COLE LAWSON COMMUNICATIONS SCHOLARSHIP  
2017 Entry Details and Form

**Introduction**

The Cole Lawson Communications Scholarship is open to all undergraduate communication students in programs within the School of Communication and Arts who have completed the prerequisite courses (see Terms and Conditions, below). The value of the scholarship is a $3,000 cash prize. The winner will also receive a two-week internship at Cole Lawson Communications.

The Scholarship is awarded based on a written submission and entry form, followed by an in-person interview with the award judges.

**Terms and Conditions**

1. All applicants must submit a completed and signed entry form;
2. Only one application per student is permitted;
3. Applicants must be enrolled in the Bachelor of Communication or Bachelor of Communication dual degree at the University of Queensland;
4. The winner must maintain satisfactory academic progress;
5. Applicants must not hold a scholarship that the Head of School considers to be similar to the Cole Lawson Communications scholarship;
6. Applicants must have successfully completed COMU1052, COMU1152 and either COMU2005 or COMU2012;
7. Applications close **5pm, Friday 30June 2017**. No late entries will be accepted;
8. Entry is free;
9. Entries must be submitted in English;
10. The judges’ decision is final;
11. Winner will be notified by email by **end of July (date TBC);**
12. Winner to receive scholarship at a reception - **details TBC;**
13. The School of Communication and Arts and Cole Lawson Communication, reserves the right to change these terms and conditions at any time, at its sole discretion, without prior notice; and
14. Entries will not be returned.

**Judging Criteria**

The selection committee must rank the eligible applicants consecutively in order of merit, based on:

* The standard of the applicant’s academic achievement in the Bachelor of Communication program to date;
* The strength of interest and commitment that the applicant demonstrates in pursuing a career in public relations or communication;
* High level of skill in writing and critical reasoning that the applicant demonstrates in a paper of 1,000-1,500 words on one of the topics chosen by Cole Lawson for the year (see topics on page 2);
* The applicant’s motivation and other personal qualities; and
* Any other matter that the selection committee considers to be relevant to the applicant’s future success in a public relations or communications profession.

**Written submissions**

*Part 1*

2017 applicants must submit responses to the following questions of no more than 200 words each.

1. Why have you chosen to study public relations?
2. In your view, what are the key attributes that you believe a successful public relations practitioner must possess?

*Part 2*

In addition, applicants must write a response of 1,000-1,500 words to one of the two discussion questions below. Responses will be assessed based on:

* Critical thinking (not whether your ideas are “right” or “wrong”, but the process and depth of thought you have put into your response and how persuasively you argue your point) – 35%;
* Writing (the quality of your written response, including spelling, punctuation and writing style) – 40%;
* Creativity (the originality and innovation in your ideas and approach) – 25%.

*Question 1: Issues management*

You work for a PR agency which recently won a large and well-known client. Part of the work for this company involves the creation and scheduling of social media posts and you are responsible for monitoring online engagement and audience sentiment. Despite having a clear social media policy that stipulates staff must maintain a professional presence online, a team member with access to the company admin mistakenly sends an offensive tweet from the company’s twitter account. While it only takes a few minutes to correct the error and delete the tweet, you realise the mistake will not go unnoticed as a screenshot of the tweet goes viral.

Outline the steps and strategy the agency should take to explain this incident to the client and to the public. Also identify how the agency should mitigate the issue internally to retain the client.

*Question 2: A client challenge*

You are assisting a client with the launch of an exciting new product and your goal for the event is the secure mainstream media coverage across print, television and radio. The client has a strong media angle, great pictures and has pre-recorded sound-bites to provide to time-poor journalists. On the morning of the event a local hostage situation in a nearby school results in the media dedicating all their resources to the breaking news. While you have no ability to control the unfolding events, the client is disappointed when no media coverage is secured.

Outline how you would manage the client’s expectations before, during and after the event, and how you would go about securing alternative coverage to ensure you meet the goals for the project.

**Applicant’s details**

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| --- | --- |
| **Personal Details** | |
| First Name |  |
| Last Name |  |
| Student Number |  |
| Program |  |
| Major |  |

|  |  |
| --- | --- |
| **Contact Details** | |
| UQ Email Address |  |
| Home Phone |  |
| Mobile |  |
| Postal Address |  |
| I agree to the Terms and Conditions and permit the School of Communication and Arts to share my contact details with Cole Lawson Communications | Signature:    Date: |

**Submit application and entry form via mail, email or in person**

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| --- | --- |
| Mail Cole Lawson Communications Scholarship School of Communication and Arts  University of Queensland, 4072  Or by email to  [c.wilsonbarnao@uq.edu.au](mailto:c.wilsonbarnao@uq.edu.au) | In person School of Communication and Arts  Level 6 reception, Michie Building #9 St Lucia Campus |

For more information, contact Caroline Wilson-Barnao – Ph: 07 3365 2086; E-mail: [c.wilsonbarnao@uq.edu.au](mailto:c.wilsonbarnao@uq.edu.au).