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## **PRSA Foundation Announces Culp Scholarship Recognizing Student Mentors**

New York—(Jan. 18, 2011) College students who mentor others are eligible for a new scholarship established by veteran corporate and agency public relations executive Ron Culp and administered by the PRSA Foundation.

Impressed by the caliber of up-and-coming PR talent he met while attending the PRSSA annual conference in Washington, DC last fall, Culp says he decided to establish the scholarship fund. He discussed the idea with former PRSSA president Kevin Saghy, who suggested focusing the award on student mentors since no such recognition program existed and it fit with Culp's personal commitment to mentoring.

The annual \$1,000 scholarship will recognize a college student entering his or her senior year for their mentoring of others. Scholarship candidates will be nominated by college or professional advisers of a Public Relations Student Society of America (PRSSA), or by one of his or her peers.

"Helping others doesn't have to wait until you're well established in your career," Culp said. "Over the years, I have benefited from peer-to-peer mentoring and believe this unselfish quality of leadership deserves encouragement and recognition at the collegiate level."

"We are fortunate to have industry leaders like Ron Culp who recognize the importance of investing in the future of our profession by designating gifts to student leaders through the PRSA Foundation," said Debbie Mason, APR, Fellow PRSA, president of the PRSA Foundation. "Ron joins a growing number of senior leaders who are making long-term commitments to the Foundation, and in doing so are continuing to leave a legacy."

Culp is a partner at global PR firm Ketchum, and he heads the agency's Corporate Practice in North America. During his 30-year corporate career, Culp held senior PR positions at Eli Lilly, Pitney Bowes, Sara Lee and Sears, where he was senior vice president of public relations and government affairs. Culp's blog -- [www.culpwrit.com](http://www.culpwrit.com) -- provides career advice for individuals pursuing careers in public relations.

About the PRSA Foundation: The PRSA Foundation is an independent, 501 (c) 3 charitable foundation which enhances the role of the public relations industry in serving the public good, by raising funds to support scholarships for public relations students, research projects that impact the practice of public relations, and public education initiatives that build greater awareness among business and government leaders about the role of public relations in serving the public good.