



## 2010 MOSAIC SCHOLARSHIP APPLICATION

### GENERAL INFORMATION:

The American Advertising Federation (AAF)–District 7 is committed to creating and reinforcing an inclusive, creative and productive environment in which students, and eventually young professionals, feel accepted, respected and believe it is possible to achieve his or her full potential in the advertising industry. To support that commitment, AAF–District 7 offers a scholarship for a student whose background and experience offer a varying perspective on living, learning and working in a multicultural world to the advertising profession. 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. We encourage application—it is the first step to allowing advertising to be more reflective of the world-at-large as well as gaining more understanding of multicultural marketing.

### 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
- Identify as Hispanic or Latino, Black or African-American, Native Hawaiian or other Pacific Islander, Asian, or American Indian or Alaska Native
- have an overall GPA of 3.0 or above (on a 4-point 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 Mosaic Scholarship  
147 Oak Forest Drive  
Montgomery, Alabama 36109

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