robert Waggoner, Chairman and CEO of BurrellesLuce. He continued, “In addition to our partnership with PRSA, which is also in its second year, this student award program further supports this community by offering students a hands-on opportunity to acquaint themselves with the media monitoring and management tools that thousands of current professionals are using every day.”

Completed applications must be received by PRSSA by Friday, October 6, 2006 for consideration. Application forms and contest guidelines for the Arthur Wynne Jr. Memorial Award can be requested from [brent.hendrix@prsa.org](mailto:brent.hendrix@prsa.org).

### **About BurrellesLuce**

BurrellesLuce is the world's leading media monitoring company, which offers the most complete coverage and analysis of all media through advanced technology and proven editing processes, providing customers with the knowledge and insight they need to stay ahead of the competition and on top of the marketplace. Visit <http://www.BurrellesLuce.com> for more information.

### **About the Public Relations Student Society of America**

The Public Relations Student Society of America ([www.prssa.org](http://www.prssa.org)) is the world's pre-eminent, pre-professional public relations organization. Founded in 1968 by its parent Society, PRSA, the organization has grown to more than 9,000 members and 272 Chapters at colleges and universities in 43 states and the District of Columbia.