



As part of National Athletic Training Month in March, the Pennsylvania Athletic Trainers' Society (PATS) Public Relations Committee will be hosting a student public relations contest. We want YOU to become part of our committee for the month and help us promote National Athletic Training Month throughout the state!

Students will have the opportunity to promote the profession of athletic training based on the 2019 NATM theme "ATs Are Health Care." The contest is open to any Pennsylvania Athletic Training Program. Late entries will not be eligible.

We are challenging students to be creative with videos, rallies, public service announcements, etc. No idea is too small!

## CONTEST RULES

Each athletic training program may submit only one entry. Submissions should be emailed to the PATS Public Relations Committee at [publicrelations@gopats.org](mailto:publicrelations@gopats.org). In the body of the email, please include a short explanation of your entry, the names of any AT students involved in your campaign, and your school name. Entries will be accepted through Sunday March 31 (midnight EST). All submissions must be original work of the student(s).

All entries need to reflect athletic training in a positive light – remember the idea of the contest is to promote the field! Submissions that do not follow the criteria listed will not be considered for the contest. All campaign pictures, videos, etc. entered in the contest will be posted on the PATS social media outlets once the winners are notified.

## WINNERS

A vote by the PATS Public Relations Committee will decide the winner. Winner will be notified via email by Friday April 12 and will be recognized at the PATS symposium in Gettysburg, PA May 30<sup>th</sup>-June 1st during the PATS business meeting.

First place prize: \$250.

## PUBLIC RELATION ENTRY CRITERIA

Submissions must be original work by athletic training student(s) and positively promote the profession of athletic training using correct information and terminology. Ideas should be based off the theme "Compassionate Care for All The submissions will be judged on the following rubric: (1) message clarity and relevance, (2) adherence to this year's theme, (3) creativity, (4) factual content, (5) public relation effectiveness (6) organization.

## MORE INFORMATION

Contact the PATS Public Relations Committee at [publicrelations@gopats.org](mailto:publicrelations@gopats.org) (subject: Student PR Campaign) regarding any questions or concerns.