

Press release

May 19th, 2009

PRaktykuj za granicą

May 27th is to see a ceremonial gala, during which names of winners of the 6th edition of *PRaktykuj za granicą* will be announced and awards given. The contest has been organised by the Institute of Media Monitoring. Seven finalists are competing for internships at PR firms in London, and Brussels.

In the previous stage of the competition the jury analysed 14 communications strategy projects for the Hospicy Foundation in Gdańsk. Authors of seven evaluated the best have qualified to the final. Those are: Kamil Bałuk (Wrocław University), Karolina Bielawska (University of Economics in Katowice), Anna Deneka (Warsaw University and Łódź University), Magda Górnicka (Wrocław University), Magda Milejska (Cracow University of Economics), Joanna Niczyj (Warsaw University) and Natalia Salamon (University of Westminster). Of all the projects submitted for the second stage of the contest, their projects have been rated the highest.

The finalists are now going to show their communications strategy in the form of a multimedia presentation on May 27th. Winners of foreign internships at PR agencies and prizes funded by Brief will be announced during a ceremonial gala to be held on the same day. First prize winner will intern with Fleishman-Hillard agency in London. Second and third prize winners will gain professional experience at Hill&Knowlton in Brussels and LEWIS PR in London. All the three will also receive annual subscriptions to "Brief" magazine.

The strategy projects have been evaluated by the jury made up of: Gerald Abramczyk, strategic communications specialist, Piotr Czarnowski, president of First PR agency, Piotr Kławsuś, Manager of the Hospicy Foundation's Press Office dr hab. Jacek Warchala, linguist of Silesian University, and Anna Sanowska, the Institute of Media Monitoring's PR director.

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. 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 Reponsible Business Forum's report of „Responsible business in Poland in 2005 – 100 good examples”.

Sixth edition of the contest 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>

Instytut Monitorowania Mediów monitoruje ponad 900 tytułów prasowych, 85 stacji telewizyjnych i radiowych oraz prawie 2000 serwisów internetowych. Instytut Monitorowania Mediów jest członkiem FIBEP – elitarniej organizacji zrzeszającej 91 firm monitorujących media z 41 krajów. Od 2002 r. IMM wspiera działalność Forum Odpowiedzialnego Biznesu.