



2009 Scholarship Program

Application Deadline: Friday, June 5, 2009

With the purpose of recognizing outstanding undergraduate Latino students who are pursuing careers in Public Relations and related communications fields, HPRA has created the Scholarship Program to support them in achieving their education goals.

Applicants must:

- Be enrolled in a college or university by Fall/2009 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/2009 unless you live outside of the Southern California area.

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

Requirements:

- 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.
- A personal statement no longer than two pages explaining the applicant's career and educational aspirations. Please include involvement in the Hispanic community and 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.

About HPRA

HPRA was founded in 1984 as a nonprofit organization to establish a network of Hispanics employed in the Public Relations profession in the Southern California area. HPRA has more than 150 members representing PR, marketing and advertising professionals from agencies, government, non-profit and corporate companies. HPRA is dedicated to the advancement of Hispanic professionals and provides educational seminars and workshops throughout the year. They also honor notable individuals in the communications field at its annual PRemio Awards. HPRA strives to be a resource for communications professionals and for those seeking insights into the Hispanic market.

For more information and services please visit www.hpra-usa.org



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Application must be typed or neatly printed in blue or black ink. Do not staple any pages and 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:

- | | |
|--|--|
| <input type="checkbox"/> Mexican American _____ | <input type="checkbox"/> Puerto Rican _____ |
| <input type="checkbox"/> Cuban American _____ | <input type="checkbox"/> Central American (Specify): _____ |
| <input type="checkbox"/> South American (Specify): _____ | <input type="checkbox"/> 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: _____ Siblings: _____

What will the cost be of your tuition/fees, housing, and other education-related costs for the 2009-2010 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 2008? _____

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 5th, 2009. Include all application materials with the completed application form and send to:

Hispanic Public Relations Association
College Outreach Directors - Scholarship Program
P.O. Box 86760
Los Angeles, CA 90086-0760

HPRA Scholarship inquiries:
hpra.scholarships@yahoo.com