

Suggested Writing “Tips”

Before working on your essay question, please review the four questions on the application and determine which would be appropriate for you, based upon your interests, your education and your future career. This is your opportunity to demonstrate your proficiency in writing, grammar and style.

1. This essay question should be treated as if you were applying for a job. Remember, you are **competing** for this scholarship, just as you would a job. Make sure to give careful thought and consideration before preparing your essay.
2. Review the four questions available to applicants. Consider which question would fit your interests and role in public relations. After all, it is better to write about what you know and are comfortable with rather than struggling to respond to a question that may be difficult to respond to for you.
3. It may be wise to outline your response prior to putting words on paper. It will give you some direction and placement and make it easier to respond.
4. As you write, please note the red underlined and green underlined words in your essay. It usually means there is improper spelling or spacing. Continue to proof your essay as you read and re-read your words. Even reading your essay out loud when you are finished would be a wise step. Sometimes hearing the words point out that there is something wrong. Ask a friend to proof the essay for you.
5. Spelling and Grammar on your computer should be used to proof your essay. However, it is not the end all on finding incorrect spelling or grammar. After all, if there and their are used in the essay, but not correctly, then your error will probably be noted by the members reviewing the essay, but not necessarily by the Spell Check mode.
6. Maintain clarity throughout the essay. Do not get so involved in jargon that the sentence or your idea cannot be conveyed clearly. **DO NOT** use text messaging symbols in this essay.
7. Use complete sentences. Stay on topic. Address the specific question, which you have selected.
8. Often, essay responses are the only opportunity you have to demonstrate how wonderful you are, mentioning awards, honors and other significant events in your education or internship. This is the most important step of any scholarship application.