



ENCLOSURES FOR BOB O'GARA SCHOLARSHIP

1. Completed entry form
2. Transcript
3. Letter of endorsement
4. 500-word personal essay on why you elected to focus on your career goals on the profession of public relations. (Discuss any events, trends, or influences which helped lead you to this decision).

In addition, discuss 1-2 of these topics below in your essay:

- 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.
- If you could influence the future direction of the public relations profession in any way, what would you hope to accomplish?
- 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.
- Identify a well-known American "public relations role model" - an individual or organization that, in your judgement, exercises the concepts and practices of public relations effectively, and with the highest standards of professionalism and ethics.

Submit entries to: renaissance@prsa-pgh.org

Note, there is no entry fee for awards honoring individual/organization nominations.