

**TARA BURNHAM, CUPRAP'S 2005 INTERNSHIP AWARD RECIPIENT,  
EARNS NATIONAL HONOR AS PRWEEK'S PR STUDENT OF THE YEAR**

With a very successful 2006 spring conference barely a week in the rear-view mirror, CUPRAP has some news from 2005 -- specifically, terrific news about last year's recipient of the Communications Internship Award for Students of Color.

In January, it was learned that Tara Burnham had taken the outstanding abilities that earned her recognition from CUPRAP last March to even greater heights in being named a top-five national finalist for PRWeek's 2006 PR Student of the Year Award.



This week, Tara shared the outstanding news that she has won the competition, earning her the title of PRWeek's 2006 PR Student of the Year.

After submitting a mock campaign for a client (Royal Caribbean's new Freedom of the Seas cruise) late last year, she was chosen as a finalist and flown to New York by the firm Weber Shandwick and PRWeek in February to compete in a one-day judging "gauntlet." The judging included: a 30-minute client presentation to judges from Royal Caribbean, Weber Shandwick, and PRWeek; a phone pitch to a real reporter from *Fortune Magazine* (Matthew Boyle); and a crisis scenario simulation in which she had one hour to prepare her action plan.

Her performance earned her the honor of being named the top public relations student in the nation.

"I feel very humbled to have been chosen based on the caliber of the other four finalists," said Tara via email. "Once again, thank (CUPRAP) for what you do as an association and for the scholarship I received which helped me to continue my experience in PR."

The award includes a cash prize and a paid internship with Weber Shandwick in any of their U.S. offices. Past finalists also have been offered full-time positions with the firm or other top 10 agencies in the country.

More on Tara's award can be found at <http://www.prweek.com/us/events/index.cfm?fuseaction=awardDetail&id=23737> online.

In addition, the New York Observer covered the awards. Read the story at [http://www.observer.com/20060313/20060313\\_Jason\\_Horowitz\\_pageone\\_newsstory3.asp](http://www.observer.com/20060313/20060313_Jason_Horowitz_pageone_newsstory3.asp) online (Tara is mentioned in the last paragraph in the story).

For more on CUPRAP's Communications Internship Award for Students of Color, visit CUPRAP's Web page at <http://www.cuprap.org/default.aspx?pageid=16> online.