



The Robert F. Lauterborn Scholarship Fund **2010 Advertising Scholarship**

The AAF Raleigh-Durham created this scholarship fund in 2004 in honor of

Robert F. Lauterborn, James L. Knight Professor of Advertising at UNC-Chapel Hill, for his outstanding contributions to advertising education. In May, 2010, the AAF Raleigh-Durham will award one \$1,500 scholarship to an outstanding local advertising student. Anyone who has declared an advertising- or communications-related major (such as advertising, marketing, communications, public relations, graphic design, audio/video/film production or photography), who is officially enrolled in an accredited college or university in the greater Triangle area; or an advertising student whose permanent residence is in the greater Triangle area and who is officially enrolled in an accredited college or university in the USA, is eligible for this scholarship.

ELIGIBILITY CRITERIA

Applicants must be undergraduates enrolled in a two-year or four-year college or university.

Applicants must be enrolled in an accredited college or university in the Triangle area (Wake, Durham, Orange, Chatham, Harnett, Lee, or Johnston County),

OR

Applicants must have a permanent residence and must have attended high school in the greater Triangle area (Wake, Durham, Orange, Chatham, Harnett, Lee, or Johnston County).

Applicants must be second semester freshmen through second semester juniors at the time of their application.

All eligible students are encouraged to apply.

THE APPLICATION PROCESS

A committee of judges will review all qualified applications. The winner will be determined based on the following criteria:

- 1) Interest in a career in advertising/communications
- 2) Involvement in advertising- or communications-related activities
- 3) Potential for success
- 4) Talent

The judges' decisions are final.

TO APPLY

Complete an official application form, available at aaf-rdu.org. Submit a portfolio, showing your creative abilities or at least three examples of your work that represent your skills in the field of advertising. Include a 250-word (or less) single-sided double-spaced essay explaining why you are pursuing a career in advertising/communications, and why you deserve this scholarship.

Applications must be completed and mailed to:

AAF Raleigh-Durham Scholarship Applications
ATTN: Frank Manson
4700 Quail Hollow Drive
Raleigh, NC 27609

Entries can also be emailed to: scholarship@aaf-rdu.org

All entries submitted become the property of AAF Raleigh-Durham and will not be returned. **Please send a duplicate set of your work and retain the originals.** Please label all pieces. AAF Raleigh-Durham will not be held responsible for lost or damaged material.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the Student Scholarship program.

APPLICATION DEADLINE

Friday, April 2, 2010

SCHOLARSHIP AWARD DATE

The scholarship will be awarded at the AAF Raleigh-Durham Silver Medal Ceremony, Thursday, May 20, 2010. The winner will be invited to attend, along with his/her advisor.

QUESTIONS?

Contact Frank Manson at fmanson@nc.rr.com or 919-414-4717.