

# Advertising Federation of Louisville

## The Louisville Advertising Education Foundation Scholarship Application

**Please indicate which scholarship you are applying for:**

\_\_\_\_\_ \$2,500 Bud Ballard Scholarship (*One winner will be awarded.*)

\_\_\_\_\_ \$2,500 Minority Scholarship (*Must be a U.S. Citizen of African, Hispanic, Native-American, Asian or Pacific-Island descent. One winner will be awarded.*)

**Initial requirements for each scholarship:**

- Available to students eligible to enter their Junior or Senior level enrollment in a full time, four-year, degree program OR available to students in their last year of an associate's degree or technical certificate program
- Current GPA of 3.0 or higher (most recent transcript required)
- A resident of the state of Kentucky or Clark, Floyd, or Harrison counties of Indiana
- Pursuing a college major, degree, or certificate, relating to advertising or marketing communications, including communications, mass communications, journalism, advertising, public relations, marketing, business communications, graphic arts, computer design, multi-media, and English.

Name: \_\_\_\_\_ Social Security #: \_\_\_\_\_

Home Address: \_\_\_\_\_

School Address: \_\_\_\_\_

Preferred telephone number: (        ) \_\_\_\_\_

University/College/School you are currently attending: \_\_\_\_\_

Current overall GPA: \_\_\_\_\_ College major: \_\_\_\_\_

Planned date of graduation: \_\_\_\_\_

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**Please complete this application and send with the following materials  
Postmarked no later than Friday, April 8, 2011.**

- A completed application form
- A resume showing interest, activities, and pertinent experience
- A letter of nomination/recommendation from a faculty member
- A certified copy of the student's academic transcript (current overall GPA of 3.0 or higher)
- **Bud Ballard Scholarship Applicants:**  
A typed essay (500-word maximum) that indicates why you are interested in a career in advertising; your career goals and aspirations; how you believe you can contribute to the industry; and how the scholarship will help you achieve your goals.
- **Minority Scholarship Applicants:**  
A typed essay (500-word maximum) that should tell us something about yourself. It should also reveal your understanding of and need for a more diverse and inclusive workforce for the benefit of the community and the Louisville advertising and communications industry.

**Send materials to:** Advertising Federation of Louisville  
200 Distillery Commons, Ste. 100  
Louisville, Kentucky 40206

**All materials must be postmarked by Friday, April 8, 2011**

