



FPRA Pensacola Chapter Student Scholarships Fall 2017

Purpose

The FPRA Pensacola Chapter seeks to offer tuition assistance to students pursuing the Bachelor of Arts degree in Communications Arts at the University of West Florida. Treasury permitting, four \$500 scholarships will be awarded annually during the fall semester to four deserving students: The Horace W. "Pete" Olcott Scholarship, the Lt. Colonel John W. Dillin, APR, CPRC Scholarship, the Scott R. Harrington, APR, CPRC Scholarship, and the Eileen Perrigo, APR Scholarship.

Qualifications

- Candidates must be a communications student at the University of West Florida.
- Candidates must be incoming juniors or seniors.
- Candidates must have a minimum grade point average of 3.0 on a 4.0 scale as confirmed by the Communications Arts chair. (I understand my GPA is subject to confirmation by the Communication Arts Department Chair.)
- Membership in FPRA or an FPRA Student Chapter is required. Students who are not currently members may join when they submit their scholarship application. Student membership dues are \$30 per year. Applications are available at www.fpra.org.

Application

The attached application is to be completed and submitted electronically, typed or filled out in ink. Please write legibly. The application must be accompanied by your resume and an essay on one of the following four topics:

1. What do you think is the most important issue or trend affecting PR today and why?
2. Identify a communications crisis in the media within the last five years and share what went wrong and what you would have done differently. Why is communication important during a crisis?
3. Over the last 10 years, how has the PR profession changed and where do you see the profession going in the next 10 years and why?
4. What do you think has been the most valuable aspect of your communications education and how has this part of your education prepared you to enter today's job market?

The essay must be your original work, no longer than two pages, typed, double-spaced.

Awards

The FPRA Pensacola Chapter will award the scholarships by January. Students are eligible to receive a scholarship on a one-time-only basis.

Deadline and Submission

Completed applications must be returned to fprapensacola@gmail.com and/or FPRA Pensacola Chapter. P.O. Box 893, Pensacola, FL 32591 by **Tuesday, Oct. 31, 2017**.



**FPRA Pensacola Chapter
Student Scholarships
Fall 2017**

Personal Data

Name _____

Address _____

Phone _____ Email _____

Current GPA _____ Anticipated graduation _____

Academic Information

Colleges/Universities attended _____

Major(s) _____

Minor(s) _____

School activities _____

Community involvement _____

Note: If you have any special circumstances that you would like the committee to consider, please attach this information with your application.