



January 2009

TO: Multicultural Affairs Scholarship Applicant

FROM: Dora Tovar, Chair, PRSA Multicultural Communications Section
Kenneth Seeney, Chair, NMAC Scholarship Subcommittee

SUBJECT: PRSA 2009 Multicultural Affairs Scholarship

On behalf of the PRSA Multicultural Communications Section, we invite you to apply for the PRSA 2009 Multicultural Affairs Scholarship.

This scholarship program was established in 1989 by PRSA's Multicultural Affairs Committee, to assist and recognize young men and women for outstanding academic achievement and commitment to the practice of public relations. Today, PRSA's National Multicultural Communications Section is the program sponsor and encourages contributions from PRSA members, corporations, and public relations agencies for an endowment. The scholarship program is administered by the PRSA Foundation.

Enclosed is an application and information describing the program, which is open to communications students who are of African-American/Black, Hispanic/Latino, Asian, Native American, Alaskan Native, or Pacific Islander ancestry. Please see the attachment for additional eligibility requirements.

Two scholarships in the amount of \$1,500 each will be awarded, and the scholarship recipients will be announced next spring. The scholarship recipients are strongly encouraged to attend and participate in the activities at the PRSA and PRSSA National Conferences scheduled for November 2009 in San Diego.

Please take time to apply for this scholarship or to share the materials with talented multicultural students at your school. Completed applications must be received at PRSA Headquarters by Friday, April 27, 2009.

We look forward to your participation. Good luck.

PRSA 2009 MULTICULTURAL AFFAIRS SCHOLARSHIP PROGRAM ELIGIBILITY

Applicants must meet the following requirements:

1. Be registered as a full-time undergraduate student at an accredited four-year college or university;
2. Have attained at least junior status by the time the scholarship will be used (Summer or Fall 2009) and have at least one full term remaining by the time the scholarship will be awarded (Summer 2009);
3. Earned and maintained a 3.0 grade point average on a 4.0 point scale in all courses. If you are not on a 4.0 grading scale, please explain and document;
4. Membership in the Public Relations Student Society of America is preferred, but is not a requirement. A major or minor in public relations is also preferred. A student who attends a school that does not offer a public relations degree or program must be enrolled in a communications degree program (e.g., journalism or mass communications);
5. Previous award winners are not eligible.

REQUIREMENTS

To apply for the scholarship, eligible candidates must follow these guidelines:

1. Complete and sign the official application form.
2. Submit an official transcript of courses completed.
3. Submit a brief letter of recommendation from a PRSA member or an individual associated with public relations (corporate, agency, government, non-profit) or higher education (college or university).
4. Please submit a typed, double-spaced essay, of no more than three pages, on the following question:

You are a person of color and vice president of public relations for a Fortune 500 company based in a large Midwest city, which happens to be the home of the world champions of baseball. The company produces Verigood, the nation's No. #2 selling beer. In an attempt to boost sales, your company has produced a Superbowl TV ad depicting a young man and woman in a romantic embrace with cans of Verigood beer on a nearby table. Upstairs, the young woman's mother is working on a project for her home-based business. The father is paying bills on the computer and drinking a bottle of Cool Whipp, a wine cooler produced by your company.

Sales records show that Verigood is the No. #1 selling beer in America's Black and Hispanic neighborhoods where Asian Americans own and operate 80 percent of the liquor stores. Statistics released by the federal government show that beer and alcoholic beverages lead to a "high percentage" of car wrecks and fatal car crashes, domestic violence incidents, teenage pregnancies and other serious crimes such as rape, assault and battery and burglaries.

Three days ago, a young Hispanic male (a high school dropout) is arrested for attempting to rob the riverfront casino, which is owned by Native American businessmen. After a short chase by police, the young man is slammed to the ground in front of a TV news crew and a black detective finds four opened cans of Verigood beer in the young man's car. The casino is located one mile from the downtown office of your corporate headquarters.

As vice president of public relations, what issues will you address first and what opportunities do you see for enhancing the image of the company and "improving" the community where the company is headquartered?

5. Statement of Financial Status. This section of the application form requests information regarding your personal need for financial assistance. In your statement, please justify your need and please be as specific as you can in the limited space provided.
6. While it is not mandatory, the scholarship recipient is strongly encouraged to attend the PRSSA and PRSA National Conferences to promote the scholarship program, meet PRSA officials, and network with members of the Multicultural Communications Section.

DEADLINE

Deadline for submission of the completed application and supporting materials is April 27, 2009.

JUDGING

Submissions will be evaluated and final selection determined by July 2009.

Please send completed application, transcript, essay, statement of financial status and letter of recommendation by April 27, 2009 to:

Multicultural Affairs Scholarship Program
Public Relations Student Society of America
33 Maiden Lane, 11th Floor
New York, NY 10038

**PUBLIC RELATIONS SOCIETY OF AMERICA
2009 MULTICULTURAL AFFAIRS SCHOLARSHIP APPLICATION**

NOTE: According to federal guidelines, minorities are individuals who are descendants of African-American/Black, Hispanic/Latino, Asian, Native American, Alaskan Native, or Pacific Islander ancestry.

Student's name: (Ms./ Mr.)

Permanent mailing address:

College/University:

Telephone: _____ Fax: _____ E-mail: _____

Address where you can be reached after June 1, 2009:

National Origin:

_____ African-American/Black	_____ Native American
_____ Hispanic/Latino	_____ Alaskan Native
_____ Asian	_____ Pacific Islander

Total Credit hours required by your school for graduation:

Total Credit hours completed to date: _____

Please check class status: Sophomore _____ Junior _____ Senior _____

What month and year will you graduate? Month _____ Year _____

Major: _____ Minor: _____

Cumulative grade point average on a 4.0 scale (or equivalent):

Statement of Financial Status:

Student's Name:

Awards or honors (high school or college):

Membership in college organizations:

Involvement in community activities:

Check the field of public relations you plan to pursue:

Corporate public relations
 Association public relations

Government public relations
 Public relations agency

Please write a brief statement explaining your reason(s) for selecting a public relations career.

Please indicate an individual on campus who can be contacted if you are unavailable (advisor, professor, administrator, etc.).

Name: _____ Title: _____

School Address: _____

Telephone Number: (____) _____

Applicant's Signature: _____ Date: _____

Please return **completed application, transcript, essay, statement of financial status and letter of recommendation by Friday, April 27, 2009**

Multicultural Affairs Scholarship Program
Public Relations Student Society of America
33 Maiden Lane, 11th Floor
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