



January 2009

TO: Chapter Presidents and Members  
CC: PRSSA Faculty and Professional Advisors  
FROM: PRSSA National Committee, the PRSA Foundation and Champions for PRSSA  
RE: **THE 2009 BETSY PLANK/PRSSA SCHOLARSHIP PROGRAM**

In October 2009, will you be a public relations junior or senior? If so, we invite you to participate in the 2009 Betsy Plank/PRSSA Scholarships, a program of the PRSA Foundation. Requirements are noted in the Eligibility Section of this announcement. **NOTE: There is no limit to the number of applicants from a PRSSA Chapter in good standing.**

This unique program also honors the scholarship winners' Faculty and Professional Advisors. Now sponsored by the PRSA Foundation, the program was established by the Champions For PRSSA, an informal group of professionals who have special, ongoing interests in PRSSA, its members and public relations education. PRSSA has named the scholarships for Betsy Plank, who—together with PRSSA “godfather” Jon Riffel—founded the Champions in 1981.

Winners will be announced and the scholarships will be presented at the Annual Awards Ceremony during the PRSSA 2009 National Conference in San Diego.

Entries will be judged by a committee of Champions who will select First, Second, and Third Honor winners.

<b>FIRST HONOR</b>	<b>\$2,000</b>
<b>SECOND HONOR</b>	<b>\$1,500</b>
<b>THIRD HONOR</b>	<b>\$750</b>

Since the Scholarship Program was established in 1988, more than \$95,000 has been awarded to 67 students in 48 schools. The PRSA Foundation is now building an endowment to assure funding for these scholarships in the future.

## THE 2009 BETSY PLANK/PRSSA SCHOLARSHIP PROGRAM

### Eligibility

Candidates must be PRSSA members enrolled in programs of public relations studies, preparing for careers in public relations, and in their junior or senior year of undergraduate studies.

#### AN OFFICIAL NOMINATION FORM MUST BE

1. Typed and completed by the candidate in the space provided, signed by the candidate, then signed by the Faculty and Professional Advisors of the PRSSA Chapter of which the candidate is a member.

#### THE COMPLETED FORM MUST BE ACCOMPANIED BY

2. A letter of no more than two pages from either the Faculty or Professional Advisor, and
3. A signed statement of no more than 300 words from the candidate expressing his/her commitment to public relations and its ethical practice.
4. Also welcome, but not required, will be additional letters of recommendation (e.g. from internship employers, other educators, the alternative Advisor), each no more than two pages.

#### ALL MATERIALS

5. Must be typed and no materials other than those specified will be reviewed or considered by the judges (i.e., do not send resumes or work samples).

#### DEADLINE

6. For the 2009 program, the Nomination Form, supporting letters and candidate's statement must be **received by Monday, June 1, 2009.**

They should be addressed to:

PRSSA  
Betsy Plank/PRSSA Scholarship  
33 Maiden Lane, 11<sup>th</sup> Floor  
New York, NY 10038-5150

### Four Judging Criteria

- Academic achievement in public relations and overall studies
- Demonstrated leadership
- Practical experience, e.g. internships, other work/service, student firm work
- Commitment to public relations, particularly as expressed in the candidate's statement

## **Recognition**

The PRSSA National Committee will publicize this major scholarship opportunity, encourage PRSSA members to aspire to candidacy, and acknowledge the winners in the PRSSA national publication, FORUM, and other communications. All of the Champions will be notified of the winners and their schools through the Champions Newsletter.

The Professional and Faculty Advisors of the PRSSA Chapter of which a winner is a member are encouraged to have the student Chapter, the sponsoring PRSA Chapter, and the school give attention to their scholarship winner at meetings and through their newsletters and other communications. Special cooperation is also sought from the PRSA Educators Academy and the PRSA Educational Affairs Committee, many of whose members are Champions For PRSSA.

### **SPECIAL NOTE TO PRSSA, CHAPTER PRESIDENTS:**

Please announce this significant scholarship opportunity at your next Chapter meeting in your Chapter newsletter and make the application (next two pages) available to all interested members. In April and May, be sure to remind them of the Monday, June 1, deadline!

**THE 2009 BETSY PLANK/PRSSA SCHOLARSHIP  
OFFICIAL NOMINATION FORM  
DEADLINE FOR RECEIPT: MONDAY, JUNE 1, 2009**

All information must be typed and submitted by the Candidate on this Official Form in the space provided, and sent with the candidate's statement and letter(s) of recommendation to PRSSA, Betsy Plank/PRSSA Scholarship, 33 Maiden Lane/11<sup>th</sup> Floor, New York, NY 10038-5150. Or the Candidate can scan and e-mail to [cassie.tooke@prsa.org](mailto:cassie.tooke@prsa.org).

Candidate/PRSSA Member \_\_\_\_\_

Candidate's School \_\_\_\_\_

Candidate's School Address \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ E-mail \_\_\_\_\_

Candidate's Home Address \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ E-mail \_\_\_\_\_

GPA: PUBLIC RELATIONS COURSES \_\_\_\_\_ GPA: ALL STUDIES \_\_\_\_\_ GPA: SCALE \_\_\_\_\_

As of October 2009, the candidate will be in his/her (CHECK ONE)

\_\_\_\_ junior year

\_\_\_\_ senior year of undergraduate study

**TITLES OF PUBLIC RELATIONS COURSES COMPLETED OR NOW BEING TAKEN:**

**COMMENTS ON ANY AREA OF ACADEMIC WORK, ITS VALUE, HONORS, ETC.:**

**LEADERSHIP IN PRSSA AND OTHER AREAS:**

**PRACTICAL EXPERIENCE, e.g. internships, other work/service, student firm work:**

**MY CAREER GOAL(S):**

Candidate's Signature \_\_\_\_\_ Date \_\_\_\_\_

**We certify that this information provided by the candidate is accurate and that he/she is currently a member in good standing of PRSSA and our Chapter.**

\_\_\_\_\_  
E-mail \_\_\_\_\_  
Faculty Advisor/PRSA Member (note if APR and/or Fellow)

ADDRESS \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

\_\_\_\_\_  
E-mail \_\_\_\_\_  
Professional Advisor (note if APR and/or Fellow)

ADDRESS \_\_\_\_\_

PHONE ( ) \_\_\_\_\_ SIGNATURE \_\_\_\_\_