

# PITTSBURGH PRSA 2018

GRANTED IN JANUARY 2019

## RENAISSANCE STUDENT COMPETITION

*Bob D' Gara Scholarship Award*

The PRSA Renaissance Student Award is an academic recognition program sponsored by the Pittsburgh Chapter of the Public Relations Society of America (PRSA). Pittsburgh area students pursuing careers in public relations are honored for demonstrating highest academic performance, understanding public relations practices and commitment to the public relations profession, leadership, and citizenship.

Students participate by submitting their academic records, along with a completed application, designed to evaluate their views on the public relations profession, vision of the future of the profession, career goals, and written communication skills. Entries are evaluated by distinguished leaders in the Pittsburgh public relations community. One or more students may be selected by PRSA/Pittsburgh for this award each year. Winners are honored at PRSA's annual "Renaissance Awards."

## ELIGIBILITY

- Undergraduate students, regardless of their declared major, are eligible to participate in the PRSA Renaissance Student Awards.
- Students must be currently enrolled and fully matriculated in an accredited four-year college or university in the Western Pennsylvania area.
- Students must have at least one semester of full-time school remaining in their undergraduate degree.
- Interested students must be able to demonstrate, through their academic record and application, their commitment to pursuing a career in public relations.

## CRITERIA

- High standards of achievement in academics
- Involvement in school, community, social, political, or other extracurricular activities
- Evidence of personal character, leadership, and citizenship
- Demonstrated knowledge of and interest in the profession and practice of public relations

## GENERAL INSTRUCTIONS

- Eligible students should complete the application form provided. Extra sheets may be used as necessary.
- Students should attach a complete and current academic transcript.
- Students may secure the written endorsement of not more than two individuals who are familiar with their academic performance and/or their knowledge of public relations concepts. These individuals may not be members of the applicant's family.

## NOTE TO ENDORSERS

You may endorse only one student for the PRSA Renaissance Student Awards.

Your endorsement of more than one student will cause all your endorsements to be disregarded.

- Students should staple together all entry materials (application, transcript, endorsements) in the upper left corner, with materials placed in the following sequence:
  1. Application
  2. Additional sheets for application questions (if necessary)
  3. Answer sheets for Student's Personal Statements (see below)
  4. Endorsement(s)
  5. Transcript
- Students should not send any samples of work or other materials for consideration.
- All applications and related materials become the property of the Public Relations Society of America/Pittsburgh Chapter, which reserves the right to verify all information. Incorrect information may result in disqualification. All selections are otherwise final.
- All entries will be treated in the strictest confidence. No entry material will be returned to students or endorsers.



# PITTSBURGH CHAPTER RENAISSANCE STUDENT AWARDS APPLICATION

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Name \_\_\_\_\_  
(last) (first) (middle initial)

College or University \_\_\_\_\_

College or University Address \_\_\_\_\_  
(street address)

\_\_\_\_\_  
(city) (state) (zip)

Student's School Address \_\_\_\_\_  
(street address)

\_\_\_\_\_  
(city) (state) (zip)

Student's Telephone \_\_\_\_\_  
(area code) (number)

Declared Field of Major Study \_\_\_\_\_

Department Chairperson \_\_\_\_\_ Telephone \_\_\_\_\_

Declared Field of Minor Study (if any) \_\_\_\_\_

Permanent Home Address \_\_\_\_\_  
(street address)

\_\_\_\_\_  
(city) (state) (zip)

Total Credits Completed to Date \_\_\_\_\_ Major Credits Completed to Date \_\_\_\_\_

Overall Grade Point Average \_\_\_\_\_ on a scale of \_\_\_\_\_

Grade Point Average in Major \_\_\_\_\_ on a scale of \_\_\_\_\_



Academic honors, awards, or scholarships (list - use separate sheet if necessary)

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Other honors or awards - community or public service, professional, other (list - use separate sheet if necessary)

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Participation in school, community, social, political, professional, or other extracurricular activities since graduation from high school- identify any leadership roles (list- use separate sheet if necessary)

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Internships, work study programs, or related professional training experience in public relations (list- use separate sheet if necessary)

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Signature of Student: \_\_\_\_\_ Date: \_\_\_\_\_

The above signature indicates that transcripts will be used solely in connection with the PRSA Renaissance Student Awards program, and all materials will be held in confidence.





# STUDENT'S PERSONAL STATEMENT

Below are six questions that ask students to articulate their personal views on the profession and practice of public relations in our society. All students must answer Question 1, and any three of the remaining five questions, within the indicated word limit.

Use separate sheets and type your responses. Please retype the question and its number, followed by your response. Either single- or double-spacing is acceptable. Please type your complete name on all pages.

Students will be evaluated on the basis of their written communication skill and rationale, as well as their understanding of, interest in, and commitment to the profession as expressed in these responses. Errors in spelling, grammar, punctuation, and structure will be taken into consideration in evaluating these statements. Students should limit the length of their responses as indicated.

## ALL STUDENTS ARE REQUIRED TO ANSWER QUESTION 1:

1. Why have you elected to focus your career goals on the profession of public relations? Discuss any events, trends, or influences which helped lead you to this decision. (200 words maximum)

## SELECT ANY THREE:

2. What do you think are the most important skills a public relations professional must possess in order to be effective in today's globally competitive environment? Candidly evaluate your own strengths and weaknesses in the skills you identify. (250 words maximum)

3. In what field (i.e., business, health care, politics, nonprofit, the arts, other) would you like to focus your career in public relations, and why? (100 words maximum)

4. If you could influence the future direction of the public relations profession in any way, what would you hope to accomplish? (100 words maximum)

5. What do you think are the two greatest challenges facing the public relations profession today? In your opinion, what must be done to address these challenges? (200 words maximum)

6. Identify a well-known American "public relations role model" - an individual or organization that, in your judgment, exercises the concepts and practices of public relations effectively, and with the highest standards of professionalism and ethics. Explain. (225 words maximum)

## ENDORSEMENTS

Students may secure the written endorsement of not more than two (2) individuals who are familiar with their academic performance and/or their knowledge of public relations concepts. These individuals may not be members of the applicant's family.

These endorsements must be limited to one typewritten page. They must be signed by the endorser, and include his/her address and telephone number.

## NOTE TO ENDORSERS

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3. Answer sheets to Student's Personal Statements
4. Endorsement(s)
5. Transcript

## SEND THIS APPLICATION & COMPLETED HARD COPY ENTRY MATERIALS TO:

Professor Robert J. O'Gara, APR, Fellow PRSA  
Point Park University  
School of Communication  
201 Wood Street  
Pittsburgh, PA 15222

## CRITICAL DEADLINES FOR 2018 STUDENT RENAISSANCE AWARD

- The completed entry must be received by **Thursday, January 3, 2019**. This means hand delivery on that date or postmarked that date before midnight to the above address.
- Judging is by a team of Pittsburgh PRSA leaders, and the winner will be notified by phone and formal letter during the week of **January 7**.
- All entries will be acknowledged by letter.
- Compliments of Pittsburgh PRSA, the winner and a guest will be invited to attend the Renaissance Awards Gala Dinner in late January 2019.  
The winner will receive a \$2,000 scholarship grant.

Questions: Bob O'Gara, 412-392-3413 (office) or 412-561-0462.  
Email to: [rogara@pointpark.edu](mailto:rogara@pointpark.edu)

**Students must have at least one semester of full-time school remaining in their undergraduate degree at the time they submit application materials.**

