# ADVENTIST WORLD RADIO PRIZE IN RADIO WRITING AND PUBLIC RELATIONS

## Purpose of the Prize

A prize to be known as the Adventist World Radio Prize in Radio Writing and Public Relations (est. 2006) may be granted each year to a student with a major in Communication in the BA, BA/Bus, or BA/BTch programs.

## Selection Criteria

The prize will be given on the basis of the following criteria:

1. Excellence achieved in CCWR26700 Writing for Broadcast Media (Radio). This is to be measured by the student achieving a grade of distinction or above for this unit.
2. Evidence of leadership ability and a vision and passion for the innovative use of communication in church mission.
3. Evidence of a contribution to public relations initiatives.
4. Evidence of good citizenship.

## Administration of Prize

1. Each year the Executive Assistant to the President (Prizes Coordinator) will confer with the sponsor regarding continuing sponsorship and presentation ceremony details. Any changes to the criteria will be forwarded by the Prizes Coordinator to the Scholarships and Prizes Committee. Once approved, the Prizes Coordinator will upload the criteria to the Avondale website.
2. Nominations for the prize shall be made by the Chair of the Faculty Learning and Teaching Committee in consultation with the Head of Discipline (Arts) on the recommendation of the lecturers in the field of Communication. The Chair shall also arrange for a review of academic records of nominees for the prize. In the event of one or more students equally qualifying for the prize, this committee may use its discretion and share the prize between students. The name/s will be presented to the College Learning and Teaching Committee for final approval at least three weeks prior to the academic prizes presentation ceremony.

## Sponsorship

The prize shall be for the value of $1000 donated by Adventist World Radio. The Prizes Coordinator will arrange with Avondale’s business office to provide a cheque made out to the prize recipient and to debit Adventist World Radio.

## Presentation of Prize

The prize will be presented during the prizes presentation ceremony held annually in October. Avondale’s Public Relation’s Officer will be invited to present the prize along with a commemorative certificate. If the PR Officer is unavailable, the Dean of the Faculty of Arts, Nursing and Theology will appoint someone to present the prize. To enable the recipient to thank their sponsor, the Prizes Coordinator will provide them with the sponsor’s contact details.

## Citation

The ADVENTIST WORLD RADIO PRIZE IN RADIO WRITING AND PUBLIC RELATIONS

is awarded

in recognition of excellence in Radio Writing and Public Relations as demonstrated by academic achievement and participation in public relations initiatives.

This prize has been generously sponsored by Adventist World Radio

in honour of the outstanding contribution to these areas by Allen and Andrea Steele.

and is awarded to

[name of recipient]