



student   
**CONNECTION**

Find Your Opportunity

# SCHOLARSHIP APPLICATION

Scholarships are available to junior and senior students studying communications, marketing, advertising, graphic design, digital media, public relations, journalism and more.

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



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**CONNECTION**  
Find Your Opportunity

Apply today for your chance  
to be awarded up to \$5,000 in various  
scholarships from top agencies and  
companies in Northeast Ohio.



**Completed applications are due by February 5, 2016 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 in a communications-related field, including advertising, marketing, graphic design, digital media, web design, photography, interactive marketing, copywriting, public relations, media planning, journalism, etc.
- Be enrolled in your junior or senior year, graduating between 2016 and 2017.
- Carry a full course load and hold a current minimum GPA of 3.0 or higher.
- Attend an Ohio college or university.

## DIRECTIONS

- Complete award application form.
- Submit a 500-word essay.
- Submit one letter of recommendation (from internship supervisor, former employers, academic instructor or advisor, etc.).
- Submit résumé listing any relevant internships, extracurricular activities, courses, etc.

## ESSAY QUESTIONS

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 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: \_\_\_\_\_

COLLEGE OR UNIVERSITY: \_\_\_\_\_

CLASS STANDING: \_\_\_\_\_ GPA: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

## PROGRAM OF STUDY:

- MARKETING
- COMMUNICATIONS
- ADVERTISING
- PUBLIC RELATIONS
- DIGITAL MEDIA
- GRAPHIC DESIGN
- JOURNALISM
- OTHER \_\_\_\_\_

## ACADEMIC ADVISOR:

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

When submitting, make sure to include your:

- Completed Application       Essay       Letter of Recommendation       Résumé

### Submit via mail to:

American Advertising Federation – Cleveland  
Dan Leibundgut  
4700 Rockside Road, #325  
Independence, OH 44131

### Or via email to:

dleibundgut@aafcleveland.com

Questions: 216.901.4000

