

Gerald Powers Public Relations Award

by Andrea Johnson
M.S. Public Relations '08

Upon graduating from college, students often find themselves strapped for cash. Scholarships such as the Gerald Powers Public Relations Award provide one way to help ease the financial pressure. Former COM Dean Brent Baker created the award, and it is given annually to a student who shows commitment to high standards in public relations.

“The recipient of the award must be a graduating senior and a public relations major,” said COM Professor Emeritus Gerald Powers. COM faculty recommend individuals for the award, and those students are then invited to apply by sending their resume, a faculty recommendation and a personal statement about why they deserve the award. Approximately ten students apply each year. A committee of alumni screen the applications and narrow the applicant pool down to three or four finalists, who are then personally interviewed.

“The winner receives the award the Thursday prior to commencement at a private dinner at the Harvard Club,” says Powers. “It’s really a nice ceremony.”



Ana Pantelic, B.S. Public Relations '07, poses with Professor Emeritus Gerald Powers after receiving the 2007 Gerald Powers Public Relations Award. Photograph courtesy of The Department of Mass Communication, Advertising and Public Relations

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