



2018 AMERICAN ADVERTISING FEDERATION—BATON ROUGE
JEFF WRIGHT MEMORIAL SCHOLARSHIP OVERVIEW

Objective:

The American Advertising Federation-Baton Rouge Jeff Wright Memorial Scholarship is designed to assist and support an outstanding student who has shown significant professional promise and a commitment to a career in the advertising/creative industry and their supporting sectors.

Award:

The scholarship provides \$1,500* to be applied to the recipient's current or future university's tuition and fees plus an honorary one-year membership in the American Advertising Federation—Baton Rouge.

**subject to increase*

Where and How to Send Application and Required Items:

Send to: Theresa Nguyen at theresabigidea@gmail.com

Send as: Zipped file with file name being your first and last name (e.g. "JoePublic.zip")

Questions: Contact Theresa Nguyen (504-441-8472) or theresabigidea@gmail.com

**COMPLETED APPLICATION AND LETTERS OF
RECOMMENDATION MUST BE RECEIVED BY
SATURDAY, APRIL 21, 2018.**



2018 AMERICAN ADVERTISING FEDERATION-BATON ROUGE JEFF WRIGHT MEMORIAL SCHOLARSHIP - REQUIREMENTS

Eligibility Requirements

1. Applicant must be within five semesters of graduation from an accredited university or college located within the American Advertising Federation—Baton Rouge membership region.

Note: Graduating seniors are ineligible for the scholarship unless accepted to an accredited graduate or professional school in a program related to advertising.

2. Applicant must have at least a 3.0 overall grade point average.

Applicant Requirements:

All applicants must include items 1, 2, 3, and 4 with the completed application (pg. 3). Graduating seniors applying for the scholarship who have been accepted to graduate school must complete item 5.

1. A resume that is suitable for a job application. The resume should include any academic honors, special projects, activities, training outside of class, and/or work experience that you would like the AAF-BR Scholarship Selection Committee to consider
2. A transcript of all college studies, including grades from the preceding semester and notations for courses in progress
3. A letter from the applicant to the AAF-BR Scholarship Selection Committee outlining his or her career goals and professional interests, and how his or her college experience relates to these goals and interests. *Formatting: 1 inch margins, 12 point Times New Roman font, maximum 500 words double spaced*
4. Two letters of academic and/or professional recommendation (contact information of the letters' authors MUST be included in the letters)
5. Graduating seniors applying for scholarship: A letter from an accredited graduate or professional school that notes acceptance into a program related to advertising

Note about scholarship payment:

The scholarship payment will be made by check. The check will be written out to the student AND the student's university.



Applicant Information:

Applicant's Full Name:

University Name (if graduating senior put current university and graduate university):

Major Field of Study in School:

Anticipated Date of Graduation:

Most Valid Address (include City / State / Zip):

E-mail:

Phone:

I certify that the information provided in this application package is accurate.

Applicant Signature & Date

I certify that the applicant's statement of university and major field of study are accurate.

Department Chair Signature & Date