



The American Advertising Federation (AAF) represents over 40,000 professionals from around the country joined together to accomplish one common purpose – to promote, protect and defend advertising interests. We are the unifying voice of advertising.

Education has been a core initiative of the AAF - 4th District since its founding in 1924. The 4th District is comprised of 21 Advertising Federations, four Ad 2 chapters and 13 student chapters from throughout Florida and the Caribbean.

AAF - 4th District is committed to maintaining a high level of support to college chapters, National Student Advertising Competition (NSAC) teams, and students in general. The District commits considerable financial resources each year to further enhance our educational programming and our support of students preparing to enter the varied fields of advertising. We encourage students through scholarships, internships and networking opportunities, and we work to prepare them to be the future leaders and stewards of the advertising industry.

The AAF - 4th District is pleased to offer the following 2010 scholarships for students currently matriculating toward a bachelors' or master's degree in an advertising related field in Florida and the Caribbean.

District Governor's Scholarship

Recognizing academic excellence, service to the community, and service to the profession

Club President's Scholarship

Recognizing academic excellence, leadership, and service to the community

Silver Medals' Scholarship

Recognizing a student that is an AAF member and is committed to academic study, service to community, and service to an AAF chapter

Mosaic Diversity Scholarship

Recognizing academic excellence in a minority student

The deadline for application for the 2010 scholarships has been **extended to Monday, March 15, 2010**. I strongly encourage students to not only apply for scholarships, but to seek out and join their local Advertising Federation. The advertising industry is an ever changing and competitive landscape and the opportunities and connections afforded through the AAF are yours for the taking.

Sincerely,

Jackie Barker, Governor, AAF – 4th District

Questions? Write to: mlucas@smag.com with "4AAF Scholars" in the subject line.

By submitting your package, the applicants acknowledge the 4th District's right to publish the award winners in all public relations materials and the Web site.



2010 District Governor's Scholarship

The Governor of the 4th District is proud to recognize our students' achievements in academic study, service to the community, and service to the profession.

Criteria:

1. Must be currently enrolled and returning to undergraduate or graduate study in the Fall 2010
2. Must be matriculating toward a baccalaureate or master's degree in advertising, marketing, communications, public relations, art, graphics arts or other related areas of study.
3. Must have overall GPA 3.0 and a GPA 3.5 in the major. (GPA: 4 point scale)

Application Pack includes:

1. Fill out form below
2. Copy of transcripts (*unofficial is fine*)
3. One page resume
4. Two letters of support, one from each:
 - a. a *professor*
 - b. an individual *outside of the education community, but related to the advertising profession*
5. Creative students may submit up to four ads (PDF and Windows Media Player formats only)
6. An **Essay**: Select ONE topic for a 250 word essay, double spaced, one page.
 - a. **What one community problem do you feel most strongly about correcting and why?**
 - b. **If everyone should lead, then why learn to follow?**
 - c. **If you were asked to serve your profession, what one thing would you do?**

Local Advertising Federation: _____

YES! I am a member of an AAF Ad Club Student Chapter

First Name

Last Name

Street Address (May 2010 mailing address)

City

State

Zip Code

() _____
Phone

Email

Your University/College/Institute

College/Department/Program

Your Major

Graduation: Month/Year

Questions? Write to: mlucas@smag.com with "4AAF Scholars" in the subject line.

By submitting your package, the applicants acknowledge the 4th District's right to publish the award winners in all public relations materials and the Web site.



4th District American Advertising Federation 2010 Club Presidents' Scholarship

The Presidents of the 4th District are proud to recognize our students' achievements in academic excellence, leadership, and service to the community.

Criteria:

4. Must be currently enrolled and returning to undergraduate or graduate study in the Fall 2010
5. Must be matriculating toward a baccalaureate or master's degree in advertising, marketing, communications, public relations, art, graphics arts or other related areas of study.
6. Must have overall GPA 3.0 and a GPA 3.5 in the major. (GPA: 4 point scale)

Application Pack includes:

7. Fill out form below
8. Copy of transcripts (*unofficial is fine*)
9. One page resume
10. Two letters of support, one from each:
 - a. a *professor*
 - b. an individual *outside of the education community, but related to the advertising profession or community service initiative*
11. Creative students may submit up to four ads (PDF and Windows Media Player formats only)
12. An **Essay**: Select ONE topic for a 250 word essay, double spaced, one page.
 - a. **Is advertising a profession? Why or why not?**
 - b. **If everyone should lead, then why learn to follow?**
 - c. **If you were asked to serve your community, what one thing would you do?**

Local Advertising Federation: _____

YES! I am a member of an AAF Ad Club Student Chapter

First Name

Last Name

Street Address (May 2010 mailing address)

City

State

Zip Code

() _____
Phone

Email

Your University/College/Institute

College/Department/Program

Your Major

Graduation: Month/Year

Questions? Write to: mlucas@smag.com with "4AAF Scholars" in the subject line.

