

Press release

May 28th, 2009

PRaktykuj za granicą

Winners of the 6th edition of „PRaktykuj za granicą”, a contest organised by the Institute of Media Monitoring, were announced on 27 May. Those are: Anna Deneka, Magdalena Milejska and Karolina Bielawska. Prizes they have won are foreign internships at PR Fleishman-Hillard and LEWIS PR agencies in London, and Feedback Hill&Knowlton in Brussels.

„PRaktykuj za granicą”, a three-stage competition of students interested in PR and social communications, commenced in February 2009. Students from all over the country submitted their projects of communications strategy for the Hospicy Foundation in Gdańsk. Seven contestants qualified to the final stage, in which they showed their strategies in the form of multimedia presentation. The jury have selected three winners, who will go away to intern abroad.

First prize winner is **Anna Deneka**, a fifth year sociology student of Warsaw University, and a post-graduate PR student of Łódź University. Her project – „*The world is open to everybody*”, which promotes activity of the Hospicy Foundation, has been rated the highest. Second prize winner is **Magdalena Milejska**, a post-graduate PR student of Cracow University of Economics. She too has been rewarded for a project promoting the Foundation as an organisation which aids hospices across Poland. Third on the podium is **Karolina Bielawska**, a four year economics and PR student of University of Economics in Katowice. She has prepared a PR strategy for the 6th edition of the “Hospicy is Life Too” campaign, its slogan being “*Human is a Gift to Human*”.



At the photo: the finalists of "PRaktykuj za granicą" with jury and representatives of PR agencies which provide the internships

The winners of „Praktykuj za granicą” will go for summer internships with Fleishman-Hillard (1st prize) and LEWIS PR (3rd prize) in London, and Feedback Hill&Knowlton (2nd prize) in Brussels. Additionally, they have received a financial prize funded by the Institute of Media Monitoring and an annual subscription to “Brief” magazine.

The students’ projects were evaluated by the jury made up of: Gerald Abramczyk, strategic communications specialist, Piotr Czarnowski, president of First PR agency, Piotr Kławsiuć, Manager of the Hospicy Foundation’s Press Office, prof. Jacek Warchala, linguist of Silesian University, and Anna Sanowska, the Institute of Media Monitoring’s PR director.

The 6th edition of the contest was characterised by a high competence level of majority of the submitted projects. The students had to tackle a very challenging subject of disease and suffering, and, amazingly, most of them did it brilliantly. It is worth underlining that five of the seven finalists were perfectly prepared for appearing in public and delivering of the presentation. They also showed fluency in English, which is of key significance, considering the foreign internships”, commented Anna Sanowska, the Institute of Media Monitoring’s PR director, a jury member.

The contest was supported by: PRoto.pl., Gazeta Studencka, Brief.pl, Kariera.com.pl, Korba.pl, Dlastudneta.pl and Radio Kampus.

The first edition of „Praktykuj za granicą” contest was held in the academic year 2003/2004. The task was to create a communications strategy for one of the programmes run by the Polish Humanitarian Organisation. The year of 2005 saw the second edition of the contest, the social partner of which was the Foundation for Social 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 honoured in the Responsible Business Forum’s report of „Responsible business in Poland in 2005 – 100 good examples”.

For more information on the contest see: <http://www.institut.com.pl/harmonogram2009>

The Institute of Media Monitoring monitors over 900 press titles, 87 television and radio stations, as well as over 2000 websites. IMM is a member of FIBEP – an elite association of 91 firms monitoring media in 41 countries. Since 2002 the Institute of Media Monitoring has supported the Responsible Business Forum, and since 2004 has been a partner of AIESEC, student organisation.