



The Lawrence G. Foster Award for Excellence in Public Relations

PRSSA members are invited to apply for the Lawrence G. Foster Award for Excellence in Public Relations. The purpose of the award is to recognize an undergraduate student who demonstrates an understanding and commitment to achieving excellence as a future public relations professional.

Deadline: April 30, 2025

Award: \$1,500

This award will be payable to the winner's university for use on his or her behalf and can only be used to directly fund the winner's educational pursuits.

Eligibility

All PRSSA members are welcome to apply.

Applications

To apply, send the following materials to PRSSA Headquarters:

- The application form (Word or PDF), **SIGNED** by candidate **AND** Faculty Adviser.
- Letter of recommendation from your PRSSA Chapter's Faculty or Professional Adviser.
- An essay of 1,000 to 1,200 words that describes:
 - The definition of excellence in public relations and how you plan to achieve it in your future career.
 - The ethical and work standards that are required of public relations professionals and how you plan to excel in these areas.
 - A list of leadership qualities you believe are most important in public relations, and why.

Make sure all materials are error free and thoroughly proofread. All application materials must be included as attachments and sent via email to ben.castleman@prsa.org by April 30, 2025. Incomplete or late applications will not be considered.

About Lawrence G. Foster

When Larry Foster graduated from Penn State in 1948, he joined the *Newark News*, New Jersey's largest daily newspaper, and for the next ten years was a reporter, bureau chief, and night editor. He went to Johnson & Johnson in 1957 to help form the health care company's first public relations department. Foster later became Corporate Vice President of Public Relations and a leader in the profession. He and his associates received national recognition for their management of the Tylenol tragedies. *PRWEEK* named Foster one of the ten most influential public relations professionals of the 20th Century. After 33 years with Johnson & Johnson, Foster retired and wrote *Robert Wood Johnson: The Gentleman Rebel*. To honor one of its most distinguished graduates, The Penn State College of Communications and the Penn State Chapter of PRSSA have established the Lawrence G. Foster Award for Excellence in Public Relations.

**The Lawrence G. Foster Award for Excellence in Public Relations
Application Form (please type)**

Name _____ School _____

Current Address _____

Permanent Address _____

Phone _____ Email _____

PRSSA Dues Paid November 2024 March 2025

Current Class Status (e.g., 2nd semester Sophomore) _____

Overall GPA _____ Major GPA _____ Minor GPA _____

I certify that I am currently a member of PRSSA.

Applicant's Signature _____ Date _____

PRSSA Faculty Adviser's Signature _____ Date _____