

# Bren Low Memorial Scholarship 2010



THE UNIVERSITY OF  
**WAIKATO**  
*Te Whare Wānanga o Waikato*

## REGULATIONS

### BACKGROUND

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The Bren Low Memorial Scholarship was established in 1993 by the Bren Low Memorial Trust. It is open to Bachelor of Communication Studies (BCS) students in their second year who are intending to enrol in the third year of their BCS in 2010, or those in their third year who are intending to enrol in the BCS Honours year, and Bachelor of Management Studies (BMS) students in their third year who are intending to enrol in the fourth year of their BMS in 2010, or those in their fourth year who are intending to enrol in the BMS Honours year.

### REGULATIONS

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1. The purpose of the award is to encourage students to study in the area of public relations.
2. The Bren Low Memorial Scholarship is open to BCS and BMS students who:
  - Are enrolling in a full-time programme in their final year of study towards the Bachelor of Communication Studies or the Bachelor of Management Studies in the next academic year (Confirmation of enrolment will need to be supplied by the Academic Services Division, before the scholarship payment is made)
  - Are majoring in Public Relations or Management Communications
  - Have excellent written and verbal communication skills
  - Have shown good overall academic performance
  - Are enrolled in, or have completed, at least two of the following papers: MCOM233, MCOM237, MCOM235, MCOM333 or MCOM335.
3. The Bren Low Memorial Scholarship will be awarded by the Council of the University on the recommendation of a Selection Committee which shall include the Trustees of the Bren Low Memorial Trust, the Associate Dean Undergraduate, and the Chairperson of the Management Communication Department, or their nominees.
4. Applicants should submit an application letter, curriculum vitae, and a 300-word essay. The essay should consist of a response to the question: 'What can public relations and/or management communication contribute to the well-being of organisations and the communities of which they are part?'

The application letter, CV, and essay will be assessed in terms of:

- The quality of the arguments, creativity, and insight demonstrated in the essay
- The candidate's demonstrated record in using communication to contribute to the well-being of organisations and/or communities, including evidence in support
- The quality of presentation of all materials.

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5. Short-listed candidates will be asked to attend a short function at which they will be required to speak for three minutes on a specified topic.
6. The scholarship will be awarded annually. The value of the award is at the discretion of the trustees but may be up to \$4,000.00. The amount will be advertised each year and will be paid in one instalment.
7. The offer of a Scholarship must be accepted by the date indicated in the letter of offer. If any candidate declines a Scholarship, or does not take it up, the Council of the University, on the recommendation of the Selection Panel, may offer the Scholarship to another person. A scholarship shall be taken up in the year for which it is offered. The scholarship may not be held concurrently with any other scholarship.
8. Any exception or variation to these arrangements must be approved by the Selection Committee.
9. Applications should be submitted to:

The Scholarships Office  
B Block  
University of Waikato  
Private Bag 3105  
Hamilton 3240

**Closing date:** 20 August



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## APPLICATION DETAILS

### STUDY DETAILS

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Please indicate the qualification for which you intend to be enrolled as a full-time student in 2010

BMS    BMS (Hons)    BCS    BCS (Hons)

Major:

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Which of the following papers have you either completed, or are currently enrolled in?

- MCOM233
- MCOM237
- MCOM235
- MCOM333
- MCOM335

### ATTACHMENTS

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*Please attach the following to your application form*

- A letter of application
- A curriculum vitae
- A 300 word essay as outlined in point four of the regulations.

### CONDITIONS

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I understand that:

1. If I am offered and accept a Bren Low Memorial Scholarship, I will only be eligible to be formally awarded the Scholarship if I will be enrolled at The University of Waikato in the year of tenure and comply with all other requirements of the Scholarship.
2. The Scholarships Committee may terminate a Scholarship at any time and recoup any funds awarded, if it is satisfied that the holder is not following the required programme or is not otherwise complying with the conditions governing the Scholarship. The holder of a Scholarship shall have the right to appeal to the Academic Board against any decision to terminate the award.

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## **PRIVACY DECLARATION**

The information requested in the attached application form will be used solely for the purposes of assessing your application for the Scholarship for which you are applying. Personal information contained in this application will be made available to members of the Selection Committee, members of the Scholarships Committee and staff of the Scholarships Office.

The University of Waikato undertakes to store your application in a secure place in the event that you are successful in gaining an award or are selected as a reserve candidate for an award. The University of Waikato undertakes to destroy your application to preserve its confidentiality, in the event that you are unsuccessful in gaining an award. Should you have reason to believe that information held about you in either your application or your academic record is incorrect, you have the right of access to, and correction of, that information.

## **SIGN HERE**

Signature:

Date:

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