



FLORIDA PUBLIC RELATIONS ASSOCIATION AND THE FLORIDA PUBLIC RELATIONS EDUCATION FOUNDATION, INC.



2014 Scholarship Eligibility Requirements

CANDIDATES

Candidates must be enrolled in a public relations major or emphasis track at a four-year university or college within the state of Florida, and must have junior or senior standing with a minimum grade point average of 3.0 on a 4.0 scale. An official transcript from your school must be submitted with your application. Membership in an FPRA professional chapter or an FPRA Student Chapter is required. Students who are not currently members of FPRA or an FPRA Student Chapter are invited to submit a completed membership application along with their scholarship application. Student membership dues are \$30. To obtain a membership application, visit www.fpra.org.

APPLICATION

Please type or fill out the student scholarship application in ink (print legibly). The application must be accompanied by your transcript, résumé and response to an essay question related to the public relations field. Select one of the four questions presented below for your essay. Choose the question that best suits your interests in public relations. The essay must be original, typed, double-spaced and no longer than two pages, approximately 800 words. Answer one of the following questions.

1. **What do you think is the most important issue or trend affecting PR today and why?**
2. **Do you think social media can be an effective medium for changing a target audience's way of thinking and ultimate behavior? Based on your response, provide a real world example(s) to support your answer.**
3. **Over the last ten years, how has the PR profession changed and where do you see the profession going in the next ten years and why?**
4. **What do you think was the most valuable aspect of your Public Relations education and how has this part of your education prepared you to enter today's job market?**

SELECTION PROCESS

Winners of the FPREF Scholarships will be selected based on a recommendation from the Scholarship Committee. Winners will be notified in July.

AWARDS

FPREF will award one \$1,500 scholarship. Scholarship winners will also receive a certificate in recognition of their achievement and will be honored during the Presidents' Luncheon at the FPRA [Annual Conference](#) in August. In addition, the winning essay may be published in FPRA's statewide electronic newsletter.

DEADLINE

The deadline for receipt of entries for the 2013 FPREF Foundation Student Scholarship is Friday, June 20, 2014.

MAIL

Mail your application to: FPRA, 40 Sarasota Center Blvd., Suite 107, Sarasota, FL. 34240. Once received by FPRA, your essay and application materials become property of the Association and will not be returned.

**FLORIDA PUBLIC RELATIONS EDUCATION FOUNDATION, INC.
SCHOLARSHIP FUND APPLICATION**

40 Sarasota Center Blvd., Suite 107
Sarasota, FL 34240

PERSONAL DATA

Name _____
 Last First Middle

Date of birth _____ Social Security Number _____ - _____ - _____

Permanent Address _____
 Street City

State Country Zip Code Best Phone Number _____

ACADEMIC INFORMATION

Colleges or Universities Attended _____

Department Advisor's Name _____

Major(s) _____

Minor(s) _____

Probable Graduation Date _____

School Activities (offices held, committees, honors, etc.) _____

Extracurricular Activities (community groups, professional organizations, etc.) _____

Have you ever been suspended from school or placed on academic probation? If so, please explain the circumstances.

Have you received scholarship funds from any other source? If so, please explain the circumstances.



PLEASE READ AND SIGN THE FOLLOWING STATEMENT

I certify that the information given in this application is correct. Should I be awarded the scholarship, I agree to give strict attention to my duties and the regulations of the University. If I should fail to make a satisfactory record in my University or Department work, change my major or willfully violate University regulations, I agree to surrender all rights of ownership to the unused portion of the grant.

I understand the eligibility requirements for the Florida Public Relations Foundation Scholarship Fund and agree to furnish with this application the required essay and any additional documents required for a final decision in granting a scholarship award under this program.

Signature of Applicant

Date