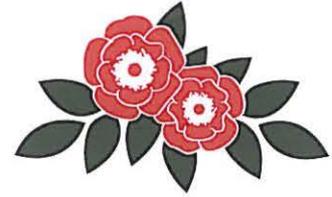


NEWS RELEASE

UNIVERSITY
— OF CENTRAL —
LANCASHIRE



Students land portfolio prize

Third year Public Relations and Marketing student Samantha Jones has won the Romeike Prize for the best portfolio of 2002. The prize is awarded annually to students at the University of Central Lancashire, who demonstrate, through their end of term portfolio, the highest standard of creativity and professionalism.

Samantha, 21, from Levenshulme, Manchester, was awarded the £150 prize for her collection of course and placement work reflecting her PR skills, including a theoretical advertisement campaign based on real events.

Running her a close second was 24 year old Rachel Hanson, from Preston, who collected second prize for her portfolio, which also included a selection of material illustrating the range and depth of the work covered during her time at the Preston-based University.

Angela Webb, PR Consultant for Romeike, was impressed by the overall standard of portfolios produced by the University's PR students and said: "Once again the winners of the Romeike Prize for PR students have demonstrated a consistency and depth of understanding of their craft far in excess of their experience. As the leading company within the field of media monitoring and analysis, Romeike is proud of its continued association with this Centre of Excellence".

Both Samantha and Rachel acknowledge that their portfolios will help them in any future search for employment. Samantha, whose strengths lie on the design side, is currently searching for employment in the areas of public relations and marketing. Rachel, who studied Public Relations and Management, has been lucky enough to secure a position with Connexions Lancashire as Communications Advisor, based in Blackburn.

As well as offering a monetary prize, Romeike has supported the public relations course at the University of Central Lancashire for several years. This includes annual visits and lectures to second year students, discussing media monitoring and analysis, press release distribution and other support services to the PR Professional.

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