



**GRAND VALLEY STATE UNIVERSITY STUDENT EARNS SPOT AMONG TOP FIVE FOR
NATIONAL PUBLIC RELATIONS CAMPAIGN COMPETITION**

*Daltyn Little, advertising and public relations student, advances to next round in
National PRWeek Student of the Year competition*

Grand Rapids, Mich., January 14, 2015 – Grand Valley State University (GVSU) Advertising and Public Relations student Daltyn Little has been selected as a top five finalist for the national 2015 PRWeek Student of the Year competition. The next portion of the competition begins the week of January 19th and includes a phone pitch and essay submission.

“When I made the decision to enter the competition in September, I asked Professor Wallace if she would be willing to assist me throughout the process. If you know her in any capacity, as a student or otherwise, you know that she would never say no to a young professional looking to push their limits,” explained Little. “I was able to work with [Wallace] and Professor DeVries to create an amazing project that I am incredibly proud of.”

Each year, PRWeek hosts the Student of the Year competition with different sponsors and opportunities for students who excel in all aspects of public relations. The 2015 challenge was a campaign for the Toyota Mirai, a revolutionary fuel cell vehicle. In the challenge, Little crafted creative solutions to position Toyota as a leader in fuel cell technology and educate consumers and public officials on the importance of hydrogen as an alternative fuel.

“This just goes to show we’re doing something right in the classroom,” said Wallace. “National recognition is a great accomplishment for the School of Communications, the Advertising and Public Relations program and Daltyn especially. The knowledge and experience she’s gained since beginning the project in September is going to be exceptionally beneficial for her future endeavors as a young professional.”

With the help of Wallace and DeVries, a team of public relations and creative professionals was assembled:

- Professor Adrienne Wallace, 834 Design & Marketing, plan and strategy
- Professor Derek DeVries, Lambert, Edwards & Associates, social media
- Daniel Wiltshire and Dustin Foster, Chop & Hue, video creation and assistance
- Marie Brown, 834 Design & Marketing, graphic design coaching
- Kristi VerHage, GVSU student, graphic design coaching
- Kim Bode, 834 Design & Marketing, media relations coaching
- Brianna Blust, ZF North America, media pitching coaching

Little’s submission consisted of a five-page campaign plan, two pages of supporting material, and an educational video explaining fuel cell technology. Chop & Hue, a Grand Rapids-based creative boutique specializing in post-production and production, paired their technical skills with Little’s narration, creative direction and imaging ideas to develop the visual component.

The first place winner will receive a \$1,000 cash prize and the opportunity to attend the PRWeek Award Ceremony held in New York City on March 19, 2015. The runner-up will also be given the opportunity to attend the award ceremony. According to the PRWeek website, this competition “has proven to be a springboard for numerous successful PR careers.”

Little also serves as CEO of GrandPR, GVSU’s student-run public relations firm, which was recently granted the honor of national affiliation through the National Public Relations Student Society of America (PRSSA).

The School of Communications is home to the Advertising and Public Relations program, which has been consistently growing each year. The program offers many ways for students to get involved, such as a chapter of PRSSA, GrandPR, and Ad Club. The program also recognizes excellent student work through the annual Superior Awards, named after Lake Superior Hall.

For more information about the School of Communications, visit: www.gvsu.edu/soc. For more information on the PRWeek Student of the Year competition, visit: www.awards.prweekus.com/student. For more information on GrandPR: visit www.grand-pr.org.

About GVSU School of Communications

The School of Communications at Grand Valley State University considers creative activity and scholarly achievement an important part of the construction of meaning in society. The curriculum within the School of Communications reflects a commitment to integrate professional and liberal education. The study of communication at Grand Valley State University emphasizes a broad understanding of the field combined with a solid knowledge of specific technical skills. Foregrounding a liberal arts context, emphasis is placed on learning-by-doing.

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