



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**

6140 West Creek Blvd, Independence, OH 44131



Apply today for your chance  
to be awarded one of various scholarships  
from top agencies and creative service  
companies in Northeast Ohio.

## Four Phase Application Process

### Phase 1: Due by February 8<sup>th</sup>, 2019

Finalists for Phase 1 will be contacted February 16<sup>th</sup>. Only the finalist of each phase will move on to the next.

### 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 2018 and 2019.
- Carry a full course load and hold a current minimum GPA of 3.0 or higher.
- Attend an Ohio college or university.

### DIRECTIONS

- **Phase 1: Due 02/08/19**
  - Submit completed award application form.
  - Submit 1-2 minute audio or video introduction clip. Please be creative.
- **Phase 2: Due 02/22/19**
  - Submit résumé listing any relevant internships, extracurricular activities, courses, etc.
- **Phase 3: Due 03/01/19**
  - Submit a 500-word essay explaining why you are passionate about this industry and what you hope to accomplish in your personal career.
- **Phase 4: Week of 03/18/19**
  - Skype interview.

# 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
- Link to Your 1-2 Minute Audio or Video Introduction

### Submit via mail to:

American Advertising Federation – Cleveland  
6140 West Creek Blvd,  
Independence, OH 44131

Attn: Dan Leibundgut

### Or via email to:

dleibundgut@aafcleveland.com

**Questions:** 216.901.4000

