



FPRA Student Scholarship Application Summer 2019

The Capital Chapter of the Florida Public Relations Association (FPRA) is looking for student members who exemplify PRincipled, PRagmatic PROblem-solving skills that the best PR PROfessionals bring to the table. We will award one scholarship to an applicant who demonstrates the most thorough, effective, and creative communications solutions. Applications will be accepted from members who are students at Florida State University, Florida A&M University, Tallahassee Community College, and Flagler College and are interested in pursuing a career in public relations.

The PRize

One (1) FPRA annual conference registration fee scholarship, plus a stipend to help with travel expenses.

The PROblem

Higher education sees more students arrive on campus with mental health issues. It is estimated that one in 12 students has a suicide plan; 49.5% of students reported feeling hopeless in the past year; and two-thirds of students who are struggling don't seek help.

To compete for this scholarship, create a campaign plan that details how you would utilize public relations to de-stigmatize mental health issues among college students and heighten awareness regarding the mental health services available to university students.

Judging criteria includes:

- Content
- Organization
- Relevance to industry
- Grammar and spelling
- Presentation

The PROcess

To be considered for this exciting opportunity, students should submit the following:

- Four printed copies (or one digital copy) of the writing assignment. Please **do not** put your name on your submission.
- Four printed copies (or one digital copy) of your resume.
- One unofficial copy of your transcript.

All application packets should be submitted electronically or via mail to:

Carla Brown Lucas

Brown Lucas Consulting

CBLucas@BrownLucas.com

1400 Village Square Boulevard

Suite 3-213

Tallahassee, FL 32312



DUE
June 12

The Fine Print

Applicants must currently be enrolled as a student at FSU, TCC, FAMU, or Flagler and pursing a PR-related degree with a minimum cumulative GPA of 3.0. Applicants may not be a previous FPRA scholarship winner. Applications will be judged by three or more FPRA Capital Chapter members, and student names will be removed to prevent bias. As a bonus, all applicants will receive an interview with a top Tallahassee PR firm to discuss their scholarship application and career goals.