

**THE WEST MICHIGAN PUBLIC RELATIONS SOCIETY OF AMERICA
HAL WALTON EXPENDABLE SCHOLARSHIP IN PUBLIC RELATIONS
APPLICATION**



The West Michigan chapter of the Public Relations Society of America (WMPRSA) and Michigan State University award the Hal Walton Scholarship to one student each year who demonstrates a commitment to the profession of public relations. The current award amount is \$1000.

This annual scholarship is awarded in honor of Hal Walton, the former director of public relations for Lear-Siegler, Inc. (now Smiths Industries, Inc). He was instrumental in the formation and development of WMPRSA. As an advocate for professional development, Mr. Walton maintained and promoted high ethical standards for the practice of public relations. This scholarship recognizes and continues to support his efforts by rewarding achievement among the Public Relations Student Society of America (PRSSA) members, building a stronger professional community for the future and promoting public relations as a profession.

NOMINATIONS

Candidates must complete an official application form signed by their academic advisor and either their PRSSA faculty advisor or PRSSA professional advisor. Additional applications are available from their PRSSA advisors or www.wmprsa.org under Student Services. Candidates must also include a one-page (no more than 500-word), typewritten essay with the completed application. The essay must express the candidate's understanding of the role public relations practitioners play in today's changing world. WMPRSA encourages up to three one-page letters of recommendation from academic advisors, PRSSA advisors, professors, internship supervisors, past/current employers, service coordinators, etc. All materials must be typed. Judges will only review and consider the specified material.

JUDGING CRITERIA

For consideration for the Hal Walton Expendable Scholarship in Public Relations, candidates must:

- Be from the West Michigan area.
- Be in their freshman, sophomore or junior year of undergraduate studies at Michigan State University.
- Maintain a 3.0 minimum grade point average (GPA) overall.
- Be active in the school's PRSSA chapter and pursuing public relations specialization.
- Include a copy of his/her academic transcript with the application.
- Demonstrate leadership and involvement in extracurricular activities.
- Have practical experience (e.g., internships, employment, service, etc.).
- Have an understanding and commitment to public relations, particularly as expressed in the candidate's essay statement.

SELECTION

- A WMPRSA professional panel will judge entries, rank the top three candidates, and forward those names to the MSU Department of Advertising, Public Relations and Retailing who will make the final selection of the award recipient.
- All nominations must be postmarked by March 17, 2007.

- MSU Department of Advertising, Public Relations and Retailing will notify WMPRSA and the scholarship recipient to be recognized in Grand Rapids at the annual WMPRSA Awards banquet on April 19, 2007.
- Scholarship monies will be credited to the recipient's tuition.
- Nomination materials will not be returned.
- The recipient is requested to express acceptance and appreciation of the award in writing within six weeks of notification of the award, with correspondence addressed to:

Susan Walton Lane
7979 Thornapple Club Lane
Ada, MI 49301

**2007 APPLICATION FOR
THE HAL WALTON EXPENDABLE SCHOLARSHIP IN PUBLIC RELATIONS**

OFFERED BY

**THE WEST MICHIGAN CHAPTER
OF THE PUBLIC RELATIONS SOCIETY OF AMERICA
and
MICHIGAN STATE UNIVERSITY DEPARTMENT OF
ADVERTISING, PUBLIC RELATIONS AND RETAILING**

Name: _____

School _____

Current class standing: ___ Freshman ___ Sophomore ___ Junior

Estimated date of graduation: _____

Current Address: _____

City: _____, Michigan Zip Code: _____

Permanent address: _____

City: _____, State _____ Zip Code: _____

Best phone number to reach applicant: () _____

Secondary phone number: () _____

E-mail address: _____

Student ID number: _____

GPA overall _____

***We certify that the INFORMATION provided by the CANDIDATE is accurate
and that the candidate is currently an active PRSSA member.***

Academic advisor signature: _____ Date: _____

Academic advisor's printed name: _____

PRSSA advisor signature: _____ Date: _____

PRSSA advisor's printed name: _____

Please attach separate (typed) sheets containing responses to address the following items:

1. Current and completed PR courses by title and course number
2. Comments on academic achievements
3. A copy of the candidate's official transcript
4. Leadership in PRSSA and other areas
5. Practical experience (e.g. internships, employment, volunteer work/service, etc.)
6. A 500-word **typewritten essay expressing the candidate's understanding of the role public relations practitioners play in today's changing world.**
7. WMPRSA encourages the candidate to submit up to three one-page letters of recommendation from faculty advisors, PRSSA advisors, professors, internships supervisors, past/current employers, service coordinators, etc.

All material must be typed. Judges will only review and consider specified material.

Please submit application and materials together to:

**Hal Walton Scholarship Committee
WMPRSA
P. O. Box 68124
Grand Rapids, MI 49516-8124**

NOTE: All nominations must be postmarked by March 17, 2007.