



**CANADIAN PUBLIC RELATIONS SOCIETY
CALGARY LEGACY SCHOLARSHIP
in
PUBLIC RELATIONS/COMMUNICATIONS**

The Scholarship

The \$1,000 Scholarship is awarded annually to a student studying public relations/communications in a recognized Public Relations or Communications program at either Mount Royal University, the University of Calgary, Bow Valley College, or SAIT Polytechnic. In addition, the winner will receive complimentary CPRS student membership for year three of their study, complimentary one-year bridge/affiliate membership upon completion of study, and complimentary registration for one CPRS Calgary event.

The Candidate

The Scholarship will be awarded to a student in their second year of undergraduate study in public relations/communications who has demonstrated an overall understanding of public relations and communications [theoretical and practical elements, values and principles].

All applicants will be required to submit a curriculum vitae, a completed application form, a letter from their education institute that attests to eligibility/enrolment, and a two-page written submission on the following topic:

“Codes of ethics or professional standards talk about the practice of public relations being in the public interest. What does that mean to you and why is it important?”

Deadline

Deadline is **June 1 each year** with the winner notified on or before August 15.

Application

Name _____

Address _____

Phone _____ Email: _____

University/College and Program _____

Student # _____ Program Chair _____

Program Chair Email: _____



Criteria

- Enrolled in **second year** in an undergraduate public relations/communications degree program at either Mount Royal University, University of Calgary, Bow Valley College, or SAIT Polytechnic.
- Completed first year satisfactorily.
- Able to demonstrate overall comprehension of public relations/communications, its theoretical and practical elements, values, and principles.
- Demonstration of high ethical standards.
- Commitment to a career in public relations/communications.

Applicant Instructions

- Attach a copy of your **curriculum vitae** and the **application form**.
- Attach a **letter from your university or college** that attests to your enrolment status and how you meet the scholarship criteria.
- Attach a **two-page essay submission** in Times New Roman, font size 12, 1.5 line spacing, on the following topic: *“Codes of ethics or professional standards talk about the practice of public relations being in the public interest. What does that mean to you and why is it important?”*.

The submission should address all the criteria above, notably demonstrating overall comprehension of public relations/communications. All applications should be **received by May 1 at midnight Mountain Time**.

Applications must be sent by email (please send PDF files) to the Calgary CPRS Chapter at awards@cprscalgary.com. A jury of three public relations professionals will review the submissions and determine a successful candidate.

Signature of applicant

Date