



Horace and Susie Revels Cayton Scholarship

Awarded by the Puget Sound Chapter of the Public Relations Society of America

A \$2,500 tuition award for a minority student pursuing a public relations career

Applications must be postmarked by April 11, 2008

Overview and Criteria

Overview

This scholarship was established in 1992 in memory of Horace and Susie Revels Cayton. At the beginning of the 20th century, the Caytons were editors of a popular political newspaper, The Seattle Republican. In later life, after publishing Cayton's Weekly, the couple turned their publishing expertise into a public relations business and were likely Seattle's first minority public relations practitioners. Each year the chapter seeks to recognize a minority student from Washington who demonstrates academic achievement, a desire to practice public relations and financial need.

Criteria

- Minority status – African American, Asian American, Hispanic/Latino American, Native American, Pacific Islander
- Interest and aptitude in public relations demonstrated by courses taken, activities and/or internships
- Full-time sophomore or junior in the 2007-2008 academic year pursuing a career in public relations who will be a full-time junior or senior during the 2008-2009 academic year at a Washington state college or university (Washington state students attending college out-of-state also may apply if they graduated from a Washington high school or have a parent who currently lives in Washington state year-round.)
- Academic achievement
- Financial need (FAFSA not required)
- Have overcome barriers in pursuit of personal or academic goals

Applicants must include a certified college transcript with the application. (Allow two weeks for universities to process transcripts.) Scholarship funds will be paid to the appropriate university department and credited to the recipient. See attached application form for more information.

Take special care to review your application to assure it is complete and error free. Your application will be reviewed by public relations professionals and will be held to a high professional standard. Incomplete applications will be disqualified.

**For more information, contact Diane Bevins,
PRSA Puget Sound Chapter, 206-623-8632, or prsascholarship@asi-seattle.net**



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Name _____

Address at school _____

City _____ State ____ Zip _____ Phone _____

Permanent address (if different from above) _____

City _____ State ____ Zip _____ Phone _____

E-mail address _____

College now attending _____ GPA _____

Class standing fall 2008 (circle one) Junior Senior

College attending fall 2008 _____

Declared major _____

Ethnicity/cultural background _____

I am a minority student pursuing a career in public relations. I certify all information supplied as part of this application is true and correct.

Applicant's signature

Date

Submit application and required attachments detailed on the following page to:

Diane Bevins
PRSA Puget Sound
1006 Industry Drive
Seattle, WA 98188-4801

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For evaluation team only

Required Attachments	Possible Points	Complete: Yes/No	Points Awarded
1. Describe your career goals and what skills are most important to a public relations career. <u>Attach answer on a separate sheet of paper.</u> Keep answer to 300 words.	15		
2. Describe your activities in communications in class, on campus, in the community or during internships. Provide three samples from that work and include an explanation of your role in creating the samples. If you were not involved in any extracurricular public relations activities, explain why. <u>Attach answer on a separate sheet of paper.</u> Keep answer to 300 words.	15		
3. <u>Attach three samples</u> of public relations materials. These may include a communication plan, news release, article, brochure, poster, event program, invitation, presentation, Web page, correspondence and similar materials from intern, volunteer or class projects.	Included in points above		
4. What is the value of public relations to an organization? <u>Attach answer on a separate sheet of paper.</u> Keep answer to 300 words.	10		
5. Describe any barriers – financial or otherwise – you have encountered in pursuing your academic or personal goals and how you have addressed them. How would this scholarship help you achieve your goals? <u>Attach answer on a separate sheet of paper.</u> Keep answer to 300 words.	15		
6. Discuss your heritage. How has your cultural background and/or the discrimination you may have experienced impacted you? <u>Attach answer on a separate sheet of paper.</u> Keep answer to 300 words.	15		
7. <u>Attach a certified original transcript</u> showing all post-high school courses, grades and cumulative GPA. (Allow two weeks for universities to process transcript requests.)	15		
8. <u>Attach two or more letters of recommendation</u> from a faculty member, counselor, employer, internship sponsor, community leader or member of the clergy. At least one letter must address aptitude and/or accomplishments in public relations. Include phone numbers for the authors of the letters. (Use of PRSA recommendation form is optional. Letter mailed directly to PRSA will also be accepted.)	15		
TOTAL	100		

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Horace and Susie Revels Cayton Scholarship

This form is optional; original letters of recommendation will also be accepted.

Faculty members, counselors, employers, internship sponsors, community leaders and members of the clergy are invited to use this form in recommending a student for the Horace and Susie Revels Cayton Scholarship for minority students pursuing a public relations career.

Name of person making recommendation _____

Signature _____

Title/Affiliation _____ Phone number _____

Name of student _____

College student is now attending _____

Class standing of student for fall 2008 (circle one) Junior Senior

College student is attending in fall 2008 _____

On a separate sheet of paper, please answer the following:

1. What has been your experience with this student?
2. Describe this student's academic qualifications and accomplishments, if known.
3. Describe this student's public relations aptitude and/or accomplishments, if known.
4. Describe how you think this student will contribute to the profession of public relations.
5. Please add any other comments you would like to share about this student.

Please return your completed recommendation to the student or mail by April 11, 2008, directly to:

Diane Bevins
PRSA Puget Sound
1006 Industry Drive
Seattle, WA 98188-4801

Thank you.