



Finger Lakes Chapter

Peter J. Cronk Memorial Scholarship: Overview, Guidelines, and Application

Scholarship Overview:

The Finger Lakes Chapter of the Public Relations Society of America (PRSA) has established a scholarship to honor its late board member, Peter J. Cronk. A former partner of the Riger Advertising Agency in Binghamton, Peter was a longtime membership chair and active member of the PRSA Finger Lakes Board.

Since Peter believed strongly in PRSA and working with Public Relations Student Society of America (PRSSA) students, the Finger Lakes Chapter has decided to award up to two college students each year a scholarship to join Ithaca College PRSSA or Mansfield University PRSSA. The scholarship will cover the \$55 PRSSA National Membership dues.

Students who are awarded the scholarship will serve as a liaison with the PRSA Finger Lakes Chapter. In this role, the student would notify his or her PRSSA chapter about upcoming PRSA Finger Lakes events and encourage PRSSA member to attend. The student would also be invited to attend or call into PRSA Finger Lakes board meetings on occasion to update the chapter about his or her PRSSA chapter.

Recipients must be full-time sophomores, juniors or seniors attending Ithaca College or Mansfield University who are active members of PRSSA in good standing. The current treasurer of PRSA Finger Lakes Chapter will work with each student and will pay for these memberships directly. Membership may be paid for online or via check mailed directly to PRSSA National. The Chapter will not provide the students with a check or cash before they register for membership, but may consider (at the Chapter's discretion) reimbursing a student for these membership dues.

Scholarships will be awarded in October. The scholarship amount may be adjusted annually to reflect changes in PRSSA national dues.

Selection Guidelines:

A selection committee, comprised of the PRSA Finger Lakes board members, will use the following guidelines to assess the Peter J. Cronk Memorial Scholarship applications and select up to two recipients per year.

Guidelines in order of priority:

1. Active member of PRSSA in good standing at Ithaca College or Mansfield University
2. Level of participation and commitment in your PRSSA chapter
3. Interest and experience in the local and national marketing, public relations and communications industry
4. Overall professionalism, citizenship and character, based on references contacted for recommendations

Peter J. Cronk Memorial Scholarship Application

The following scholarship application should be completed in full and submitted to Sherrie Negrea at sherrie@versatilewriting.com by Sept. 22.

Name: _____

College/University: _____

Address: _____

Phone: _____

Email: _____

How long have you been involved with PRSSA? _____



1. Please describe your role and level of participation in your PRSSA chapter.
2. Please describe your interest and experience in the field of marketing, public relations and communications.
3. How do you believe becoming a member of PRSSA will benefit you in your overall career?
4. Please list two references (name, title, email, and phone number) who would recommend you for this scholarship.