

Application for Scholarships

from

AMERICAN ADVERTISING FEDERATION-HOUSTON
and ADVERTISING EDUCATION FOUNDATION OF HOUSTON



The American Advertising Federation - Houston, through its Alice B. Rogers Educational Fund, and the Advertising Education Foundation of Houston, a dedicated fund of the Greater Houston Community Foundation, award scholarships to college students pursuing an undergraduate or post-graduate degree in advertising, communications, journalism, radio/TV, commercial art, marketing, public relations or related fields. Preference is given to Houston-area residents attending colleges or universities in any location or to students attending Houston-area institutes as defined by the Houston ADI.

The student must attend an accredited four-year college or university or a recognized technical/professional institute. Accreditation will be determined by the Southern Association of Colleges and Schools or an equivalent accreditation body in the region in which the school is located. Recipients must enroll for a minimum of 12 hours for undergraduate students and nine hours for post-graduate students. Scholarships will be awarded primarily based on grade point average and essay; secondary emphasis will be placed on participation in organizations, financial need, community and collegiate activities and work experience. Scholarships will be awarded without regard to race, color, religion, sex, marital status, national or ethnic origin, age, disability or veteran status.

The applicant must complete the biographical questionnaire; provide an official transcript; provide a recommendation letter from a professor, teacher or employer; and complete a one-page essay that describes a product or service you admire because of its advertising. Discuss why you admire the advertising, what you believe the advertising strategy to be, and how the advertising reaches out to customers to touch them both emotionally and rationally. An applicant may also submit a resume and/or a sample of his/her work for consideration though it is not required. To be eligible, the applicant must comply with all requirements. Applications must be received by the American Advertising Federation - Houston by **March 1, 2008**.

NAME

Last First Middle

PERMANENT ADDRESS

Street City State ZIP

Telephone Numbers (s) Email

Date of Birth Male Female Social Security No. _____

Current Status Freshman Sophomore Junior Senior Post Graduate – Program length (one, two or three years) _____
Planned Major _____
Current Status _____

PREVIOUS EDUCATION

In chronological order, please list the name and location of every high school, technical school, college or university that you have attended and the GPA for the time spent at each

ACADEMIC ACTIVITIES AND HONORS RECEIVED (list may be attached)

Activity	No. of Years	Leadership Position	Awards/Recognition
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WORK EXPERIENCE

Indicate your employment record (include internships, summer and part-time jobs and military service)

Employer	Nature of Work	Dates of Employment	Hours per Week
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Check this box if interested in a summer internship:

COMMUNITY SERVICE AND OTHER ACTIVITIES

List any extracurricular activities which you feel have enhanced you as a candidate

What newspapers/books/periodicals/online sites have you read recently and why?

FINANCIAL CONSIDERATIONS

Total school expenses per year

Parents' annual income

Parents' contribution to school expenses

Your contribution to school expenses

List any other unusual financial concerns _____

Scholarships and awards you have received

FAMILY INFORMATION

Name of father/guardian

Street address

City

State

ZIP

Occupation

Name of mother/guardian

Street address

City

State

ZIP

Occupation

COLLEGE/UNIVERSITY INFORMATION

Colleges, junior colleges or universities where you will be applying (or enrolling) in the fall

What is your GPA in major? (include copy of most recent transcript) _____

Number of credits currently compiled _____

What is your planned career choice? _____

If awarded a scholarship, students are required to provide the AAF-Houston office their GPA average in their major each semester during the academic year in which the scholarship is awarded. Certain scholarship funds require maintenance of GPA through the school year.

OTHER INFORMATION

Please discuss any other information that will help the scholarship committee make informed decisions.

Citizenship: U.S. citizen Eligible non-citizen Other

I hereby affirm that the information provided on this form is accurate and complete to the best of my knowledge.

Applicant's Signature

Date

Complete questionnaire and return with your official transcript; recommendation letter from a professor, teacher or employer and one-page essay describing a product or service you admire because of its advertising to the address below before **March 1, 2008**. If you are chosen, grants will be paid directly to your school in your name for use in the fall semester. Recipient awards will be presented in May or June 2008.

American Advertising Federation - Houston
P.O. Box 27592
Houston, Texas 77227

Phone: (713) ADS-9999 or (713) 237-9999
Fax: (713) 522-8327
adclub@aaf-houston.org or www.aaf-houston.org

