



**FPRA Capital Chapter will be awarding
cash prizes to students!**
Start making your mark today.

The Capital Chapter of the Florida Public Relations Association (FPRA) is looking for students who are truly making a mark on the industry. We'll be awarding scholarships to the top applicant who stands out by demonstrating the most thorough, effective and creative communication plans. Applications will be accepted from FSU, FAMU, and TCC students interested in pursuing a career in public relations (though all majors are eligible to apply).

SPRING 2013 Scholarship Prize

First place: \$1,000

To apply, students must meet the following eligibility requirements:

- Must be a junior or senior currently enrolled at FSU, FAMU, or TCC
- May not be a previous FPRA Capital Chapter scholarship recipient
- Must have a minimum cumulative GPA of 3.0
- Must be an FPRA student member (proof of membership required)

**Applications will be judged by three or more FPRA Capital Chapter members.
Student names will be withheld from the judges to prevent bias.**

**Fall Scholarship Deadline: All application requirements are due
Wednesday, April 17, 2013 at 5 p.m. Winner will be announced at the
April 24, 2013 student FPRA end of year social.**

To apply, students must submit each of the following:

- Completed scholarship application
- **FOUR copies** of the completed writing exercise demonstrating the student's ability to develop a comprehensive communications/public relations plan. Please **DO NOT** print your name on your completed writing exercise.
- **FOUR copies** of your resume detailing public relations experience
- Course transcript (unofficial)
- Proof of FPRA student membership via one of the following:
 - o Copy of your completed membership application
 - o Copy of your membership certificate
 - o Advisor's signature
 - o FPRA Student Chapter president's signature

REQUIRED WRITING EXERCISE

Choose one of the following three scenarios, and develop a communications plan that incorporates the following elements:

- Research on the client, the problem, and the target publics (i.e. SWOT)
- Goal(s) and measurable objective(s)
- Strategies and tactics
- Methods of evaluation
- Timeline
- Estimated budget

If you choose a scenario that indicates you have a limited budget, be creative in ways to allocate resources (i.e. - encouraging in-kind partnerships). It is appropriate to make assumptions in the development of your plan to support your position and actions.

For the purposes of the application, select one (1) of the three (3) scenarios:

1. You are the marketing director for a local food truck specializing in good ole' fashioned American cuisine. You have the responsibility of increasing awareness and sales for the food truck operator while differentiating yourself from the competition. Develop a year-long public relations plan that will support these goals and keep the wheels in motion.
2. You are the public relations director for an up-and-coming family practice physician's office. Having recently opened its doors in the Tallahassee area, you're charged with increasing awareness, establishing credibility and boosting new patient sign-ups for the practice. Develop a year-long public relations plan that will support these goals and position this growing practice for future growth.
3. You are the director of social media for a small local bluegrass band looking to "make it big" in the industry. While the current fan base is small, this group has proven to be extremely loyal. You are tasked with increasing exposure for the band, thus yielding a boost in ticket and album sales. Develop a year-long marketing plan that will support these goals and keep the tunes coming.



Application
(Please print clearly or type)



NAME:	
ADDRESS:	
PHONE:	
E-MAIL:	
UNIVERSITY ATTENDING:	
YEAR IN SCHOOL:	CUMULATIVE GPA:
MAJOR:	EMPHASIS (IF APPLICABLE):
WHEN DID YOU JOIN FPRA?	
ADVISOR/FPRA PRESIDENT SIGNATURE (IF NECESSARY):	

I state that I meet all eligibility requirements and that all information provided on this application is correct.

Signature of Applicant

Date

DELIVER

- ☐ ONE COPY of your unofficial course transcripts
- ☐ Completed application
- ☐ Proof of FPRA student membership
- ☐ FOUR COPIES of your writing exercise
- ☐ Resume

TO

Kelly Robertson, APR
BowStern Marketing Communications
1725 Capital Circle NE, Ste 205
Tallahassee, FL 32308

Incomplete applications and/or applications received after **5 p.m. on Wednesday, April 17, 2013** will be disqualified. If you have any questions, contact **Kelly Robertson at kroberson@bowstern.com or 850-597-9894**. The decision of the FPRA Capital Chapter judges is final.