



Innovation and Leadership in Advertising Internship and Scholarship AAF Tenth District

I. Objective

- A. The AAF Tenth District Innovation and Leadership in Advertising (ILA) Internship and Scholarship is designed to recognize, promote and encourage academically talented students of advertising related disciplines, helping them to complete their graduate level studies.
 1. The award consists of three parts: Southwest Airlines internship located in Austin, Texas at GSD&M Idea City during the summer, 2010. A \$1,500 cash award will be provided by Tenth District AAF to assist with expenses. Upon successful completion of the internship, the recipient must provide proof of acceptance/enrollment for the fall semester.
 2. \$1,750 scholarship paid to the school for the fall 2010 semester. Recipient must provide a grade report immediately following the completion of the semester.
 3. \$1,750 scholarship paid to the school for the spring 2011 semester.
- B. Reflective of the competitive world of business, the monetary award will be granted on a comprehensive basis rather than solely by recommendation.

II. Eligibility

- A. Applicants must be a junior, a senior who is pursuing an advanced degree or a graduate student.
- B. Students must be working towards a bachelors or masters degree in:
 - Advertising
 - Commercial Art
 - Mass Communications
 - Journalism
 - Marketing
 - Photography
 - Public Relations
 - Radio/Television/Film
- C. Applicants must have a minimum overall GPA of 3.0.
- D. Students must obtain a letter of recommendation from at least one, but not more than three faculty members in their major and/or minor (if related) fields of study.
- E. Applicants must include a cover letter, limited to two pages, containing:
 1. Career goals and how you will be successful in reaching those goals,
 2. Your biggest challenge and how you have met that challenge,
 3. If you work, your responsibilities at your job,
 4. Your community and school activities and honors,
 5. The type and amount of financial aid that you are receiving or for which you have applied.
 6. Explanation of financial circumstances that may hinder your ability to cover your educational expenses.
- F. Student must submit five, 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 three detailed marketing strategies of a product, business or service. DO NOT submit one-of-a-kind original artwork...submit a scan or photograph.
- 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 files compatible for Mac and PC. 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 ILA application form.

III. Application Process

- A. Complete the TENTH DISTRICT AAF ILA 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. Mail or send one original and three copies of the application (including work samples) 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 or phone interview will 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.
- C. GSD&M Idea City and AAF 10th District will have final approval of award recipient.

V. Deadline

The deadline to submit 2010 ILA Scholarship applications is 5:00 p.m. March 15, 2010.

VI. Notification & Receipt of Funds

- A. Scholarship winner will be notified by Tenth District.
- B. Presentation will be made at the NSAC breakfast at the District Convention on April 16, 2010.
- C. Scholarship payments will be to the Financial Aid office of the recipient's college or university.
- D. Cash (\$1500.00) disbursement will be made to the recipient to offset expenses.
- E. Recipient will be required to sign a Scholarship Agreement (attached).

For more information or questions

Contact Kevin Dobbs at 1-800-808-4473 or at dobbsprt@nts-online.net

Submit applications by **5:00 p.m., March 15, 2010:**

Kevin Dobbs
Executive Director
AAF - Tenth District
P.O. Box 7408
Odessa, TX 79760
800-808-4473

Innovation and Leadership in Advertising Internship and Scholarship Application Tenth District American Advertising Federation

Personal Information

Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Parents' Name: _____

Parents' 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: _____

Date bachelor's degree received (month/year): _____

Graduate school you will be attending: _____

Undergraduate Course of study: Major: _____

Minor: _____

Graduate Course of study: _____

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 from 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: _____

Submit applications by **5:00 p.m., March 15, 2010 to:**

Kevin Dobbs
Executive Director
AAF - Tenth District
P.O. Box 7408
Odessa, TX 79760
800-808-4473

Application Checklist (original and three copies):

- Completed AAF Tenth District ILA Application Form
- Official college/university transcript(s) – for all colleges/universities attended
- Letter from Applicant
- Letters of recommendation
- Samples of work