

Press release

Warsaw, 23 April 2009

PRaktykuj za granicą

The second stage of „PRactice abroad”, a public relations contest is commencing. Fifteen students who have come up with the best concepts of a new communications strategy for the Hospicy Foundation in Gdańsk have qualified to it. Winners will be awarded with internships at PR firms Fleishman-Hillard, Hill&Knowlton, and LEWIS PR in London and Brussels.

Today is beginning the second stage of „PRactice abroad”, the sixth edition of the Institute of Media Monitoring’s contest. The task assigned to students in the first stage was to prepare a three-page communications strategy essay discussing one of three topics related to activity of Gdańsk-based Hospicy Foundation.

Fifteen students’ whose projects have been evaluated the best by the jury have qualified to the second stage. The following are honoured contestants: Karolina Aleksandrowicz, Kamil Bałuk, Karolina Bielawska, Anna Deneka, Magda Górnicka, Ewa Karpiel, Radosław Krajewski, Tatiana Maciejewska, Justyna Majek, Magda Milejska, Joanna Niczyj, Jakub Rutkowski, Natalia Salomon, Leszek Trela and Mariusz Wszolek. Wrocław University has the largest number of representatives in the competition – 3. Łódź University and Warsaw University each delivered two persons.

In stage 2 the participants are to create a full communications strategy for the Gdańsk Hospicy Foundation. The most popular is the topic about the PR strategy for the 6th campaign “Hospicy is Life Too”. The major objective is to encourage adult people, at the age of 50 and older, to take up volunteer work at the hospicy. *Even now, at this early stage of the competition we can say we the contestants’ ideas will be inspiring to us, as we plan the next edition of the “Hospicy is Life Too” campaign. We are glad that students did not find this kind of subject matter too shocking, and most of them perfectly understood our needs and goals,* said Piotr Kławski, Manager of the Hospicy Foundation’s Press Office and member of the jury.

Authors of seven best projects will go up to the final, which is set to take place on 27 May 2009. This is when names of winners will be announced. They will be awarded with foreign internships at reputable PR firms. First prize winner will gain professional experience at Fleishman-Hillard in London. Second and third place winners will go away to intern with Hill&Knowlton in Brussels and LEWIS PR in London. All the three will also receive annual subscriptions to “Brief” magazine.

The submitted projects will be evaluated by: Piotr Czarnowski, president of First PR agency, Gerald Abramczyk, strategic communications specialist, dr Jacek Warchala, linguist of Silesian University, Piotr Kławski, Manager of the Hospicy Foundation’s Press Office and Anna Sanowska, the Institute of Media Monitoring’s PR director.

The first edition of „PRactice abroad” contest was held in the academic year 2003/2004. The task was to create a communications strategy for one of the programmes of the Polish Humanitarian Organisation. 2005 saw the second edition of the contest, the social partner of which was the Foundation for Social Instytut Monitorowania Mediów monitoruje ponad 900 tytułów prasowych, 85 stacji telewizyjnych i radiowych oraz prawie 2000 serwisów internetowych. Instytut Monitorowania Mediów jest członkiem FIBEP – elitarnej organizacji zrzeszającej 91 firm monitorujących media z 41 krajów. Od 2002 r. IMM wspiera działalność Forum Odpowiedzialnego Biznesu.

Communication. The competition's third edition, which took place in 2006, its partner being Amnesty International, promoted human rights protection. The partner of the fourth edition was WWF, of the sixth one – Anna Dymna's "Mimo wszystko" foundation. The past winners of „PRaktykuj za granicą” interned in Berlin, Brussels, Dublin, London, Munich and Milan. The undertaking of IMM has been accoladed in the Reponsible Business Forum's report of „Responsible busines in Poland in 2005 – 100 good examples”.

The contest's 6th edition is supported by: PRoto.pl, Gazeta Studencka, Brief.pl, Kariera.com.pl, Korba.pl, Dlastudenta.pl and Radio Kampus.

For more information on the contest see:

<http://www.instytut.com.pl/harmonogram2009>

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