

# Prism Awards calls for entries for Young Judges

The Prism Awards has begun the search for sharp-witted young leaders in the public relations and communication industry to be mentored in the judging process for the 2019 Prism Awards.

Launched in 2017, the mentorship and skills development initiative; Prism Young Judges (PYJ) has formed a new alumni committee after participating in last year's judging of the industry's leading campaigns alongside senior judges.

The committee in partnership with the Prism Awards and the Public Relations Institute of Southern Africa is looking for 10 new like-minded young industry professionals to participate in 2019.

## Vital to the sustainability of the industry

PYJ founder and co-convenor of the Prism Awards, Palesa Madumo, says this initiative is vital to the sustainability of the industry. "Experienced industry players should recognise the important role they play in the nurturing and development of the future leaders of this profession. This opportunity allows the top 10 candidates to engage closely with industry leaders and to also share their perspective on campaigns that are often youth-focussed."

Young judges will be paired with senior industry professionals who will mentor them, and as part of the diverse youth-led committee, they will also benefit from peer-to-peer training.

Newly-elected PYJ committee chairperson, Khangelani Dziba, says the experience of judging the awards this year has highlighted the importance of understanding the industry holistically. "Going through the judging process has opened our minds to the dynamics required for successful campaigns from start to end and we've learned valuable useful skills for our careers. We're excited for the next group of judges to experience the same."



Palesa Madumo, Founder of Prism Awards Young Judges.

## Requirements

New entrants should have at least two years' experience in the public relations and communication environment or be actively involved in the industry. One of the ten young judge slots will be awarded to a final-year student entrant studying public relations or communication. This is an exciting opportunity for one deserving student to gain insight into the industry and jumpstart their career. All entrants are required to submit a 500-word motivation on why they should be selected OR submit a minute-long motivation video to [info@prismyoungjudges.com](mailto:info@prismyoungjudges.com).

Entrants for Prism Young Judges must:

- Be between the ages of 21 and 30.
- Have at least two (2) years' experience in the public relations and communication environment OR be actively involved in the industry in one way or another OR be a final-year student studying public relations or communication.
- Reside in Gauteng, KwaZulu-Natal or the Cape.
- Write 500 words on why you should be selected OR send a minute-long video version.
- Tweet about your entry tagging and following @PrismYoungJudges and using the hashtags #PrismYoungJudges and #PrismAwards19.

Entries close on Friday, 15 February 2019 at 00:00.

For more, visit: <https://www.bizcommunity.com>