COLE LAWSON COMMUNICATIONS SCHOLARSHIP
2019 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 determined on an annual basis and will be no less than $3000. The winner will also have the option to complete 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 #4 COMU-coded courses at level 2 or higher;
7. Applications close **5pm, Friday 20 September, 2019**. 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 in October 2019;
12. Winner to receive scholarship at a school event;
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*

2019 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*

Your client, a well-known property developer, is building a high-rise apartment block that is nearing completion. All apartments have already been sold off-the-plan and the new buyers are very eager to take ownership of their new investments. With settlement just weeks away, a building inspection finds the new apartments are structurally unsafe. The developer moves quickly to bring the building up to code but is reluctant to inform the buyers who would be within their right to terminate their contracts. The project has already been characterised by numerous issues and several delays, and the developer is likely to attract negative media coverage if this latest problem becomes public.

Outline what advice you would give to the client about how they should manage this situation. Describe the steps it should take to handle its customers as well as mitigate any other potential risks.

*Question 2: A client challenge*

Your client is an insurance company and your agency has been successfully running its PR for several years. This has included traditional media relations, social media, strategic communications, as well as crisis and contentious issues management. The client also has an internal marketing department that looks after its marketing campaigns and advertising. Your client is currently reviewing its annual budget. It is convinced content marketing is the way of the future and earned media has had its day. Consequently, it is looking at reducing its PR budget and giving more resources to marketing. How would you advise your client, and why?

**Applicant’s details**

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

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| --- |
| **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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| MailCole Lawson Communications ScholarshipSchool of Communication and ArtsUniversity of Queensland, 4072Or by email tostudent.commarts@uq.edu.au  | In personSchool of Communication and Arts Level 6 reception, Michie Building #9St Lucia Campus |

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