



PRSSA – Gary Yoshimura Scholarship Application

This scholarship is offered in memory of Gary Yoshimura who was a dedicated leader in public relations. Yoshimura was a consummate professional. His focus on his work, his fierce determination to do his best regardless of the situation or obstacles, and his team spirit will live on in this scholarship.

Yoshimura spent his career trying to further the public relations profession by setting an example. After graduating with a master’s in public relations from the University of Southern California, Yoshimura worked at a number of international public relations agencies including Hill and Knowlton; Manning, Selvage & Lee; Burson Marsteller; and Stoorza, Ziegghaus and Metzger, before moving into the corporate public relations ranks at Philips Electronics. Yoshimura passed away at the age of 42, but his memory will live on through the Gary Yoshimura Scholarship.

Applications will be reviewed by those who knew Yoshimura best and one winning application will be chosen to receive a \$2,400 scholarship. The check will be payable to the winner’s university for use on the winner’s behalf, and can only be used to fund the winner’s educational pursuits. Applicants will be notified in early April of the selection.

Application

Applicants for this award must be PRSSA members with a minimum 3.0 GPA. Submit the following:

- An official transcript
- A letter of recommendation from an internship supervisor/employer or faculty adviser
- A 1,000-word essay describing a challenge you have faced, personally or professionally, and how you have overcome it. Must not exceed two typed pages.
- Complete statement of intent and financial need section (next page).

Make sure all materials are error free and thoroughly proofread. All application materials must be received at PRSSA Headquarters (not just postmarked) by **Jan. 30, 2012**. Incomplete or late applications will not be considered.

PRSSA – Gary Yoshimura Scholarship, 33 Maiden Lane, 11th Floor, New York, NY 10038

Name _____ School _____

Phone _____ Email _____

Full Address _____

PRSSA Dues Paid March 2011 November 2011

Applicant’s Name (print) _____ Signature _____

Faculty Adviser Name (print) _____ Signature _____

**PRSSA Gary Yoshimura Scholarship
Application (Continued)**

Statement of Intent to Pursue Higher Education in Public Relations (include financial need):