

Jennifer C Thomas
Grant Award Letters, Awards and Certificates

International Award: The Alpha Kappa Alpha Award for Communications Excellence | 2016

Media/Public Relations Chair, 5K Race | Team Award

Impact: Chairperson specifically used my Media/P.R. plan as evidence for this award submission.

The Alpha Kappa Alpha Award for Communications Excellence is presented to a Graduate and Undergraduate chapter that distinguishes itself in each region for expanding the ALPHA KAPPA ALPHA presence through execution of a strategic media plan as well as for exemplary media coverage of their programs of service and community activities on a local, regional and international basis. A full range of communication assets should be utilized including sorority publications, external media outlets such as radio, television, print and digital media and social media outlets. **EVALUATION CRITERIA** This award is presented to a GRADUATE and UNDERGRADUATE chapter in each region for expanding the Alpha Kappa Alpha Sorority's presence through execution of a strategic media plan as well as exemplary media coverage of their programs of services, and community activities on a local, regional, and international basis. A full range of communication assets should be utilized including sorority publications, external media outlets such as radio, television, print, and digital and social media.

My involvement:

The Communications Excellence Award asks that the chapter highlight the chapter activity that had "the single most creative media execution including resources utilized to achieve results." My media/PR plan was selected for this media execution.

I served as the Media/PR liaison/chair for the annual 5K Race which supports educational initiatives for school children in Washington, D.C. I created a detailed creative media and PR plan which included a PSA that ran on local radio (WAVA/WTOP), a video promo on YouTube which was shared by sorority outlets, created a detail media plan. Highlights included postings from the community listservs; social media outlets, and Social Media campaign to prove creative and extensive media coverage

[PDF Guidelines](#)

[Interview segment, "Taking It to the Streets"](#)

[Promotional Video](#)