### COLE LAWSON COMMUNICATIONS SCHOLARSHIP2015 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 $2,500 cash prize. The winner will also receive a two-week vacation 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, Monday 10 August 2015**. 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 no later than **Friday 28 August 2015**;
12. Winner to receive scholarship at a reception in the Joyce Ackroyd Building on **Tuesday 8 September 2015**;
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*

2015 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. How has your time studying influenced your view on the industry?

*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: Measurement and evaluation**

Showing clients and employers that you have achieved measurable results in public relations campaigns is vital to retaining their support. Outline and discuss the challenges the PR industry faces in the area of measurement and evaluation. Do you think that it is easier or harder for PR professionals to demonstrate success than our counterparts in industries such as accountancy and law? What measurement and evaluation methods and tools do you think are best to use to track your performance for a client and/or employer, and why?

**Question 2: Ethical challenge**

You work for a small PR agency and are approached by a successful businesswoman you met through your current boss. The businesswoman is starting her own PR agency and would like to offer you a senior-level position with great pay and benefits. The only catch is that she expects you to bring in new clients, and all your connections are clients and contacts associated with your current job. Outline the ethical issues this situation presents and whether you would accept the offer or not. If you would accept the offer, explain what steps you would take to avoid any potential issues. If you would not accept the offer, explain your reasons and what action you would take.

**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 or in person**

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| MailCole Lawson Communications ScholarshipSchool of Communication and ArtsUniversity of Queensland, 4072 | In personSchool of Communication and Arts Level 6 reception, Michie Building #9St Lucia Campus |

For more information, contact Brittany Smethills – Ph: 3365 2593 E-mail: b.smethills@uq.edu.au.