Sally Heet Memorial Scholarship
Awarded by the Puget Sound Chapter of the Public Relations Society of America

A $2,500 tuition award for an outstanding student pursuing a public relations career
Applications must be postmarked by April 12, 2010

Overview and Criteria

Overview
The Sally Heet Memorial Scholarship was established in 1986 in memory of a former member and good friend of Puget Sound PRSA. Sally Heet was a longtime Seattle-area practitioner and graduate of the University of Washington School of Communications. At the time of her death on April 16, 1986, she was working in Washington, D.C., as press secretary to U.S. Sen. Dan Evans. Heet was one of the most influential press secretaries on Capitol Hill, self-possessed, confident, professional. She was the victim of a senseless act of violence at her residence in D.C. This annual award is presented to an outstanding public relations student from a college or university in Washington state.

Criteria
- Interest and aptitude in public relations demonstrated by courses taken, activities and/or internships
- Full-time Washington state sophomore or junior in the 2009-2010 academic year pursuing a career in public relations who will be a full-time junior or senior during the 2010-2011 year at a Washington state college or university
- Academic achievement

Applicants must include a certified college transcript with the application. Please allow time (1-2 weeks) for your college or university to process transcript requests. Scholarship funds will be paid to the appropriate university department and credited to the recipient. See attached application form for more information.

Take special care to review your application to assure it is complete and error free. Your application will be reviewed by public relations professionals and will be held to a high professional standard. Incomplete applications will be disqualified.

For more information, contact Diane Bevins:
PRSA Puget Sound Chapter, 206-623-8632, or prsascholarship@asi-seattle.net
Sally Heet Memorial Scholarship

Application Form

Applications must be postmarked by April 12, 2010.

Name ____________________________________________________________

Address at school ______________________________________________________

City __________________ State ____ Zip _______ Phone ___________________

Permanent address (if different from above) _________________________________

City __________________ State ____ Zip _______ Phone ___________________

E-mail address _________________________________________________________

College now attending __________________________________________ GPA __________

Class standing fall 2010 (circle one) Junior Senior

College attending fall 2010 ______________________________________________

Declared major _________________________________________________________

I am a student pursuing a career in public relations. I certify all information supplied as part of this application is true and correct.

_________________________________________ ______________
Applicant’s signature Date

Submit application and required attachments detailed on the following page to:

Diane Bevins
PRSA Puget Sound
1006 Industry Drive
Seattle, WA 98188-4801

For more information, contact Diane Bevins:
PRSA Puget Sound Chapter, 206-623-8632, or prsascholarship@asi-seattle.net
## Sally Heet Memorial Scholarship

### Required Attachments

Applications must be postmarked by **April 12, 2010**.

### For evaluation team only

<table>
<thead>
<tr>
<th>Possible Points</th>
<th>Complete: Yes/No</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Describe your career goals and what skills are most important to a public relations career. <strong>Attach answer on a separate sheet of paper.</strong> Keep answer to 300 words.</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>2. Describe your activities in communications in class, on campus, in the community or during internships. Provide three samples from that work and include an explanation of your role in creating the samples. Your samples may include a communication plan, news release, article, brochure, poster, event program, invitation, presentation, Web page, correspondence and similar materials from intern, volunteer or class projects. If you were not involved in any extracurricular public relations activities, explain why. <strong>Attach answer on a separate sheet of paper.</strong> Keep answer to 300 words. You may also submit a separate resume in addition to answering the question.</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>3. What is the value of public relations to an organization? <strong>Attach answer on a separate sheet of paper.</strong> Keep answer to 300 words.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>4. <strong>Attach a certified original transcript</strong> showing all post-high school courses, grades and cumulative GPA. (Allow time (1-2 weeks) for your college or university to process transcript requests.)</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>5. <strong>Attach two or more letters of recommendation</strong> from a faculty member, counselor, employer, internship sponsor, community leader or member of the clergy. At least one letter must address aptitude and/or accomplishments in public relations. Include phone numbers for the authors of the letters. (Use of PRSA recommendation form is optional. Letters mailed directly to PRSA will also be accepted.)</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

For more information, contact Diane Bevins:  
**PRSA Puget Sound Chapter, 206-623-8632, or prsascholarship@asi-seattle.net**
Sally Heet Memorial Scholarship Recommendation

This form is optional; original letters of recommendation will also be accepted.

Faculty members, counselors, employers, internship sponsors, community leaders and members of the clergy are invited to use this form in recommending a student for the Sally Heet Memorial Scholarship.

Name of person making recommendation__________________________________________

Signature ____________________________________________________________

Title/Affiliation_________________________ Phone number____________________

Name of student________________________________________________________

College student is now attending____________________________________________

Class standing of student for fall 2010 (circle one) Junior Senior

College student is attending in fall 2010 __________________________________

On a separate sheet of paper, please answer the following:

1. What has been your experience with this student?

2. Describe this student’s academic qualifications and accomplishments, if known.

3. Describe this student’s public relations aptitude and/or accomplishments, if known.

4. Describe how you think this student will contribute to the profession of public relations.

5. Please add any other comments you would like to share about this student.

Please return your completed recommendation to the student or mail by April 12, 2010, directly to:

Diane Bevins
PRSA Puget Sound
1006 Industry Drive
Seattle, WA 98188-4801

Thank you.