



2010 JAN GARDNER MEMORIAL SCHOLARSHIP APPLICATION

GENERAL INFORMATION:

The professional advertising clubs of the American Advertising Federation (AAF)-District 7 in 1989 established this scholarship in honor of AAF-District 7 Governor Jan Gardner of Memphis, TN. This scholarship program is awarded annually to deserving students of advertising and its related fields. Students from District 7's College Chapters in Alabama, Georgia, Louisiana, Mississippi and Tennessee are eligible. Criteria for the recipients include peer recommendations, writing ability and dedication to the advertising industry, along with a detailed resume.

AMOUNT OF THE SCHOLARSHIP:

\$1,000 for first-place recipient

ELIGIBILITY REQUIREMENTS:

Applicants must:

- be in their Junior Year at the time the scholarship competition is entered
- have an overall GPA of 3.0 or above (on a 4.0 scale)
- be studying an advertising-related discipline: advertising, mass communications, art and design, or journalism
- have demonstrated outstanding leadership qualities
- be enrolled at an institution sponsoring a recognized AAF student chapter and be a member of that chapter

ANNOUNCEMENT OF RECIPIENT:

Winner will be notified in late March and publically announced at the AAF-District 7 Spring Convention in April 2010.

APPLICATIONS MUST INCLUDE:

- A letter of recommendation from a supervising academic official in the applicant's major field.
- A typed essay of no more than 500 words on one of the following topics:
 - Advertising should be considered part of our First Amendment rights because...
 - Do you think it is permissible to 'bend the rules' regarding Truth in Advertising, and if so, why?
 - My personality and goals are suited to advertising because...
 - For students in art, graphic design, etc.: My specialty is important to advertising because...
- A resume.

VERY IMPORTANT:

Please include your name, complete mailing address, e-mail and phone number on your resume. To be considered, recommendations and their accompanying essays must be **RECEIVED** by March 15, 2010, at the following address:

Leigh Ann Farrior
AAF-District 7 Jan Gardner Scholarship
147 Oak Forest Drive
Montgomery, Alabama 36109

Questions? Call Leigh at (334) 372-2263 or e-mail leigh@studioelledesigns.com.