



Public Relations Student of the Year Award Application Form

TYPE OR PRINT ALL INFORMATION EXCEPT THE SIGNATURE
Completeness and neatness ensure your application will be reviewed properly
April 10, 2010

Application postmark deadline:

APPLICANT DATA

Last Name _____ First _____ Middle Initial _____

Mailing Address _____ Apartment # _____

City _____ State _____ ZIP Code _____

Telephone (_____) _____ E-mail Address _____

COLLEGE OR UNIVERSITY DATA

Name of college or university you are currently attending. Use official school names. Do not use abbreviations.

Year in School _____ State _____ ZIP Code _____

Major or course of study: _____ Expected graduation date Month _____ Year _____

Eligible majors: Public Relations, Marketing, Communications

If not majoring in eligible majors, please explain equivalent courses and experience:

RELEVANT COURSEWORK

Please provide a current, official copy of your college or university transcript and attach it to this form.

WORK EXPERIENCE

Describe your relevant work or internship experience within the public relations field. Indicate dates of employment for each job and a brief description of your duties. You may use the space provided below or attach a resume.

Employer/Position	From-Mo/Yr	To-Mo/Yr	Duties

ESSAY

Respond to the following question: Why have you chosen to pursue a career in public relations?

CASE STUDY Please provide a 3-5 page case study of a public relations project you have been involved with. Include the situation analysis, goals and objectives, research, strategies and tactics involved in the campaign.

CERTIFICATIC Richter7 has the responsibility for selecting recipients based on criteria as set for in the program's descriptive packet. This application becomes the property of Richter7. It is recommended you keep a copy for your files.

I acknowledge decisions are final. I certify that I meet the basic eligibility requirements of the program as described and that the information provided is complete and accurate to the best of my knowledge. If requested, I agree to provide proof of information I have given on this form. Falsification of information may result in termination of any award granted. I also understand by submitting this application my name and address will be forwarded to Richter7 Human Resources for future contact regarding internship and/or career opportunities.

Applicant's signature _____ Date _____
