

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 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. For all scholarships awarded, 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, and who indicate a desire to join the local communications or integrated marketing community after graduation.

The following scholarships are planned to be awarded in 2010. Filing one application will result in applicants being considered for all available scholarships. There is no need to apply more than once.

- **The Advertising Education Foundation of Houston Scholarship**
This scholarship is awarded to college students pursuing an under-graduate or post-graduate degree in advertising, communications, journalism, radio/TV, commercial art, marketing, public relations or related fields.
- **The Alice B. Rogers Educational Fund Scholarship**
Established in 1983, the scholarship recognizes students in advertising or related fields who have achieved educational excellence as well as demonstrated a strong willingness to get involved in their communities.
- **The Fogarty Klein Monroe Scholarship**
The scholarship is awarded annually to an outstanding student attending a Texas college. Preference is given to scholarship candidates who have a strong desire to return to the Houston area after graduation. Scholarship winners will also receive consideration for the popular FKM internship program.
- **The Bill and Sharon Young Media Education Scholarships**
The Bill and Sharon Young Media Education Fund awards scholarships to certified sophomore, junior or senior students with evidence of attending school the following year. Students must major in a media-related field such as visual or audio arts, radio, television, film, production, broadcast journalism or new media at an accredited college or university.
- **The Saurage Research Academic Distinction Scholarship**
The Saurage Research Academic Distinction Scholarship is named for researcher Susan Saurage-Altenloh and awarded to junior or senior undergraduates majoring in marketing, advertising or related areas. Applicants should be attending a university located in Texas or have a permanent address in the eight-county greater Houston metro area while attending a university located in Louisiana.

- The Lopez Negrete Hispanic Marketing Education Scholarship
The scholarship is awarded to certified junior or senior students from the Houston area attending eligible institutions in any location, but preference will be given to those attending classes full time at the University of Houston, St. Thomas University, Emerson College or The Florida State University. Students must have selected a major in a marketing related field such as advertising, marketing, communications, radio/TV/film production, media studies or marketing research. Applicants may be Latino or Non-Latino, but must be bilingual and focused in, or with a specific interest in, Hispanic marketing and advertising.
- The Locke Bryan Director's Scholarship Fund is offered to university sophomore, junior, senior or graduate students within the AAF 10th District who have shown an interest in the television or broadcast production industry. Applicants should be majoring in a marketing or production related field such as radio/television/film production, advertising, marketing, mass communications or related areas at an accredited college or university. Prospective applicants must have a minimum of a 3.0 GPA in his/her major and a 2.75 overall GPA, taking 12 hours each semester or nine hours if in graduate school. Financial need and a demonstrated commitment to our craft are also important.
- The Brett Elliott Education Fund will be awarded to students majoring in a marketing or communications field such as copywriting, advertising, marketing, communications, radio/television/film production, media studies or marketing research at an accredited college or university in Texas, Louisiana, Oklahoma and Arkansas. Applicants should possess a minimum GPA of 3.0 (on a 4.0 scale) in his/her major and a 2.75 overall GPA, taking a minimum of 12 hours each semester, or 9 hours for graduate school and be classified as a sophomore, junior or senior student in an under-graduate program or a graduate student with evidence of attending school the following fall or spring semester. Priority is given to students from the Houston area or having family or educational ties to the Greater Houston area. Applicants should have demonstrated a commitment to the marketing industry and indicate financial need.

In addition to any specific requirements stated for individual scholarships, all applicants must be attending, or be accepted for admission by, 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 under-graduate students and nine hours for post-graduate students.

Scholarships will be awarded primarily based on grade point average and a written essay. Students must possess a minimum GPA of 3.00 (on a 4.0 scale) in his/her major and a 2.75 overall GPA. Secondary emphasis will be placed on the steps taken to prepare for participation in the industry, financial need, community and collegiate activities, relevant organizations joined, and internships or work experience. Scholarships will be awarded without regard to race, color, religion, sex, marital status, national or ethnic origin, age, disability or veteran status.

Applicants must complete the application form via the AAF-Houston website www.aaf-houston.org, including a brief essay that describes your career goals, where you see yourself five years after graduation, and how this scholarship will help you achieve your goals. In addition, each applicant must supply via mail or as an email attachment the following: an official school transcript and a recommendation letter from a professor, teacher or employer. An applicant may also submit a resume and/or a sample of his/her work for consideration via mail or email though it is not required.

In the event online application is not possible, forward the completed application and all additional documentation to the AAF-Houston office. To be eligible, the applicant must comply with all requirements. Applications must be received by the American Advertising Federation - Houston by **March 1, 2010**.

If you are chosen, grants will be paid directly to your school in your name for use in the fall 2010 or spring 2011 semester. Recipient awards will be presented in May or June 2010.