



2010 Gold Coast PR Scholarship

The Gold Coast PR Council, Inc. is an independent group of PR, marketing and communications professionals from Palm Beach and Broward counties and is based in Boca Raton, Florida. The objectives of the Gold Coast PR Council are:

- To advance the art of public relations in the public interest
- To encourage discussion of the problems and techniques of the PR profession
- To strengthen and maintain the highest standards of service and ethical conduct by all members of the profession
- To exchange ideas that can enhance the professional knowledge, standards
- To promote fraternalism within the profession both individually and group-to-group

Requirements

Must be a full-time college student currently enrolled in an accredited Florida college or university and enrolled in Communications, Journalism, Public Relations, or a related media field.

In order for your application to be considered you must:

1. Have completed a minimum of three semesters of college.
2. Complete and sign the official application form. (including essay questions)
3. Submit an official transcript of courses completed.
4. Submit a brief letter of recommendation from a Gold Coast PR member, a professional public relations practitioner or a professor.
5. Must be a south Florida resident (Miami-Dade, Broward, Palm Beach, Martin counties).

Submission

Deadline: December 31, 2009

Send completed application, official transcript, and letter of recommendation to:

GCPRC@aol.com

If you have any questions on how to complete this application, please do not hesitate to contact the Gold Coast PR Council at GCPRC@aol.com

Gold Coast Scholarship Application

PART I:

- 1) Name:
- 2) Mailing address:
- 3) Phone number: E-mail:
- 4) High School attended:
- 5) College or university currently attending:
 - a) Total credit hours completed:
 - b) Major:
 - c) Minor (if applicable):
 - d) Cumulative grade point average (use 4.0 scale):
- 6) List awards or honors received:
- 7) List any memberships in college organizations:
- 8) List and briefly describe any involvement in community or charitable activities:
- 9) Please list work experience or internships in the past three years :
- 10) Why are you interested in pursuing Public Relations?

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Gold Coast Scholarship Application (cont.)

PART II

Please pick one of the following topics below and submit a one-page (550 word maximum) response.

What public relations guidance would you give to one of the following public figures and why?

- Rush Limbaugh
- Chris Brown
- Sarah Palin
- Brittny Spears

Select two companies and explain how one would benefit from social media and one would not.

What recent (within the last year) example of public relations have you seen or read about that you thought was handled extremely well or extremely poorly, and why?

PART III:

I, the undersigned, agree and authorize Gold Coast PR Council, or anyone authorized by Gold Coast PR Council, to use and reproduce my name, image, and likeness, including but not limited to, photographs, videotape, electronic images, or audio recordings, of me ("Public Relations Material") for Public Relations purposes.

I acknowledge that all Public Relations material will be the property of Gold Coast PR Council free and clear of any claim whatsoever by me.

By signing below I confirm that all information on this application is true. All information provided to the Gold Coast Public Relations Scholarship Committee will be kept confidential.

Signature: _____

Date: _____

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