



Scholarship Application 2007-08

The New Mexico Chapter of the Public Relations Society of America (NMPRSA) is pleased to offer scholarships in the amount of \$500.00 to undergraduate students in the field of communication and journalism.

Please complete the application and return it to Maya L. Oliver, NMPRSA Scholarship Committee Chair, with a copy of your unofficial college transcripts and an updated résumé by **Friday, November 9, 2007**. All applications will be reviewed by the NMPRSA Scholarship Committee and applicants will be notified of the results in January 2008. The winners will be presented with the scholarships and recognized at the Annual NMPRSA Cumbre Awards Banquet in early 2008.

Preference will be given to students in the field of public relations, but all students studying mass communications, journalism or visual communications are encouraged to apply. Please type or print clearly, as illegible or incomplete applications will not be considered.

FINISHED APPLICATION CHECKLIST:

- Completed application form
- Two personal statements
- Unofficial copy of college transcripts
- Updated résumé

Please send or email completed applications by **Friday, November 9, 2007** to:

NMPRSA Scholarship Committee
C/O Maya L. Oliver
Public Relations Manager
Squires & Company
5620 Wyoming NE, Suite A
Albuquerque, NM 87109
(505) 856-9933 phone
(505) 856-9935 fax
(505) 690-5986 cell
oliver@squirescompany.com

Visit NMPRSA online to learn about membership, professional development and local networking opportunities at www.nmprsa.org.

CONTACT INFORMATION:

Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Email 2: _____ Phone 2: _____

SCHOOL INFORMATION:

Name of University or College: _____

Major: _____ 2nd Major/Minor: _____

Anticipated Graduation Date: _____ Cumulative GPA: _____

How many credit hours are you taking this semester? _____

Current Class Standing (please circle one): Freshman Sophomore Junior Senior

APPLICANT INFORMATION:

Please check each C&J student organization that you are currently a member of. If you hold an office or committee position, please include your title after the organization name.

- Public Relations Student Society of America
- A+ Public Relations (at UNM only)
- American Advertising Federation
- Society of Professional Journalists
- Other: _____
- Other: _____

Please list any academic organizations or honor societies that you are a member of. If you hold an office or committee position, please include your title after the organization name. You may also include any awards or outstanding achievements.

- _____
- _____
- _____

FINANCIAL INFORMATION:

**Please note that this information will not be a determining factor in the selection process.*

Do you currently receive the New Mexico Lottery Success Scholarship? Yes / No

Please list any additional scholarships you receive:

Awarding organization: _____

Amount: _____ Award Date: _____

Awarding organization: _____

Amount: _____ Award Date: _____

Do you work during the academic year? Yes / No

If yes, please list the place of employment and number of hours you work each week:

Employer: _____

Position: _____ Hours Per Week: _____

ADDITIONAL INFORMATON:

NMPRSA offers monthly luncheons featuring guest speakers, professional development and networking opportunities. Have you ever attended one of these luncheons? Yes / No

Upon graduation, are you interested in becoming a member of PRSA? Why or why not?

PERSONAL STATEMENTS:

Please answer the following questions on additional paper. Please answer question 1 and also answer either 2a or 2b. Please respond to each question in 500 words or less.

- 1) What interests you about public relations or a career in the mass media? What are your future career goals and what steps have you taken to achieve these goals?
- 2a) What do you believe are some of the major challenges public relations professionals face and how would you handle them?

OR

- 2b) Select any recent national public relations or advertising campaign that has caught your attention and discuss if you believe it was effective or ineffective. What would you have done differently?

*Please keep a copy of this application for your records
and thank you for applying for an NMPRSA scholarship!*