



ALABAMA SCHOOL PUBLIC RELATIONS ASSOCIATION SCHOLARSHIP

2020 Scholarship Eligibility Requirements

The Alabama School Public Relations Association is a statewide coalition of professional school communicators. ALSPRA offers a \$500 scholarship to students who plan to enroll in an Alabama college or university after high school graduation and who plan to seek a degree in communication, public relations or a related field. Students who are eligible may apply for the education scholarship program offered at the beginning of each calendar year and awarded at the annual ALSPRA Conference in mid-Spring.

The deadline for the 2020 ALSPRA Student Scholarship is February 21, 2020.

CANDIDATES

The candidate must be interested in pursuing a public relations major, communication major or emphasis track at a university or college within the state of Alabama. The candidate must be a high school junior or senior at an Alabama public school with a minimum grade point average of 3.0 on a 4.0 scale.

A transcript from your high school must be submitted with your application. Applicants who participate in a school organization related to journalism, public relations, communication, student media or marketing or who are members of a local, state or national public relations organization are preferred.

APPLICATION

Please type or fill out the student scholarship application in black or blue ink (print legibly). The application must be accompanied by your transcript, résumé, photo and response to an essay question related to the public relations field.

Select **one of the two** questions presented below for your essay. Choose the question that best suits your interests in public relations. The essay must be original, typed, double-spaced and no longer than two pages, approximately 800 words. Please attach essay to this application.

- 1. What do you think is the most important issue or trend affecting the public relations field today and why? Give real-world examples.**
- 2. Over the last 10 years, how has the public relations profession changed, where do you see the profession going in the next 10 years, and why?**

SCHOLARSHIP SELECTION PROCESS

The scholarship winner will be selected by an ALSPRA committee and notified by late February. ALSPRA will award one \$500 scholarship and present the winner with a certificate in recognition of his or her achievement. The winner will be invited to, and honored during the Annual ALSPRA Conference luncheon in March. In addition, the winning essay may be published on ALSPRA's website. In addition to the winning essay, student photograph may also be published on the ALSPRA website and will not be used as a criteria in the judging process. The final decision will be left up to the discretion of the scholarship committee.

DEADLINE & SUBMISSION DETAILS

The deadline for the 2020 ALSPRA Student Scholarship is February 21, 2020. Mail your application to: ALSPRA, P.O. Box 262, Pelham, AL 35124, or email it to alabamaschoolpr@gmail.com. The application can also be found on

the ALSPRA website at: <http://www.alspra.org/>. Once received by ALSPRA, your essay and application materials become property of the Association and will not be returned.

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P.O. Box 262, Pelham, AL 35124

PERSONAL DATA

Name _____
Last First Middle

Date of birth _____

Permanent Address _____
Street City

State Country Zip Code Best Phone Number _____

E-Mail Address: _____

ACADEMIC INFORMATION

College or University You Plan to Attend

_____ Major You Plan to Pursue _____

Expected Enrollment Date _____

High School Attending _____

High School Address _____

Current GPA _____ Expected Graduation Date _____

School Activities (offices held, committees, honors, etc.) _____

Extracurricular and Volunteer Activities (community groups, professional organizations, etc.)



PLEASE READ AND SIGN THE FOLLOWING STATEMENT

I certify that the information given in this application is correct. Should I be awarded the scholarship, I agree to give strict attention to my academic duties and the regulations of my school and to use this scholarship for an educational purpose.

I understand the eligibility requirements for the ALSPRA Scholarship and agree to furnish with this application the required essay and any additional documents required for a final decision in granting a scholarship award under this program. I understand that my application and likeness may be used in promotional materials by the Alabama School Public Relations Association.

Signature of Applicant

Date