



January 2012

TO: Chapter Presidents and Members
CC: PRSSA Faculty and Professional Advisers
FROM: PRSSA National Committee, the PRSA Foundation and Champions for PRSSA
RE: **THE 2012 BETSY PLANK/PRSSA SCHOLARSHIP PROGRAM**

In October 2012, will you be a public relations junior or senior? If so, we invite you to participate in the 2012 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 Advisers. 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 2012 National Conference in San Francisco, Calif.

Entries will be judged by a committee of Champions who will select First, Second, and Third Honor winners. Each award will be payable to the recipient's university for the recipient's use, and can only be used to fund educational pursuits.

FIRST HONOR	\$2,000
SECOND HONOR	\$1,500
THIRD HONOR	\$1,000

THE 2012 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, and then signed by the candidates' PRSSA Faculty **AND** Professional Adviser(s).

THE COMPLETED FORM MUST BE ACCOMPANIED BY

2. A letter of no more than two pages from either the PRSSA Faculty or Professional Adviser, and
3. A statement of no more than 300 words from the candidate expressing his/her commitment to public relations and its ethical practice. The statement must be **SIGNED** by the candidate.
4. Also welcome, but not required, will be additional letters of recommendation (e.g. from internship employers, other educators, the alternative Adviser), 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 2012 program, the Nomination Form, supporting letters and candidate's statement must be received by **Friday, June 8, 2012**. They should be addressed to:

Betsy Plank/PRSSA Scholarship, 33 Maiden Lane, 11th 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 Advisers 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 **Friday, June 8 deadline!**

**THE 2012 BETSY PLANK/PRSSA SCHOLARSHIP
OFFICIAL NOMINATION FORM
DEADLINE: FRIDAY, JUNE 8, 2012**

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/11th Floor, New York, NY 10038-5150.

Candidate's Name _____

Candidate's School _____

Candidate's School Address _____

Cell Phone (_____) _____ Email _____

Candidate's Home Address _____

Home Phone (_____) _____

GPA: Public Relations Courses _____ GPA: All Studies _____ GPA: Scale _____

As of October 2012, the candidate will be in his/her (CHECK ONE)

_____ junior year of undergraduate study

_____ 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.

_____ Email _____
Faculty Adviser/PRSA Member (note if APR and/or Fellow PRSA)

Address _____

Phone (_____) _____ Signature _____

Email _____

Professional Adviser (note if APR and/or Fellow PRSA)

Address _____

Phone (_____) _____ Signature _____

Email _____