



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 2015 Scholarship Prize

First place: Two \$500 Scholarships

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.**

Spring Scholarship Deadline: All application requirements are due Friday, April 10, 2015 at 5 p.m. Winner will be announced at the FPRA Image Awards on April 16th from 11:30 a.m.-1:00 p.m.

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. (Accepted by mail or email)
- **FOUR copies** of your resume detailing public relations experience
- Course transcript (unofficial)

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 two (2) scenarios:

1. You are the marketing director for FPRA's Capital Chapter. You have the responsibility of increasing awareness and participation (both racers and sponsors) for the chapter's annual Amazing Capital Race. Develop a year-long public relations plan that will support these goals and keep this race top of mind.
2. You are the director of social media for FPRA's Student Capital Chapter looking to increase membership and awareness at FSU, FAMU, and TCC. Develop a four (4) to six (6) month long marketing plan and social media calendar that will support these goals, engage current members, and drive new membership.

<http://fpra-capital.org/event/amazing-capital-race-2015/>



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

Nanette Schimpf, APR, CPRC
 Moore Communications Group
 2011 Delta Blvd.
 Tallahassee, FL 32303

Incomplete applications and/or applications received after **5 p.m. on Friday, April 10, 2015** will be disqualified. If you have any questions, contact **Nanette Schimpf at Nanettes@moorecommgroup.com or 850-224-0174**. The decision of the FPRA Capital Chapter judges is final.