



Oklahoma City Chapter 2006 Emerging Leader Scholarship Application

PURPOSE

The Public Relations Society of America (PRSA) is a professional organization with the vision to unify, strengthen and advance the public relations profession. PRSA has established itself as the pre-eminent organization that builds value, demand and global understanding for public relations. PRSA is the world's largest organization for public relations professionals. PRSA's nearly 20,000 members, organized into 114 chapters, represent business and industry, technology, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 255 Chapters at colleges and universities throughout the United States.

The Oklahoma City Chapter of PRSA, chartered in 1964, has 115 members. The organization's primary objectives are to advance the standards of the public relations profession and to provide members with professional development, networking and career growth opportunities, continuing education programs and information exchange forums. As part of its mission, PRSA funds scholarships for PRSSA students pursuing public relations careers.

SCHOLARSHIPS

PRSA awards two types of scholarships each year:

1. Books and tuition scholarships up to \$2000 for the 2006-2007 academic year
2. PRSA memberships through the Oklahoma City Chapter

QUALIFICATIONS

To qualify for scholarship OPTION ONE (1), you must be:

- A PRSSA member in good standing
- Pursuing a public relations degree full-time (at least 12 hours)
- A sophomore or junior at a four-year Oklahoma college or university

To qualify for scholarship OPTION TWO (2), you must be:

- A PRSSA member in good standing
- Pursuing a public relations degree full-time (at least 12 hours)
- A graduating senior at a four-year Oklahoma college or university

Scholarship selection will be based on aptitude, interest in the public relations field, academic performance, financial need and demonstration of community service. Winners will be honored at the annual Zenith Awards ceremony the evening of Wednesday, April 12, 2006 in Oklahoma City.

INSTRUCTIONS

Thoroughly complete the attached application, type or print clearly, and include:

- Applicant's most recent college transcript.
- Two letters of recommendation from people who have witnessed your academic or professional communications experience.
- One writing sample of no more than one page, such as a news release or feature article.
- List of community, school and internship activities, including start and finish dates, officer or committee positions held and any community or academic awards.
- A financial statement including:
 - An estimated budget for completion of study (tuition, books and housing)
 - Expected income (i.e., family support, employment, grants, student loans, scholarships, etc.)
 - Percent of income contributed by parents, spouse or guardians and any unusual financial circumstances (i.e. siblings or other family members in college and supported by you or those supporting you, supporting a family, large medical expenses, unemployment, etc.)
- A statement of no more than 300 words explaining why you are applying for this scholarship (i.e. why you are studying public relations, your goals for after graduation, etc.) and your involvement in PRSSA.
- Mail application with required supplemental materials to:

Tara Lokey
PRSA Scholarship Committee
312 Topaz Way
Mustang, OK 73064
405-323-4634

- Email questions or comments to Tara Lokey at tara@taralokey.com.

DEADLINE

Applications must be received by Friday, March 31, 2006. Applications received after March 31 will not be considered.

DISBURSEMENT

- The Oklahoma City Chapter of PRSA will send the academic scholarship money to the winner's school before the beginning of the fall 2006 semester.
- The Oklahoma City Chapter of PRSA will send the PRSA national office the winner's membership application and a check for a one-year PRSA membership for the scholarship winner.



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Name: _____

Date of birth: _____ Hometown: _____

Current address: _____

City: _____ State: _____ Zip: _____

E-mail address: _____

Phone number(s) where you can be reached after March 31, 2006: _____

Are you a member of a PRSSA chapter? Yes ___ No ___ Which one? _____

College you will attend in fall 2006: _____

College address: _____

City: _____ State: _____ Zip: _____

College major (if declared): _____

Your grade status in fall 2005: Sophomore ___ Junior ___ Senior ___

Grade point average from current transcript: _____ GPA within major: _____

I am applying for the:

___ Books and tuition academic scholarship ___ PRSA membership scholarship

I _____ assert that all the information in my application is true and accurate to the best of my knowledge. I give PRSA full permission to use my name and photo in newspapers, newsletters and Web sites. If selected, I will be available to attend the scholarship award presentation the evening of Wednesday, April 12, 2006 in Oklahoma City.

Signed: _____ Date: _____