



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

**Enter now to win the
\$1,500 Robert F.
Lauterborn Scholarship**

for the 2010-2011 school year. The scholarship will be awarded at the Silver Medal Ceremony on Thursday, May 20, 2010. The winner will be invited to attend the ceremony along with his/her advisor.

ELIGIBILITY CRITERIA:

- Applicants must be undergraduates who are 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 a second semester freshman through a second semester junior at the time of their application.
- All eligible students are encouraged to apply.

APPLICATION INCLUDES:

- 1) A completed application form (see pages 2-3), and any additional pages needed to complete the application. Incomplete or illegible application forms may disqualify applicants.
- 2) A portfolio showing your creative abilities or at least three examples of your work that represent your skills in the field of advertising.
- 3) 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

DEADLINE FOR ENTRIES: April 2, 2010

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.

**THE ROBERT F. LAUTERBORN SCHOLARSHIP FUND
2010 ADVERTISING SCHOLARSHIP APPLICATION FORM**

Full Name: _____

Preferred Name/Nickname: _____

Permanent Address: _____

City: _____ State: _____ ZIP: _____

Current Address: _____

City: _____ State: _____ ZIP: _____

Phone Number where you can be reached: _____

E-mail Address: _____

School: _____

Major: _____

Career Objective: _____

Anticipated Graduation Date: _____ GPA _____

Did you attend high school in the greater Triangle area (Wake, Durham, Orange, Chatham, Harnett, Lee, or Johnston county)? If yes, name of school:

Extracurricular Activities: Please list your top extracurricular activities, especially those related to the field of advertising. These can include civic, professional, social, and summer activities.

Awards and Scholarships Received: Include names, selection criteria, and dates. (Note: Having received other awards/scholarships will not negatively affect your eligibility for the AAF Raleigh-Durham scholarships.)

Involvement with AAF Raleigh-Durham, your school's Ad Club, or other professional or student advertising clubs: Note: Substantive involvement can positively influence your chances of winning a scholarship.

Please include any other credentials that you believe the judges would consider relevant when reviewing your application.

Faculty Sponsor:

As the student's advisor or as a professor in a field related to advertising/communications, I have read this application and believe it to be accurate.

Faculty Signature: _____

Name: _____

Title: _____

Department: _____

Relationship to Student: _____

Phone: _____

E-mail: _____

I attest that the information I am providing is true, that all samples sent reflect my original work, and that I intend to pursue a career in advertising/communications..

Student Signature: _____

Date: _____

CHECKLIST:

Make sure your application is complete. Be sure to include the following:

- 1) This completed application form, and any additional pages needed to complete the application. Incomplete or illegible application forms may disqualify applicants.
- 2) Your portfolio showing your creative abilities or at least three examples of your work that represent your skills in the field of advertising.
- 3) 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 (mandatory for advertising/communications scholarship candidates)

Please include your essay, portfolio or work examples (CD or links to web portfolios are acceptable), and any other supporting materials in one envelope together with this completed application. **Send hard copies of application and support materials (no faxes or e-mails accepted) by April 2, 2010** 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

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