



\$1,500 Len McLean Public Relations Scholarship

Alaska Chapter of the Public Relations Society of America

Applications are due June 1 for the Alaska Chapter of PRSA for the Leonard McLean Scholarship. The annual scholarship is named for one of the founders of the Alaska Chapter of PRSA, to honor his contributions to the local organization and to the advancement of the profession.

Eligibility:

- Resident of Alaska; can attend college Outside
- Member of the Public Relations Student Society of America (either at a chapter or as associate member)
- Full-time undergraduate student at a 4-year accredited institution
- Minimum cumulative GPA of 3.0; cumulative GPA in major of 3.4
- Pursuing a major in public relations, journalism or communications
- Demonstrate an interest in pursuing a career in public relations
- Attending school full-time during entire 2009-2010 school year

To Apply:

- Submit completed application form along with:
 1. Resume including any academic honors, special projects, activities, internships and volunteer work, work experience/training.
 2. Official transcript of all college studies, including grades of the preceding semester.
 3. One page essay discussing either of the following topics:
 - Discuss the role of public relations in a world where online news and social media (Facebook, Twitter, etc) are replacing traditional media
 - Discuss the role of public relations in community building and how you plan to use the skills learned to personally make an impact
 4. Three writing samples or PR campaign plans (may include class work) including at least one news release. Include a brief description of each piece.
 5. Proof of residency (AK Driver License, PFD)
- Two reference letters sent under separate cover. At least one letter must be from an instructor of a public relations/communications course you have taken or are taking.
- All materials must be postmarked on/before Monday, June 1 and mailed to: PRSA Alaska Chapter, Attention Len McLean Scholarship, PO Box 241812; Anchorage, AK 99524

Selection Process:

- Scholarship Committee will review applications
- Telephone interviews will be conducted with finalists
- The successful applicant shall receive at least 80 points based on:

20 points	Scholastic achievement/pursuit of goals (based on transcripts, course work)
10 points	Letters of recommendation
20 points	Essay (clear, effective articulation of career goals is a must)
15 points	Writing samples/campaign plans; incl. professional presentation
10 points	Internships/experience/community activities
25 points	Telephone interview (quality of responses and poise)
- Award announced during summer 2009



Len McLean Public Relations Scholarship
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Name: _____ Date: _____

Mailing Address: _____

Address in Alaska (if different than mailing address): _____

Phone: _____ E-mail: _____

University: _____

College Class in 2009-2010: _____ Freshman _____ Sophomore _____ Junior _____ Senior

Declared Major _____ Public Relations Emphasis? ____ Yes ____ No

Expected Grad Date: _____ Overall GPA: _____ Major GPA: _____

Checklist:

- ___ Resume
- ___ Official transcript of all college studies
- ___ One page essay
- ___ Writing samples or PR campaign plans
- ___ Proof of Alaska residency (AK driver's license or PFD receipt)
- ___ References (sent under separate cover)

The information contained in this application is true, correct and complete.

Signed _____ Date _____

Postmark no later than June 1, 2009

Mail to:
PRSA Alaska Chapter
Attention Len McLean Scholarship
PO Box 241812; Anchorage, AK 99524