# $1,500 Len McLean Public Relations Scholarship

## PRSA Alaska Chapter

Applications are due July 1 for the PRSA Alaska Chapter Len McLean Scholarship. Named after a PRSA Alaska Chapter founder, this scholarship honors his contributions to the local organization and to the advancement of the profession.

### Eligibility:

* Resident of Alaska; may attend college outside of Alaska.
* Member of, or intent to join, the Public Relations Student Society of America (either at a chapter or as affiliate member if your school does not have a PRSSA chapter) [(http://prssa.prsa.org/join-prssa/](http://prssa.prsa.org/join-prssa/) prssa-affiliate-program/).
* 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 2023-2024 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.
	1. 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.
	2. Proof of residency (AK Driver License, PFD).
	3. Evidence of PRSSA membership, or application for membership.
	4. 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 submitted electronically on/before July 1 to: **PRSA\_Alaska@yahoo.com** with subject line “**Len McLean PR Scholarship Application**.”

### Selection Process:

* Scholarship Committee will review applications.
* In-person or 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 2023.

# Len McLean Public Relations Scholarship

## PRSA Alaska Chapter

Name: Date: Mailing Address: Address in Alaska (if different than mailing address):

Phone: E-mail: University:

College Class in 2023-24: 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)

 Evidence of PRSSA membership

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

Signed Date

## Email submission no later than July 1, 2023

Mail to:

**PRSA\_Alaska@yahoo.com****, Subject line: “Len McLean PR Scholarship Application”**