



Application Deadline: Friday, June 20 2008

The Hispanic Public Relations Association (HPRA) scholarship program was created to recognize outstanding undergraduate Latino students who are pursuing careers in public relations and related communications fields.

Students who apply also must:

- Be enrolled in a college or university by fall 2008 semester.
- Be Southern California natives/residents who attend school in California.
- Be an incoming junior and senior student of at least 25 percent Hispanic descent with a minimum 2.7 cumulative GPA and 3.0 GPA in their major subject.
- Be legal residents.
- Major in public relations, communication studies, journalism, advertising, and/or marketing. (Students majoring in other disciplines who have a desire to work in the public relations industry also are invited to apply.)
- If you are selected, you must attend the HPRA PRemio Awards dinner in fall 2008 unless you live outside of the Southern California area.

Students who have previously been awarded two scholarships from HPRA do not qualify for a third award.

You must submit the following:

- Completed application form.
- One letter of recommendation from an academic professor (an additional letter of recommendation from an employer or internship supervisor is optional).
- Official university transcripts.
- One to two-page personal statement no longer than two pages explaining the applicant's career and educational aspirations as well as his/her involvement in the Hispanic community. Please mention any challenges/obstacles you have overcome to pursue your education. Please be advised that these statements may be used for HPRA publicity efforts.
- One page résumé.
- Writing sample options: press kits, news releases, school newspaper clips, marketing plans. You can submit up to three samples no longer than two pages each. Any materials submitted in Spanish must include an English translated version.

Application must be typed. Do not staple any pages and please make it easy for us to photocopy all items submitted.

Name: _____

Permanent Address: _____ **City:** _____ **Zip:** _____ **State:** _____

Mailing Address: _____ **City:** _____ **Zip:** _____ **State:** _____

Best Phone Number to Reach You: _____ **E-mail:** _____

College/University: _____ **Major:** _____

Cumulative GPA: _____ **Major GPA:** _____ **Expected Graduation Date:** _____

Please indicate your ethnic background:

- Mexican American
- Cuban American
- South American (Specify): _____
- Puerto Rican
- Central American (Specify): _____
- Other Latino (Specify): _____

Are you the first in your immediate family (parents, siblings) to attend college?

- Yes
- No

If no, please indicate who and year of graduation:

Mother: _____ Father: _____ Sibling(s): _____

What will the cost be of your tuition/fees, housing, and other education-related costs for the 2008-2009 school year?

Are you receiving financial aid?

- Yes
- No

Please specify the amount and percentage of aid you are receiving.

Loans: _____ Personal Income: _____
 Grants: _____ Family Income: _____
 Scholarships: _____ Other (Specify): _____

What was your family's annual income for 2007? _____

Parent's occupation:

Mother: _____ Father: _____

Are you employed?

- Yes
- No

Hours worked weekly: _____

Place of employment: _____ **Title:** _____

Please list the following information for the last two years:

Academic Honors: _____

Internships Completed: _____

Scholarships Received: _____

Campus/Community Activities: _____

Student Signature: _____ **Date:** _____

Application deadline is June 20, 2008. Please include all application materials with the completed application form and mail to:

**The Hispanic Public Relations Association
 Attn: Letisia Márquez, College Outreach Committee Director
 P.O. Box 86760
 Los Angeles, CA 90086-0760**