

## **The Dr. Willard Thompson Scholarship Minnesota PRSA**

The Dr. Willard Thompson Scholarship, sponsored by Minnesota PRSA, is given annually in honor of the late Dr. Willard Thompson of the University of Minnesota Twin Cities School of Journalism. A panel of Accredited Public Relations (APR) professionals will judge the student entries and the award recipients will be announced at the Minnesota PRSA Classics Award Ceremony in spring 2020 in the Twin Cities.

The top scoring applicants (scoring a minimum of 70 out of 100 points) from 10 affiliated PRSSA chapters of Minnesota PRSA will receive Dr. Willard Thompson a scholarship. The first place prize is \$2,000 and the second place prize is \$1,000. In addition, the top-scoring applicant will be named "Best of PRSSA." All award winners will receive a free PRSA associate membership.

One finalist from each chapter that applies for the scholarship will be selected for the President's Award and will receive an honorary certificate. These finalists will have the top-scoring applications within the essay section (Section C) of the scholarship entry. The Dr. Willard Thompson Scholarship and President's Award recipients will be invited to a special lunch with the president of Minnesota PRSA.

To qualify for the Dr. Willard Thompson Scholarship and President's Award, applicants must:

- Be in good standing with their PRSSA chapter
- Have attained a junior or senior level standing
- Use any scholarship funds for educational expenses

The following point breakdown is considered when scoring the applicants:

10 pts Resume  
10 pts Professional Recommendation  
40 pts Essay  
40 pts Example of Work

***Applications are due no later than 11 p.m. CT on November 1, 2019***

**Section A: Background Information and Resume**

**Please attach your resume to this application.**

Applicant name:

Applicant's PRSSA Chapter:

Current address:

Mobile telephone number:

E-mail address:

Overall grade point average:

**Please attach your resume to this application.**

In accordance with the rules governing this scholarship and the PRSSA National Bylaws, I,  
\_\_\_\_\_, swear that all information provided in this application is true  
to the best of my knowledge.

Student signature:

Date:

## **Section B: Professional Recommendation**

This recommendation will contribute to the applicant's overall point total. Please include any insight you may have into the applicant's academic performance, leadership qualities, social skills or anything you believe makes the applicant qualified to receive this award. You may print or type your recommendation on this page, or on your personal letterhead. Please staple any additional sheets to this form and return it to the student for submission with the application.

Applicant name:

Recommender name:

Title:

Recommender signature:

Date:

**Section C: Essay**

Please use the space below to write your answer the following question. Do not exceed four pages.

*Explain the importance of PR in today's society.*

## **Section D: Example of Work**

Please attach or copy and paste below an example of your work relating to public relations. This could be a piece you created in a class (individually), internship, volunteer position, PRSSA activity or another related program. Examples of work include a press release, blog post, case study, campaign, communications plan, etc.

If you don't have a piece you can showcase, please pick your favorite brand or company and write a blog post or press release on anything about them. This piece can be about real news or entirely made up.

Please include a one-paragraph description of the piece and what you created it for.

## Suggested Timing

Managing and completing your scholarship application doesn't need to be overwhelming. In fact, it can be a breeze if managed in sections. Try following the suggested timing below to make it easier on yourself and those who might offer help.

Date	Activity	✓
By September 10	Take a look at the scholarship elements.  Fill out the background information, how you would use scholarship funds and update your resume.  Start thinking about who your professional recommendation will be.	
By September 27	Develop your draft essay.  Brainstorm pieces of work you could use for the "examples of work section."	
By October 11	Continue developing your essay and get feedback from others.	
By October 25	Review all materials for accuracy. Give everything a close spell/grammar check. Have someone else review.	
By November 1	Submit scholarship application.	

Please submit application to the contact below no later than 11 p.m. CT on Friday, November 1, 2019:

Alicia Haugh  
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(612) 562-9812