



## 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 \$2,000 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. The scholarship payment will be made by check, which will be written out to the student AND the student's university.

### Eligibility Requirements:

1. Applicant must have at least a 3.0 overall grade point average.
2. Applicant must be within five semesters of graduation from an accredited university or college located within the American Advertising Federation—Baton Rouge membership with a degree in a major or concentration related to the advertising, marketing and communications industry. (*Note: Graduating seniors are ineligible for the scholarship unless accepted to an accredited graduate or professional school in a program related to advertising.*)

### Applicant Requirements:

*All applicants must include items 1, 2, 3, and 4 with the completed application (page 2). 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 info of the letters' authors MUST be included in 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.

Submit completed application by April 15, 2021 to [nominations@aafbr.org](mailto:nominations@aafbr.org) with subject line "2020 Jeff Wright Scholarship Application" as a zipped file w/ file name being your first & last name & JWScholarship (ex. "JoePublic\_JWScholarship.zip").

### Questions:

Contact our Student Outreach team at [students@aafbr.org](mailto:students@aafbr.org)



## JEFF WRIGHT MEMORIAL SCHOLARSHIP APPLICATION

**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) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Email:** \_\_\_\_\_

**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 & major field of study are accurate.**

\_\_\_\_\_  
Department Chair Signature & Date