

AD CLUB

OKLAHOMA CITY
ADVERTISING CLUB



P.O. Box 20408
Oklahoma City, OK 73156
405/416.2619
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JOURNALISM
ART 2009 AWARD
COMMUNICATION

GENERAL INSTRUCTIONS

- AAF Oklahoma City Ad Club awards three (3) \$2,000 awards to undergraduate or graduate students based on application, supporting materials and interview quality
- Completed applications (with attachments) can be sent via U.S. Mail to the Scholarship Committee, AAF Oklahoma City Ad Club: ATTN Scholarship Committee, P.O. Box 20408, Oklahoma City, OK 73156
- Please contact Craig Little with questions at adclubokc@gmail.com or (405) 416-2619

ELIGIBILITY REQUIREMENTS

- Scholarships are for students engaged in a communications related study track attending any institute of higher learning in the state of Oklahoma and maintaining a minimum GPA of 2.75 with at least 60 hours credit.
- Applications must be received by the Scholarship Committee no later than 5 p.m. Friday, September 25, 2009. Any applications received after this date will not be considered.

ADDITIONAL REQUIREMENTS

- Official college transcript
- Two sealed letters of recommendation from persons not related to you
- 200-word essay on the future of advertising
- Work samples. You are required to submit work samples based on your course of study or strength. That is, designers should provide design samples, public relations majors should provide PR related materials, advertising majors should provide graphics, media plans, marketing plans, etc. Submitted materials should be in DVD, CD, PDF, Word, or XLS format, where applicable. **SAMPLES WILL NOT BE RETURNED.**

INTERVIEW

- Finalists for the three (3) \$2,000 JAC awards will be selected by the committee and interviewed on November 6, 2009. The candidates deemed to possess the traits, communication skills and intellect best representing the highest standards of industry professionalism and ethics will earn the JAC Award.

AWARD SELECTION

- Applications are reviewed by the AAF Oklahoma City Ad Club Scholarship Committee
- Recipients are determined as those best meeting the criteria set forth by the Committee
- The Scholarship Committee uses the information received from applications and interviews to make such determinations
- Awardees will be notified prior to and presented with their awards on career day on November 11, 2009. Payment will be in the form of a \$2,000 check made payable to the winners



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Date Received _____

PERSONAL INFORMATION

Name (First, Middle, Last) : _____

Permanent Address : _____

City : _____ State : _____ Zip : _____

Home Phone : (____) _____ Cell Phone : (____) _____

Email : _____

ACADEMIC INFORMATION

University : _____ Major : _____

Cumulative GPA (as of December 2008) : _____ Total hours/credits completed : _____

TRANSCRIPTS

Please attach an official transcript from your university to this application.

LETTERS OF RECOMMENDATION

Please attach two sealed letters of recommendation from persons not related to you.

WORK EXPERIENCE

(List current position first. Attach additional information if needed.)

| Organization | Position Held | From (MM/YY) | To (MM/YY) |
|--------------|---------------|-----------------|---------------|
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ESSAY

200-word maximum

Please include your essay on a separate sheet of paper.

Topic: The future of advertising. Where do you see advertising as an industry/profession going? What's the next big thing in advertising and how will that effect the industry? What can agencies, marketers, media buyers, and other industry professionals expect to see in the coming years?

FINAL CHECK LIST

- Completed application form with signature
- Official transcript
- Two sealed letters of recommendation
- Work Samples
- All materials received by Oklahoma City Ad Club by September 25, 2009

APPLICATION CERTIFICATION

I certify the information I have provided on this application form and any additional material are complete, accurate, and true to the best of my knowledge. I understand any false statements made herein will void this application and I will be ineligible for any monetary award from Oklahoma City Ad Club. I understand this application and supporting materials become the property of Oklahoma City Ad Club and will not be returned to me.

Signature

Date