

# TORCHIA

## SCHOLARSHIP

in

### PUBLIC RELATIONS/COMMUNICATIONS

#### The Scholarship

The Scholarship is awarded annually to the student who best exemplifies the spirit and practice of bilingualism in the Canadian communications and public relations profession. It is inspired by the career of Armand Torchia, who cofounded The Houston Group with Stan Houston, and Torchia Communications with his son Jean-Claude. The Scholarship adheres to the values espoused by Torchia Communications in providing quality services in both of Canada's official languages.

#### The Candidate

The Scholarship will be awarded to a student who has chosen to study public relations/communications in one of Canada's two official languages that is not his/her first language or mother tongue. **The student will be entering his/her second year of undergraduate study** in public relations/communications at a Canadian university or college, in either a degree program or a multi-year diploma or certificate program that meets recognized standards of education in September. The scholarship is valued at \$1,500 and is for one year only.

Applications should be sent to the **Communications + Public Relations Foundation**, Suite 1515, 73 Widdicombe Hill Blvd, Toronto, Ontario, M9R 4B3. A jury chair and three bilingual public relations professionals and/or educators will review submissions and determine a successful candidate. The jury may require a telephone interview in either English or French.

#### Deadline

Deadline is **April 30** each year with the winner notified on or before September 15.

#### Application

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

University/College Program \_\_\_\_\_

Student # \_\_\_\_\_

Program Chair \_\_\_\_\_

Phone \_\_\_\_\_

**Criteria**

- Enrolled in an undergraduate public relations/communications degree program at a Canadian university or multi-year diploma or certificate program at a community college
- Completed first year satisfactorily and entering second year
- Studying in one of Canada's two official languages that is not his/her mother tongue
- Able to demonstrate overall comprehension of public relations/communications, its theoretical and practical elements, values and principles
- Demonstration of high ethical standards
- Commitment to a career in public relations/communications

**Applicant Instructions**

- Attach a copy of your curriculum vitae
- Attach a letter from your university or college that attests to your status and how you meet the scholarship criteria
- Attach a two-page submission in your language of study addressing the Scholarship criteria and your understanding of why culture and language will be important to your career planning

The submission should address all the criteria above, notably demonstrating overall comprehension of public relations/communications. All applications should be postmarked not later than April 30.

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Signature of applicant

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Date

**Communications + Public Relations Foundation**  
**Suite 1515, 73 Widdicombe Hill Blvd**  
**Toronto, Ontario**  
**M9R 4B3**  
**Phone/Fax: 416 242-6146**  
**Email: b.sheffield@rogers.com**  
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