



FPRA Student Scholarship Application FPRA Annual Conference, August 2-5, 2020

The Capital Chapter of the Florida Public Relations Association (FPRA) is looking for student members who exemplify **PR**incipled, **PR**agmatic **PR**oblem-solving skills that the best PR **PR**ofessionals 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 who are interested in pursuing a career in public relations.

The PRizes

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

The PRoblem

Social media plays a large role in our daily lives, for both personal and professional endeavors. According to the Pew Research Center, Instagram and Snapchat are used by 67 percent and 62 percent of 18- to 29-year-olds, respectively. Those ages 18 to 24 are substantially more likely than those ages 25 to 29 to say they use Snapchat (73 percent versus 47 percent) and Instagram (75 percent versus 57 percent). What happens, though, when what you posted as an 18-year old college student is found by a prospective employer when you're a 22-year old on the cusp of college graduation?

To compete for this scholarship, create a campaign plan that raises awareness for building and managing your personal brand on social media. How should high school and college students participate and use social media to leverage their best qualities rather than exposing undesirable ones?

Judging criteria includes:

- Content
- Organization
- Relevance to industry
- Fluency in Associated Press (AP) Style
- Grammar and spelling
- Presentation

The PRocess

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

- One digital copy of the writing assignment. Please **do not** put your name on your submission.
- One digital copy of your resume. Please **do not** put your name on your submission.
- One unofficial copy of your transcript.

All application packets should be submitted electronically to:

Carla Brown Lucas

Brown Lucas Consulting

CBLucas@BrownLucas.com

**Deadline:
By Mar. 31,
at 5 p.m.**

The Fine PRint

Applicants must currently be enrolled as a student at FSU, TCC, FAMU, or Flagler and pursuing 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.