



## **Greater Cleveland Chapter 2009 Student Scholarship Application**

**PRSA Greater Cleveland Chapter will be awarding its two scholarships – one for a senior and one for a junior at the Seventh Annual Cleveland Rocks Awards, taking place on Friday, Dec. 4, 2009. Completed applications are due by Friday, October 16, 2009.**

### **Scholarship Criteria:**

Applicants must meet all of the following criteria and submission requirements in order to be eligible for the scholarship:

1. Currently enrolled as a junior\* or senior at a Northeast Ohio college or university\*\* and majoring in public relations, communications or a related field *OR* currently a resident of Northeast Ohio attending a college or university and majoring in public relations, communications or a related field.
2. Minimum 3.0 grade point average (must include a copy of your official college transcript)
3. Completed Scholarship Application form (attached)
4. Two writing samples (can include class work or internship samples)
5. Completion of a 500-word essay (see question options below)
6. Two letters of recommendation (at least one from an academic instructor or advisor)
7. Completion of one internship (required for senior applicants only)
8. Each scholarship winner is expected to donate five volunteer hours to the PRSA Greater Cleveland Chapter or to a PRSSA chapter.

*\* Any junior awarded a \$1,000 scholarship will be able to again receive the scholarship funding during their senior year, provided that certain criteria (i.e., GPA, continued course of study, completion of an internship) are met.*

*\*\* Eligible Northeast Ohio counties include Ashland, Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Lake, Lorain, Mahoning, Medina, Portage, Richland, Stark, Summit, Trumbull and Wayne Counties. (Note: This county list is defined by the Fund for Our Economic Future, a regional economic development organization.)*

**PRSA Greater Cleveland Chapter  
2009 Student Scholarship Application**

<b>Name</b>	
<b>School</b>	
<b>Year in School for 2009-2010</b>	
<b>Major</b>	
<b>School Address</b>	
<b>City, State Zip</b>	
<b>Home Address</b>	
<b>City, State Zip</b>	
<b>Phone Number</b>	
<b>Alternate Phone Number</b>	
<b>Email Address</b>	
<b>Social Media (Twitter, Facebook, LinkedIn)</b>	
<b>PRSSA Member</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No

**Essay Options:**

**Submit a 500-word essay on one of the following topics:**

1. What role should bloggers play in public relations? Outline the best ways to integrate them with a consumer-focused PR campaign. Think creatively but keep in mind the following when crafting your answer: Is there any time that bloggers should not be used? Are there characteristics that make certain bloggers “better than others? What, if any, ethical issues arise when working with bloggers?
  
2. While many consumer companies have jumped on the social media bandwagon, business-to-business organizations have been more hesitant. Write an essay discussing the business case for why a b2b company should participate in social media. Detail how applications such as Twitter, Facebook, LinkedIn, MySpace, etc., can best be used.
  
3. In recent years, we have been bombarded with reports of ethical violations by major corporations. Write an essay on the internal and external roles a public relations professional should play in these situations (can include their role prior to, during and after). Also include at least one example of an organization that handled it well and how communications played a role in that.

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**Submit Application by Friday, October 16, 2009 to:**

prsacleveland@oh.rr.com.

*OR*

Lynn Bracic  
PRSA Cleveland  
28022 Osborn Road  
Bay Village, OH 44140

**Checklist:**

You must include all requested information and materials in order to be eligible for the scholarship. Please use this checklist to ensure you have included all required materials:

- All requested contact information.
- Official college transcript documenting a GPA of 3.0 or better
- Completed Scholarship Application form
- Two writing samples
- 500-word essay
- Two letters of recommendation
- Documentation of a completed internship (for seniors only)