

**THE DAVID L. STASHOWER**

Visionary Scholarships  
in Communications

“It’s not the income, it’s the outcome.”

Stashower’s second law of advertising:

“You gotta start somewhere.”



## What is the David L. Stashower Visionary Scholarship Award?

Two \$2,000 scholarships are awarded annually on a merit basis to college students majoring in advertising, graphic design, public relations or communications who are entering their senior year. The award is based on academic achievement, faculty recommendations and documentation to support the applicant's request for consideration. Only students registered at recognized Ohio colleges and universities are eligible. The next scholarships awarded will be for the 2010-2011 academic year. These will be merit scholarships payable to the academic institution for the tuition account of the winning students.

### What is the application procedure?

Students wishing to apply are asked to send in the following items:

1. A personal letter or documentation summarizing why he/she deserves the scholarship, and verifying his/her major field of study in advertising, graphic design, public relations or communications.
2. One or more letters of recommendation from faculty and/or advisors with specific personal knowledge of the applicant.
3. An official transcript of the applicant's academic record for the freshman, sophomore and junior years.
4. Optional – Portfolio of work, writing samples or any other form of communication the applicant deems appropriate.

Send these to: Scholarship Award Committee,  
Liggett Stashower, 1240 Huron Road, Cleveland,  
Ohio 44115 no later than April 16, 2010 for scholarships commencing the fall term of the same year. Each applicant will receive an acknowledgment and full consideration; the decision of the Committee will be final. All materials submitted with an application become the property of Liggett Stashower unless prior arrangements for their return have been made.

Applicants should include an address, phone number and e-mail address where they can be reached during the summer.

### What is the selection process?

Once all applications have been received, a Selection Committee consisting of an agency senior staffer, a client representative, a Cleveland area business and civic leader and David Stashower will select the two winners. Winners will be notified by the end of June.

### How will the winners receive the scholarships?

In August, the winners will be brought to Cleveland, all expenses paid, to be awarded their scholarships. The half day will include an agency tour and an awards ceremony at Liggett Stashower, followed by lunch with the Selection Committee. Checks payable to the college or university will be given to the students at the ceremony. A news release and photo of the awards ceremony will be sent to the media.

If you have questions, please e-mail [vkressler@liggett.com](mailto:vkressler@liggett.com).