

# DR. JAY RAYBURN SCHOLARSHIP

\$ **500**  
SPRING 2014

Sponsored by  
**FPRA**  
Florida Public Relations Association  
Capital Chapter

## ELIGIBILITY REQUIREMENTS

- Must be current or intended communications student 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)

## HOW TO APPLY FOR SCHOLARSHIP

*Students must submit all of the following documentation*

- Completed scholarship application
- **One copy** 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 to prevent judging bias.
- **One copy** of your resume detailing public relations experience
- Course transcript (unofficial)
- Proof of FPRA student membership via one of the following:
  - Copy of your completed membership application
  - Copy of your membership certificate
  - Advisor's signature
  - FPRA Student Chapter president's signature

## REQUIRED WRITING EXERCISES

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

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

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

1. You are the marketing director for an established local non profit organization that serves homeless pets. Your organization has struggled differentiating itself from other similar causes and as a result, is seeing lower rates of donations, possibly due to brand confusion. It is your responsibility to create a strategic plan to re-establish your brand and encourage community members to re-engage with your organization. Develop a year-long public relations plan that will support these goals.
2. You are the communications director for a state agency that oversees the foster parent program in Florida. The demand for qualified foster parents is at an all-time high, but fewer people are taking the necessary classes to become registered foster parents. It is your responsibility to assess the situation, make recommendations for any necessary improvements, and implement a plan to increase the number of registered foster parents. Develop a year-long public relations plan that will support these goals.
3. You are the communications director for an NCAA college with a highly successful athletics program. Unfortunately, the athletics program has recently been accused of inflating athletes' grades to improve their eligibility - an allegation you know to be false. Develop a year-long public relations plan to repair any damage done to your college's brand and restore confidence in the athletics program.

APPLICATIONS DUE: WEDNESDAY, APRIL 16<sup>TH</sup>

WINNERS ANNOUNCED: APRIL 23<sup>RD</sup> (STUDENT SOCIAL)

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NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

UNIVERSITY ATTENDING: \_\_\_\_\_

MAJOR: \_\_\_\_\_ CUMULATIVE GPA: \_\_\_\_\_

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 (in print or electronically emailed):

- One copy of your unofficial course transcript
- Completed application
- Proof of FPRA student membership
- One copy of your writing exercise
- Resume

## TO:

Jessica Clark, PMP  
Sachs Media Group  
114 South Duval Street  
Tallahassee, FL 32301  
jclark@sachsmedia.com

Incomplete applications and/or applications received after **5 p.m. on Wednesday, April 16, 2014** will be disqualified. If you have any questions, contact **Jessica Clark** at [jclark@sachsmedia.com](mailto:jclark@sachsmedia.com) or **850-222-1996**.

The decision of the FPRA Capital Chapter judges is final.