**AAF Tallahassee Scholarship Criteria & Instructions**

Education has always been a core initiative of the AAF 4th District since it’s founding in 1924. Comprised of 18 professional advertising federations, three Ad2 chapters and 14 student chapters throughout Florida and the Caribbean, we are committed to maintaining a high level of support to college chapters, National Student Advertising Competition (NSAC) teams, and students in general. The District commits considerable financial resources each year to further enhance our educational programming and our support of students preparing to enter the varied fields of advertising. We encourage students through scholarships, internships and networking opportunities, and we work to prepare them to be the future leaders and stewards of the advertising industry.

To be considered for the AAF Tallahassee Club scholarship, Students must satisfy the following criteria:

**--Demonstration of Academic Excellence** – The applicant must have course enrollment on transcripts for one of the following areas: advertising, multi-media or advertising service, communications, public relations, digital or graphic design, marketing or other related field. I addition, a G.P.A. of at least a 3.0 is required for the scholarship.

**--Creative Ability** – The applicant must have shown a consistent, high degree of original thinking in their field and should be able to demonstrate this through anecdotes and examples of projects or assignments completed in their chosen course of study.

**--Contributions to the Community** – The applicant should be someone who has donated their skills and/or time to actively participate in civic, religious, or other groups dedicated to public service and/or community goodwill and should be able to speak about their experience and how it has impacted their life.

If the above criteria are met, please submit a recent resume, your scholarship essay and portfolio submission (details below) and no more than two (2) recommendation letters for consideration. Instructions on how to submit materials may be found on the AAF Tallahassee website under the ‘Education’ tab.

**Portfolio Submission:** Applicant may submit up to 4 portfolio pieces for consideration. PDF files or snapshots are acceptable. For those submitting copywriting materials, individual submissions should be between 100-250 words each.

**Scholarship Essay Topic:** Why do you want to be a part of the advertising industry and how do you think you can make society better by doing so? Finally, if you are chosen for the scholarship, how do you plan to use the funds?

This is a three-part answer and requires you to: **A.** Consider your experiences and how those experiences have led you to seek a career in the advertising industry, and **B.** From those experiences, consider your future, the future of the advertising industry and how you (as an individual) may potentially make a positive impact throughout your career.

Essays should be between 900-1200 words and written to address local practitioners in the field of advertising. Grammar, spelling and writing style will be evaluated.

**AAF Tallahassee Recommendation Letter Instructions**

Education has always been a core initiative of the American Advertising Federation 4th District since it’s founding in 1924. Comprised of 18 professional advertising federations, three Ad2 chapters and 14 student chapters throughout Florida and the Caribbean, we are committed to maintaining a high level of support to college chapters, National Student Advertising Competition (NSAC) teams, and students in general. The District commits considerable financial resources each year to further enhance our educational programming and our support of students preparing to enter the varied fields of advertising. We encourage students through scholarships, internships and networking opportunities, and we work to prepare them to be the future leaders and stewards of the advertising industry.

We are pleased that you have agreed to write a letter of recommendation for a student applying for one of our scholarships. We ask that you consider the following as you craft your letter:

* The student’s level of competence in major (for professors) or chosen field (for practitioners/internship coordinators).
* The student’s potential for success in a career in the advertising industry.
* The student’s passion and desire to make a difference in chosen field of study.

Instructions for submission: Please send your recommendation letter via e-mail directly to the AAF Tallahassee Scholarship Committee at: aaftallahassee@gmail.com.