



\$1,500 Len McLean Public Relations Scholarship

PRSA Alaska Chapter

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

Eligibility:

- Resident of Alaska; can attend college outside of Alaska
- Member of the Public Relations Student Society of America (either at a chapter or as affiliate member if your school does not have a PRSSA chapter) (prssa.org/about/affiliate.aspx)
- 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
- Demonstrates an interest in pursuing a career in public relations
- Attending school full-time during entire 2012-13 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. If submitting published work, please include a copy of the work as published.
 5. Proof of residency (AK Driver License, PFD)
 6. Evidence of PRSSA membership
 7. 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 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/in-person 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 2012



Len McLean Public Relations Scholarship PRSA Alaska Chapter

Name:

Date:

Mailing Address:

Telephone:

Email:

Address in Alaska (if different than mailing address):

University:

College Class in 2012-2013: Freshman Sophomore Junior Senior

Declared Major: Public Relations Emphasis? Yes No

Expected Graduation 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)
- Evidence of PRSSA membership

The information contained in this application is true, correct and complete. Yes No

Signed:

Date:

Postmark no later than June 1, 2012. Mail to: PRSA Alaska Chapter, Attn: Len McLean Scholarship,
POB 241812, Anchorage, AK 99524