



American Advertising Federation

EDUCATION FOUNDATION



CLEVELAND CHAPTER

Scholarship competition

AMERICAN ADVERTISING
FEDERATION OF CLEVELAND
4700 Rockside Road, #325
Independence, OH 44131

Scholarships available for
students in communications,
marketing, advertising,
graphic design, digital
media & public relations



The AAF-Cleveland chapter will recognize five outstanding Ohio college students and pair them with one of the five offered scholarships: Marc Wyse Scholarship, HFA Scholarship, Rob Spademan Scholarship, Northeast Ohio Media Group Scholarship and AAF-Cleveland Minority Student Scholarship. The prize will be awarded to the recipient – a current junior or senior communications, marketing, advertising, graphic design, digital media or public relations student.

COMPLETED APPLICATIONS ARE DUE BY FRIDAY, JANUARY 30, 2015 AT 5 P.M. FINALISTS WILL BE CONTACTED MID-FEBRUARY TO SCHEDULE A SKYPE INTERVIEW.

AWARD CRITERIA

Applicants must meet all of the following criteria and submission requirements for eligibility:

- + Be pursuing an associate's or bachelor's degree with a communications/marketing-related major such as advertising, marketing, graphic design, digital media, web design, photography, interactive marketing, copywriting, public relations, media planning, etc.
- + Be enrolled in your junior year, graduating between 2015 and 2016.
- + Carry a full course-load and hold a current minimum GPA of 3.0 or higher.
- + Attend an Ohio college or university.
- + Complete award application form.
- + Completion of a 500 word essay
- + One letter of recommendation (from internship supervisor, former employers, academic instructor or adviser, etc.)
- + Résumé (list any relevant internships, extracurricular activities, courses, etc.)

ESSAY OPTIONS

Submit a 500-word essay on **ONE** of the following topics:

1. Describe what sets you apart from other communications students. Explain why you feel you should be awarded for one of these scholarships.
2. What qualities do you think are essential to be a successful professional in your field? Discuss at least three, and explain how you are honing these skills.
3. The way we communicate has changed considerably throughout the past several years. How does that apply to communications, marketing, advertising or any related field as an industry?

SCHOLARSHIP SUBMISSION FORM

First Name: _____ Last Name: _____

Class Standing: _____ GPA: _____

Email: _____ Phone: _____

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PROGRAM OF STUDY

Fill in the circle.

- MARKETING
- COMMUNICATIONS
- ADVERTISING
- PUBLIC RELATIONS
- DIGITAL MEDIA
- GRAPHIC DESIGN

PROGRAM CHAIR COURSE SUPERVISOR NAME:

PROGRAM CHAIR COURSE SUPERVISOR EMAIL:

COLLEGE OR UNIVERSITY:

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MAIL TO:

American Advertising Federation of Cleveland
4700 Rockside Road, #325
Independence, OH 44131

ATTN. : Dan Leibundgut

EMAIL: dleibundgut@aafcleveland.com

QUESTIONS: 216.901.4000