



## **INTRODUCTION**

Established by the Florida Public Relations Association (FPRA) in 1986, the Florida Public Relations Education Foundation (FPREF) is a 501(c)(3) nonprofit, charitable organization dedicated to the advancement of the public relations/communications profession within the state of Florida. Since 2000, FPREF has invested more than \$106,000 in the professional development and education of public relations/communications students and professionals. The major areas of focus include:

- Student Scholarships
- Accreditation and Certification Support
- Professional Development Support
- Sponsorship of the Annual Dillin Keynote Speaker at the FPRA Annual Conference
- Leadership Development
- Joe Curley Rising Leader Award
- LeadershipFPRA Program

To learn more, visit <http://www.fpra.org/education-foundation/>.

## **FPREF STUDENT SCHOLARSHIP ELIGIBILITY REQUIREMENTS**

### **CANDIDATES**

Candidates must be incoming seniors who have currently enrolled and been accepted in an upper-division public relations, communications or related track at an accredited college or university within the state of Florida and slated for graduation not earlier than the following fall semester. Candidates must be full- or part-time students (minimum of six credits per semester), with a minimum grade point average of 3.0 on a 4.0 scale. An unofficial transcript from your school must be submitted with your application, resumé and essay as outlined below.



## **APPLICATION**

Please type or fill out the student scholarship application in ink (print legibly). The application must accompany your transcript, resumé and your written response to one of the five essay questions presented below. Choose the question that best suits your interests in communications. The essay must be original, typed, double-spaced and no longer than two pages, approximately 800 words. All written work must be 100% original, and the use of artificial intelligence (AI) to write this assignment will result in automatic disqualification. Choose from **one** of the five essay topics below:

1. **What do you think is the most critical issue or trend affecting public relations/communications today and why?**
2. **In today's digital age, social media plays a crucial role in shaping public perception. How do you envision leveraging social media platforms for strategic communication in the field of public relations/communications, AND what ethical considerations do you think are important in this context?**
3. **What role do you see AI playing in the field of public relations/communications in the coming years? Describe your position on the ethics of using AI in the practice of public relations/communications.**
4. **Over the last ten years, how has the public relations profession changed? Where do you see the profession going in the next ten years and why?**
5. **What was the most valuable aspect of your public relations/communications (or related field) education, and how has this part of your education prepared you to enter today's job market?**

## **SELECTION PROCESS**

The awardees of the two \$1,500 FPREF Scholarships honoring Dr. Bob Davis, APR, CPRC, and Dr. Jay Rayburn, APR, CPRC, will be chosen by a Scholarship Selection Committee comprised of public relations professionals. The scholarship recipients will be notified the week of April 21, 2025.

### **About the Dr. Bob Davis, APR, CPRC Scholarship**

Established by the FPREF in 2001, the Dr. Bob Davis, APR, CPRC Foundation Scholarship Award honors long-time Florida Public Relations Association (FPRA) member, Dr. Bob Davis, APR, CPRC. Dr. Davis began teaching at the University of Central Florida in 1977 when the university was still known as the Florida Technological University. Dr. Davis was promoted to associate professor and awarded tenure at UCF in



1984 and to full professor in 1987. He is credited with creating the Advertising-Public Relations program that is now known as the Nicholson School of Communication.

Over his 30-year tenure, Dr. Davis influenced the careers of thousands of future communication professionals as a professor, internship coordinator for more than 3,000 students, and as the faculty advisor for the UCF student chapter of the Florida Public Relations Association, called "Quotes."

Dr. Davis served as the FPRA State president in 1988. He received FPRA's highest honor, the John W. Dillin Award in 1995 and was later named FPRA Member of the Year in 2000. Dr. Davis earned the Accredited Business Communicator credential from the International Association of Business Communicators, the Accredited in Public Relations (APR) from FPRA/Universal Accreditation Board in 1981 and the Certified Public Relations Counselor credential from FPRA in 1992. Dr. Davis passed away in 2013.

#### **About the Dr. Jay Rayburn, APR, CPRC Scholarship**

The Dr. Jay Rayburn, APR, CPRC Scholarship is a tribute to the exceptional contributions of the late Dr. Jay Rayburn, who dedicated his life to advancing the public relations field in Florida and beyond. The scholarship was established after Dr. Rayburn's passing in 2021.

Dr. Rayburn devoted his career to helping both students and professionals achieve excellence in public relations/communications. He worked as a faculty member teaching public relations and integrated marketing at the Florida State University (FSU) College of Communication and Information from 1985 until his retirement in 2020. Dr. Rayburn also held various leadership positions with the FSU Alumni Association National Board of Directors, the Florida Public Relations Association (FPRA) and the Public Relations Society of America. In 1994, Dr. Rayburn served as FPRA state president and later was the founding chair of the FPRA Counselors' Network. Among his many achievements, Dr. Rayburn was named FPRA Member of the Year in 1991 and earned FPRA's highest honor, the John W. Dillin Award in 1996. A staunch advocate for professional Accreditation and Certification, he also represented FPRA on the Universal Accreditation Board from 2002 – 2014.



## **AWARDS**

FPREF will award scholarships based on the availability of funds. A minimum of two \$1,500 scholarships will be awarded annually. The awardees also will receive a certificate in recognition of their achievement and will be honored during the Presidents' Luncheon at the 86th FPRA Annual Conference, the PR & Comms Summit, on August 4, 2025, in Orlando, Fla. In addition, the honorees and/or selected essays may be published in FPRA's statewide electronic newsletter and on social media.

## **DEADLINE**

The deadline for receipt of entries for the 2025 FPREF Student Scholarship is March 31, 2025.

Send your applications via email to [state@fpra.org](mailto:state@fpra.org) or mail them to:

FPRA State Office

40 Sarasota Center Blvd, Suite 107

Sarasota, FL 34240



## FPREF STUDENT SCHOLARSHIP APPLICATION

### PERSONAL DATA

<b>First Name, Last Name:</b>	
<b>Date of Birth:</b>	
<b>Permanent Address:</b>	
<b>City, State, Zip:</b>	
<b>Telephone:</b>	

### ACADEMIC INFORMATION

<b>Colleges or Universities Attended:</b>	
<b>Department Advisor's Name:</b>	
<b>Major(s):</b>	
<b>Minor(s):</b>	
<b>Probable Graduation Date:</b>	

<b>School Activities (offices held, committees, honors, etc.):</b>
<b>Extracurricular Activities (community groups, professional organizations, etc.):</b>
<b>Have you ever been suspended from school or placed on academic probation? If so, please explain the circumstances:</b>
<b>Have you received scholarship funds from any other source? If so, please explain the circumstances:</b>



**Please provide links to any online portfolios, LinkedIn pages, etc., that you would like the judges to consider in their evaluation:**

**PLEASE READ AND SIGN THE FOLLOWING STATEMENT**

I certify that the information given in this application is correct and that the essay included is entirely my original work, prepared without the use of artificial intelligence. Should I be awarded the scholarship, I agree to give strict attention to my duties and the regulations of the university that I attend. If I should fail to earn a satisfactory academic record in my university or department, change my major, or willfully violate university regulations, I agree to surrender all rights of ownership to the unused portion of the scholarship.

I understand the eligibility requirements for the Florida Public Relations Education Foundation Scholarship Fund and agree to furnish with this application the required essay and any additional documents required for a final decision in granting a scholarship award under this program.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_