



Professional Chapter of
Association for Women in Communications

Washburn University Student Scholarship Information

The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Purpose of Scholarship

To recognize a Washburn University student, female or male, for communication excellence and to support the education of students studying in an area of communications who are currently enrolled in either an Art, Business, Communication, Education, Human Services or Mass Media program.

Eligibility

The scholarship is open to any returning Washburn student who will attend Washburn in Fall 2012. Students must have a minimum 3.0 overall GPA upon selection. We look for students who have participated in activities that reflect a strong interest in communications as a career. Skills in the areas of creative writing, event management, leadership, media relations or multi-audience communication will be considered.

Submission Procedure:

1. Submit 2 samples of your best work in a presentation folder. The samples may be photocopies or electronic printouts. Samples will not be returned. Samples can include published or non-published stories, design pieces, research papers, class projects, photography, creative writing, etc.
2. Submit a one-page summary of your future plans, educational and career goals and how the area of communications has influenced you. If a freshman, provide your Washburn University Student Identification number and high school GPA. If a returning Washburn student, include a copy of your latest transcript.
3. Deadline for submission of applications and samples is Jan. 24, 2012, by 5 p.m. Please submit materials to Jill Lira, Visit Topeka, Inc., 1275 SW Topeka Blvd., Topeka, KS 66612 or to Regina Cassell in the Mass Media department, Henderson Room 313. Questions may be directed to Jill Lira at 785-234-1030 or by e-mail at jill@visittopeka.com.

Selection Evaluation Criteria:

Content and Subject Matter: Is the choice of subject matter appropriate for the medium and the audience?

Structure: Is the communication piece technically accurate, including grammar and style mechanics?

Style: Does the style demonstrate an appropriate approach to the subject matter and is it consistent with the content, structure and subject matter?

Creativity: Does the piece represent originality? Is it presented outside of the ordinary perspective? Is it attractive and creative?

Winner: The Scholarship Committee reviews all applications and selects a winner. The winner will receive a minimum of \$500 that will be applied toward tuition or other educational needs. The winner will be notified of the selection by telephone and invited to attend the Topeka AWC Headliner Awards on March 7, 2012.



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Washburn University Student Scholarship Application

Applicant's Name _____

Home Address _____

City/State/Zip _____

Phone _____ E-Mail _____

Area of study: Major _____

Minor _____ GPA _____

Educational background

Honors and awards

Extracurricular activities in school or in the community

Mail this application, 2 samples of your work, transcript and your one-page summary by
5 p.m. Tuesday, Jan. 24, 2012, to:

Jill Lira

AWC Topeka Chapter Student Relations Chair

Visit Topeka, Inc.

1275 SW Topeka Blvd. · Topeka, KS 66612