



2018 NSPRA Seminar Pat Jackson Seminar Scholarship Application

July 15-18, 2018 — Anaheim, Calif.

Patrick Jackson, APR (1932-2001), was recognized around the world as a “guru” of public relations and his contribution to the profession has been monumental. His belief in the practice of behavioral public relations and the use of “actionable” research continues to guide today’s public relations professionals. Pat’s passion for education and respect for school PR pros made him one of NSPRA’s most popular Seminar presenters. He was a true teacher who inspired and helped many NSPRA members in their careers and who left us with a challenge to continue his work.

The Pat Jackson Seminar Scholarship is administered by the NSPRA Foundation for the Advancement of Education and was created to honor Pat’s legacy and continue his efforts to improve the practice of public relations in education. The scholarship provides one registration to the annual NSPRA Seminar for a deserving NSPRA member.

Eligibility

Eligible candidates:

- Have never attended the Seminar or have not attended the Seminar in the past three years.
- Must hold a professional membership with NSPRA.
- Must be employed in a full-time professional school public relations/communications position.
- Have not yet registered for the 2018 Seminar in Anaheim, Calif. (*a current registration cannot be replaced by a scholarship*).

Applications

Applicants must follow the guidelines as directed and submit the requested information no later than February 1, 2018. (See application form).

Selection

A sub-committee of the NSPRA Executive Board will review the applications and recommend a candidate to the full Board for approval at the March 2018 board meeting. The candidate will be notified at that time.

Please Note: Following the Seminar, the successful candidate will be asked to write a column for an NSPRA publication describing the professional benefits of his or her Seminar experience.

Application Deadline: February 1, 2018

Please Return Scholarship Application Forms to:

Karen H. Klein, APR, Associate Director
National School Public Relations Association
15948 Derwood Road, Rockville, MD 20855
Telephone: 301-519-0496 • Fax: 301-519-0494

kklein@nspra.org

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Name: _____

Title: _____

District/Agency: _____

Address: _____

City/State/Zip: _____

District/Agency is: Urban ____ Suburban ____ Rural ____ Enrollment: _____

Telephone: _____ Fax: _____ E-Mail: _____

Number of years experience in public relations ____ Number of years in school public relations ____

Last NSPRA Seminar attended: _____ Never attended a Seminar ____

Do you belong to an NSPRA state chapter? ____
(Chapter membership is not required for eligibility)

If yes, name of Chapter: _____

Please answer the following questions and include with your submission:

1. Why is behavioral public relations important to the practice of school public relations?
2. How would you benefit from a scholarship to the NSPRA Seminar?
3. What specific skills would you like to develop?
4. How would the advancement of these skills help you in your present job?
5. Would receipt of this scholarship be a deciding factor in your Seminar attendance?

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