



SCHOLARSHIP NOTICE

BACKGROUND:

On Thursday, April 14, 2011 during the 37th Annual ADDY Awards Ceremony, The American Advertising Federation Baltimore (AAFB) will award **three unrestricted scholarships** to select students with high academic standing and the potential to be future advertising leaders. Candidates are evaluated on their academic achievements, volunteer contributions to community and representative samples of work in an advertising related discipline. Scholarships may be awarded to high school seniors, undergraduate and graduate students accepted to or enrolled in an accredited college or university located in Maryland. Prior AAB/AAFB scholarship recipients are ineligible.

SCHOLARSHIP AMOUNTS:

- **\$3,000 AAFB Scholarship**
- **\$1,000 Comcast Scholarship** 
- **\$500 Wiley Scholarship**

ELIGIBILITY:

An applicant will be considered for a scholarship if he or she meets the following criteria:

- High school senior, accepted to an accredited college or university in Maryland, interested in pursuing a career in the advertising field. Award will only be given once student is enrolled and produces documentation to this effect.
- Undergraduate student pursuing a degree or career in an advertising related field.
- Graduate student pursuing a career in an advertising related field.
- Demonstrates outstanding creative, technical or advertising business skills.
- Made significant contributions to his or her community.
- Maintains a cumulative GPA of at least 3.0 on a 4.0 scale.
- Citizen or permanent resident of the United States.

SELECTION:

Scholarship awards will be recommended to the AAFB Board after careful review, evaluation and scoring of applications and entrance materials by the AAFB Scholarship

Selection Committee. The Scholarship Committee is comprised of AAFB Board Members and/or local industry professionals.

APPLICATION SUBMISSION REQUIREMENTS:

- Nomination form (*attached*)
- Current resume
- Official high school or college transcript
- Two written letters of recommendation, one must be from a professor or teacher
- Samples of creative, technical or business skills relating to advertising industry that include, but are not limited to, film/video production, video editing, animation, print design and production, still or motion photography, collateral design, marketing plans and strategies, branding strategies, public relations, web design and content development, and new media development. Please provide detailed explanation of samples, including whether they were for school, a client or an agency
- List of community activities--indicate if you are involved in a student chapter of the AAF
- Briefly describe why you should receive this scholarship
- Essay (500 words or less) addressing one of the following topics:
 - What, in your opinion, is the purpose of advertising?
 - What is the greatest challenge facing the advertising industry and what is your proposed solution to this challenge?
 - How is new digital media and social marketing impacting traditional advertising approaches?

APPLICATION DEADLINE: February 25, 2011

Scholarship recipients will be notified by March 14, 2011. Scholarships will be awarded at the AAFB annual ADDY Awards ceremony. Each scholarship recipient (and one guest) will receive free admission to the AAFB ADDY Award ceremony and after party.

Please submit completed application to:

Linda Stanley, Director
American Advertising Federation Baltimore
400 East Pratt Street, #1000
Baltimore, MD 21202
director@baltimoreadvertising.com
410-821-6968

Learn more about AAF Baltimore at www.AAFBaltimore.com



AMERICAN ADVERTISING FEDERATION
BALTIMORE

SCHOLARSHIP NOMINATION FORM

PERSONAL INFORMATION:

Nominee Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone #'s: _____ E-Mail: _____

EDUCATIONAL INFORMATION:

College/University attending: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Major: _____ Minor: _____

Cumulative GPA: _____ Graduation Date: _____

Note: High School Seniors must include the name, address, phone number and contact person for their High School.
