

PRSA Foundation Student Travel Grant 2018

Application Timeline

Applications Open – Friday, April 20
Applications Closed – Friday, June 29
Notifications – Friday, July 27

For the second year, the PRSA Foundation has allotted funds to encourage and support multicultural students majoring in, and planning to pursue, careers in public relations and related fields. This grant will support ten college students for up to \$2,500 each to attend the PRSSA National Conference in Austin, Texas, Oct. 5–9, 2018.

The grant will be used to offset the following expenses associated with National Conference attendance:

- Conference registration
- Travel
- Accommodations
- Meals not already provided through Conference registration (meals must not exceed \$15 and receipt must be provided)

Description

At the Public Relations Student Society of America (PRSSA) National Conference, awardees will have the unique opportunity to walk among those who are leading the charge in the communications industry. Considered the cultural hub of Texas, Austin has become a magnet for tech start-ups, festivals and fashion. Because there are so many career opportunities, Austin has become the fastest growing major city in the United States, with many opportunities for public relations and communications students to expand their career horizons.

PRSSA is about making connections and building relationships. The Conference programming provides awardees with numerous opportunities to interact with each other and build professional relationships by attending speaker sessions and networking with peers and professionals.

Awardees also will be able to attend the general sessions at this year's PRSA International Conference and hear from well-known speakers such as former Labor Secretary Robert Reich and former Chief Marketing officer of Airbnb, Jonathan Mildenhall.

As part of the award, the ten students chosen will also receive one-on-one and group mentoring from PRSA professionals, as well as at least one informative panel discussion with industry professionals.

The Nominees

- Five students from HBCU/HACUs or schools with significant multicultural populations with a PRSSA Chapter
- Five students who are pursuing a degree in public relations or communications from HBCU/HACUs or schools with significant multicultural populations without PRSSA Chapters

Applicants from HBCU/HACUs or schools with significant multicultural populations with PRSSA Chapters (five awards):

- *Must be entering his or her junior or senior year in fall 2018.
- *Must be majoring in public relations, journalism or related fields.
- *Must be studying to prepare for a career in public relations.
- *Must be attending a four-year accredited institution.
- *Must be in good standing as a member of a PRSSA Chapter.

Applicants from HBCU/HACUs or schools with significant multicultural populations with NO PRSSA Chapters (five awards):

- *Must be entering his or her sophomore year in college in fall 2018.
- *Must be majoring in public relations, journalism or related fields.
- *Must be studying to prepare for a career in public relations.
- *Must be attending a four-year accredited institution.

Application Materials

- Submit a completed application.
- Submit a resume.
- Submit a nomination letter, written by someone other than the nominee, who has firsthand knowledge of the student's academic capabilities and interest in pursuing a career in public relations/communications. May be a public relations professional (corporate, agency, government, nonprofit) or higher education (college or university). Must be on official letterhead.
- Submit a typed, double-spaced essay of no more than 250 words on why it would be beneficial for you to attend this Conference.

Additional Requirements

- Grant recipients will be required submit a headshot and to write two blog posts about their experience and observations at the Conference for the PRSSA newspaper and the PRSA Foundation website.
- Additionally, students will be required to offer a meeting or luncheon on their campus to discuss some of the learnings from the Conference. This should take place before Dec. 30, 2018.

Make sure all materials are thoroughly proofread and error free. All application materials must be submitted via email to:

Beth-Ellen Keyes
Director of Operations and Programs
PRSA Foundation
Beth-ellen.keyes@PRSA.org

PRSA 2018 STUDENT TRAVEL GRANT
Application Form
Deadline: Friday, June 29, 2018

Part One: Applicant Information

Applicant's Full Name: _____

Gender (check one): Female Male Birth Date: _____ / _____ / _____

College or University Name: _____

City: _____ State: _____ Classification (check one):

Freshman Sophomore Junior Senior

Major: _____ Minor: _____

Cumulative GPA (on 4.0 scale): _____ Anticipated Graduation Date: _____ / _____ / _____

School Mailing Address: _____

City: _____ State: _____ Zip: _____

School Phone Number: _____

School Email: _____

PRSSA Chapter School (check one): Yes No

Permanent Mailing Address: _____

City: _____ State: _____ Zip: _____

Permanent Phone Number: _____

Permanent Email: _____

Race/Ethnicity (check one):

African-American Hispanic American/Latino

Asian-American Native American/American Indian

Pacific Islander Multiracial or Multiethnic (including at least one of the races/ethnicities listed above)

Other (specify): _____

Authorization:

I hereby certify that the information provided to the Public Relations Society of America for this grant

application is accurate to the best of my knowledge. I understand that if the information is found to be false I will not be eligible to receive the grant.

Signature: _____ Date: _____

Print Name: _____

College/University: _____

Part Two: Application Materials

Please submit the following, along with this application form, by email to Beth-ellen Keyes, director of operations and programs, PRSA Foundation, Beth-ellen.keyes@prsa.org.

- Resume
- Nomination letter, written by someone other than the nominee, who has firsthand knowledge of the student's academic capabilities and interest in pursuing a career in public relations. May be a public relations professional (corporate, agency, government, nonprofit) or higher education (college or university). Must be on official letterhead.
- Typed, double-spaced essay of no more than 250 words on why it would be beneficial for you to attend this Conference.

All materials must be received by 12 p.m. EDT, June 29, to qualify. Late materials will not be accepted.

For further information, contact PRSA Foundation at (212) 460-1412.