



2021 Scholarship Eligibility Requirements

CANDIDATES

Candidates must be incoming seniors who have currently enrolled and been accepted, full time student, in an upper division public relations, mass communication 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 have 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, along with your résumé and essay as outlined below. Membership in FPRA is not required but recommended. Students who are not currently members of FPRA are invited to submit a completed membership application along with their scholarship application. Student membership dues are \$30. To obtain a membership application, visit www.fpra.org.

APPLICATION

Please type or fill out the student scholarship application in ink (print legibly). The application must be accompanied by your transcript, résumé and response to an essay question related to the public relations field. **Select one of the four questions presented below for your essay.** Choose the question that best suits your interests in public relations. The essay must be original, typed, double-spaced and no longer than two pages, approximately 800 words. Answer **one** of the following questions.

- 1. What do you think is the most important issue or trend affecting PR today and why?**
- 2. Do you think social media can be an effective medium for changing a target audience's way of thinking and ultimate behavior? Based on your response, provide a real world example(s) to support your answer.**
- 3. Over the last ten years, how has the PR profession changed; where do you see the profession going in the next ten years; and why?**
- 4. What do you think was the most valuable aspect of your Public Relations (Mass Communication or related field) education and how has this part of your education prepared you to enter today's job market?**

SELECTION PROCESS

The awardee(s) of the FPREF Scholarship will be selected based on a recommendation from the Scholarship Committee. **The honoree(s) will be notified the week of April 19, 2021.**

AWARDS

FPREF will award scholarship(s) based on availability of funds. A minimum of one \$1,500 scholarship will be awarded annually. The winner will also receive a certificate in recognition of their achievement and will be honored during the Presidents' Luncheon at the 82nd FPRA Annual Conference August 9, 2021. In addition, the winning essay(s) may be published in FPRA's statewide electronic newsletter.

DEADLINE

The deadline for receipt of entries for the 2021 FPRE Foundation Student Scholarship is February 28, 2021. Send your applications via email to state@fpra.org or mail them to:

FPRA State Office
40 Sarasota Center Blvd, Suite 107
Sarasota, FL 34240

PERSONAL DATA

Name _____

Date of birth _____

Permanent Address _____

Phone Number _____

ACADEMIC INFORMATION

Colleges or Universities Attended _____

Department Advisor's Name _____

Major(s) _____

Minor(s) _____

Probable Graduation Date _____

School Activities (offices held, committees, honors, etc.) _____

Extracurricular Activities (community groups, professional organizations, etc.) _____

Have you ever been suspended from school or placed on academic probation? If so, please explain the circumstances. _____

Have you received scholarship funds from any other source? If so, please explain the circumstances.

PLEASE READ AND SIGN THE FOLLOWING STATEMENT

I certify that the information given in this application is correct. 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 grant.

I understand the eligibility requirements for the Florida Public Relations 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: _____