By submitting your package, the applicants acknowledge the 4th District's right to publish the award winners in all public relations materials and the Web site.



4th District American Advertising Federation 2010 Silver Medals' Scholarship

The Governor of the 4th District is proud to recognize our students' achievements in academic study, service to the community, and service to an AAF chapter.

Criteria:

7. Must be currently enrolled and returning to undergraduate or graduate study in the Fall 2010
8. Must be matriculating toward a baccalaureate or master's degree in advertising, marketing, communications, public relations, art, graphics arts or other related areas of study.
9. Must have overall GPA 3.0 and a GPA 3.5 in the major. (GPA: 4 point scale)

Application Pack includes:

13. Fill out form below
14. Copy of transcripts (*unofficial is fine*)
15. One page resume
16. Two letters of support, one from each:
 - a. a *professor*
 - b. an individual *outside of the education community, and within a local AAF chapter*
17. Creative students may submit up to four ads (PDF and Windows Media Player formats only)
18. An **Essay**: Select ONE topic for a 250 word essay, double spaced, one page.
 - a. **What do you see as the most valuable aspect of an AAF local chapter to the advertising community?**
 - b. **If everyone should lead, then why learn to follow?**
 - c. **If you were asked to serve your community, what one thing would you do?**

Local Advertising Federation: _____

YES! I am a member of an AAF Ad Club Student Chapter

First Name

Last Name

Street Address (May 2010 mailing address)

City

State

Zip Code

() _____
Phone

Email

Your University/College/Institute

College/Department/Program

Your Major

Graduation: Month/Year

Questions? Write to: mlucas@smag.com with "4AAF Scholars" in the subject line.

By submitting your package, the applicants acknowledge the 4th District's right to publish the award winners in all public relations materials and the Web site.



4th District American Advertising Federation 2010 Mosaic Scholarship

The 4th District is proud to recognize multicultural and diverse talent, academic excellence, leadership, networking, and commitment to the profession.

Criteria:

10. Must be U.S. citizen or resident alien of African, African-American, Hispanic, Hispanic-American, Indian, Native-American, Asian, Asian-American, or Pacific Island descent
11. Must be currently enrolled in a 4th District institution of higher education and returning to undergraduate or graduate study in the Fall 2010
12. Must be matriculating toward a baccalaureate or master's degree in advertising, marketing, communications, public relations, art, graphics arts or other related areas of study
13. Must have an overall 3.0 GPA (GPA: 4.0 scale)
14. Must complete the application form and provide all required information and documentation

Application Pack includes:

19. Complete application form below
20. Copy of transcripts (*unofficial is fine*)
21. Two (2) letters of support; one from each:
 - a. a *professor*
 - b. an individual *outside of the education community, but within the advertising profession*
22. One page résumé
23. Electronic photo for publication and promotional purposes (300 dpi JPEG or TIF format)
24. The **Essay**: 250 word essay, double space, one page.

Why are multiculturalism, diversity, and inclusion important in the advertising, marketing, and communications industry today?

Local Advertising Federation: _____

YES! I am a member of an AAF Ad Club Student Chapter

First Name _____ **Last Name** _____

Street Address (May 2010 mailing address) _____

City _____ **State** _____ **Zip Code** _____

Phone () _____ **Email** _____

Your University/College/Institute _____

College/Department/Program _____ **Your Major** _____ **Graduation: Month/Year** _____

Questions? Write to: mlucas@smag.com with "4AAF Scholars" in the subject line.

By submitting your package, the applicants acknowledge the 4th District's right to publish the award winners in all public relations materials and the Web site.



The Details

Applications packs can be submitted ONE of three ways...

Electronic submissions

Create a PDF document with the application, transcripts, essay/ads, and letters with your LAST NAME as the document name. Put all the items into a folder with your LAST NAME as the folder name.

Compress it or WinZip it and email to:

mlucas@smag.com or ghart@bellsouth.net

If you do not receive a confirmation of receipt, via email, within 24 hours, you will need to follow up via phone or US Mail. Check to make sure all files open properly. If we can't read your documents, they will not be considered.

CD via US Mail /FedEx/UPS

Application, transcripts, essay/ads, letters are scanned into PDF docs with your LAST NAME as the document name. If you burn a CD, make sure it will open on PC or MAC. If we can't read your documents, they will not be considered.

Send it to:

Marla Lucas
4th District Secretary
701 Riverside Park Place, Suite 100
Jacksonville, FL 32204
904-380-4294

Hard copy via US Mail/FedEx/UPS

Application, transcripts, essay/ads and letters.

Send it to:

Marla Lucas
4th District Secretary
701 Riverside Park Place, Suite 100
Jacksonville, FL 32204
904-380-4294

For ALL submissions, include self-addressed, stamped envelope if you want your application returned.

Deadline: 5:00 p.m. on Monday, March 15, 2010

Questions? Write to: mlucas@smag.com with "4AAF Scholars" in the subject line.

By submitting your package, the applicants acknowledge the 4th District's right to publish the award winners in all public relations materials and the Web site.