



Academic Achievement Scholarship Tenth District American Advertising Federation

I. Objective

- A. The Tenth District AAF Academic Achievement Scholarship is designed to recognize, promote and encourage academically talented students of advertising related disciplines, helping them to complete their undergraduate education.
- B. Reflective of the competitive world of business, the monetary award will be granted on a comprehensive basis rather than solely by recommendation. Three \$1,250 and one \$1,500 scholarships are offered by the Tenth District AAF

II. Eligibility

- A. Applicants must be an undergraduate member (freshman, sophomore or junior) of an AAF Student Chapter who has completed at least one (1) semester of college.
- B. Students must be majoring or minoring in:
 - * Advertising
 - * Commercial Art
 - * Communications
 - * Journalism
 - * Marketing
 - * Photography
 - * Public Relations
 - * Radio/Television/Film
- C. Undergraduate applicants must have an overall GPA of 2.5 and a 3.0 minimum in their field of study.
- D. Students must obtain a letter of recommendation from at least one, but not more than three faculty members in their major.
- E. Applicants must include a 100 word essay on their reason for wanting to enter the advertising industry, and an additional 50 word statement on why they need the money.
- F. Student must submit three, but not more than ten, diverse examples of their work completed in their chosen major. Photographs, photo copies, audio and video cassettes, and CD's will be accepted. Marketing students must submit one, but not more than three, detailed marketing strategies of a product, business or service.
- G. The form or style of presentation of essay or work examples are at the discretion of the applicant and may be hard copies or electronic. NOTE: If the student would like samples returned, they should include a self-addressed envelope or mailing label.
- H. To establish financial need, applicant should state sources of income currently being directed toward paying their education expenses and list them on the Tenth District AAF Application Form.

III. Application Process

- A. Complete the Tenth District AAF Application Form provided. No other form will be accepted.
- B. Obtain an official copy of your college/university transcripts (for all colleges/universities attended) and attach them to the application.
- C. Complete the essay, obtain letters of recommendation, collect personal work examples, and prepare your presentation of these materials.
- D. Mail or send all materials electronically to the Tenth District Scholarship Committee on or before the published deadline.

IV. Selection Criteria

- A. The selection will be made on a scoring system of the above defined application process including how well instructions were followed, the inclusion of all required components, and the overall presentation of your materials.
- B. A personal interview MAY be required. The Selection Committee reserves the right to decide if interviews are needed to help determine the recipients. You will be notified if an interview is needed.

V. Deadline

The application deadline for the 2006 Scholarships is March 1, 2006.

VI. Notification & Receipt of Funds

- A. Scholarship winners will be announced at the Tenth District Annual Convention in Corpus Christi. The presentation will be during the Student Reception, April 27, 2006.
- B. Payment of the scholarship money will be to the Financial Aid office of the recipient's college or university.

For more information or questions

Contact Laurie Johnson, Scholarship Chairman, Tenth District AAF at 432-687-1127 or via e-mail at laurie@admarcsouthwest.com.

Submit applications by **March 1, 2006** to:

Laurie L. Johnson, APR
Admarc Southwest
#10 Desta Drive, Suite 150-E
Midland, TX 79705
Phone: 432-687-1127
Fax: 432-687-1156
e-mail: laurie@admarcsouthwest.com



Tenth District AAF Academic Achievement Scholarship Application

Personal Information

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Parent's Name: _____

Parent's Address: _____

City: _____ State: _____ Zip: _____

Personal Interests / Hobbies / Activities / Accomplishments: _____

Academic Information

School Now Attending: _____ Phone: _____

School Address: _____

City: _____ State: _____ Zip: _____

Faculty Advisor: _____ Phone: _____

Overall GPA: _____ Major GPA: _____

College classification at beginning of next college session you will be attending:

Freshman

Sophomore

Junior

Senior

State the number of credit hours you will have completed at the beginning of your next college session:

Course of study: Major: _____ # of hours completed: _____

Minor: _____ # of hours completed: _____

Total # of college / university hours: _____

Do you plan to continue this course of study? Yes No

If no, why? _____

Where do you plan to attend school next year? _____

Other colleges / universities attended (include school name, city and state, and dates):

Expected graduation date: _____ Degree / Area: _____

School Activities / Academic & Extracurricular Accomplishments / Awards / Internships (include dates): _____

Financial Information

Have you received financial aid other than your family? Yes No

Source: _____

Percent of total expenses (to date) covered by scholarship and / or financial aid: _____

Do you work? Yes No Do you have an internship? Yes No

Where: _____ Position: _____

Supervisor: _____ Phone: _____

Percent of college expenses (to date) earned by self: _____

Certification

I certify that all of the answers to the preceding questions are true and correct.

Signature of Applicant: _____ Date: _____

Send Applications To:

Laurie L. Johnson, APR
Admarc Southwest
#10 Desta Drive, Suite 150-E
Midland, TX 79705
Phone: 432-687-1127
Fax: 432-687-1156
e-mail: laurie@admarcsouthwest.com

Application Checklist:

- Completed Tenth District AAF Application Form
- Official college/university transcripts (for all colleges/universities attended)
- 100-word essay
- 50-word statement of financial need
- Letters of recommendation
- Samples of work