



SCHOLARSHIP INFORMATION

**Orlando Advertising Federation/Ad 2 Orlando
c/o Scholarship Administrator
P.O. Box 1614
Orlando, FL 32803**

Dear Applicant,

Thank you for requesting scholarship information from the Orlando Advertising Federation and Ad 2 Orlando. We are pleased to offer two scholarship opportunities for all college and high school students.

Please note for the distribution of the scholarship will be provided in two equal payments, \$1000.00 each. The first \$1000.00 payment will be provided to each of the recipient(s) at the May 2006 OAF/Ad 2 luncheon based on criteria of the following application.

To receive the second payment the recipient needs to: (a) maintain an overall "C" average during the Fall 2006 semester (b) participate in two (2) OAF and/or AD2 events or local advertising federation events in your residence area (if you are not living in the Orlando area) during the first half of the school year and (c) participate in the mentor program. Please see Appendix A for more information.

The attached application can be used for the following scholarship opportunities:

Orlando Advertising Federation/Ad 2 Orlando Scholarship
(\$2,000.00 General Advertising/Communications, Deadline April 30, 2006)
Example: Account Service; Media; Public Relations; Marketing Communications

Orlando Advertising Federation/Ad 2 Orlando Creative Scholarship
(\$2,000.00 General Creative Advertising/Communications, Deadline April 30, 2006)
Example: Copywriter, Art Director, Broadcast film or radio, Illustration, Web Design

Should you have any questions or require further information, please contact me at 407.541.0787 or fritz@oaf.com.

Sincerely,

Fritz Wojdyla
Orlando Advertising Federation
Scholarship Chair

Enclosures



Orlando Advertising Federation/Ad 2 Orlando Scholarship Application

Scholarship award will be applied towards tuition and book expenses.

This application may be use to apply for the following scholarships. Please select scholarships you would like to be considered for:

(Application may be reproduced)

___ Orlando Advertising Federation/Ad 2 Orlando Scholarship (\$2000.00 General Advertising/Communications, April 30, 2006)

___ Orlando Advertising Federation/Ad 2 Orlando Creative Scholarship (\$2000.00 General Creative Advertising/Communications, Deadline April 30, 2006)

The questions that follow are designed to collect information about your background, interests and plans. Your answers to these questions as well as required attachments for this scholarship program will be divulged only to those qualified persons who must see time in the course of their duties.

Note: The selection of scholarship recipients will be influenced by the completeness of replies, neatness, legibility, proper grammar, punctuation and spelling. Please type or print, using black ink and PROOFREAD your entry carefully.

Date: _____

Full Name (please print) _____ (Last) (First) (Middle)

Home Address: _____ (Number and Street)

_____ (City) (State) (Zip) (Home Tel. No.)

Social Security Number: _____ Birth Date: _____

- Required attachments:
1. High School Senior entering college or Freshman to Senior College Student.
2. Official copy of your most recent high school or college transcript. Applications submitted with unofficial transcripts will be disqualified.
3. Copy of your PSAT and/or SAT or ACT scores. Two or more references from the following: Teacher, Counselor, Business Leader (must have worked w/ professionally in a work-related or volunteer-related effort), Employer (current or previous)
4. Optional: Samples of creative works, such as illustrations/drawing, writing samples, advertising/marketing projects.

A. Education

List in chronological order all schools attended in the last four years, including any for summer or special courses.

Name of school	Location (city and state)	Dates of Attendance	Year graduated

High school/college Grade Point Average (attach official transcript)

To what high school or colleges have you attended? _____

Do you plan to attend graduate or professional school after college? _____

What are your future plans regarding a career in business or fine arts? _____

What has influenced you to want to study or go into this field of business? _____

B. Your Activities and Work Experience

List activities you have participated in at your school (such as publications, debate, theater/drama, music, art, student government and clubs):

Activity	Grades Participated	Offices Held	Scholarships, Special Awards or Honors

List sport(s) participated in:

Sport	Grade Participated	Number of Varsity letters	Event or Position	Scholarship, Special Awards or Honors

List volunteer community activities in which you have participated (such as working in a hospital or for a church, answering a drug hot line, etc.):

Kind of volunteer work	Name of agency or organization	Grades participated	Approximate Number of hours per week	Scholarship or special awards

List jobs (including summer employment) you have worked in the past three or four years.

Job and kind of work	Employer	Check One:		Approximate dates of employment	Approximate number of hours per week
		Summer	School year		

C. Which of your activities and work experience outside the classroom has given you the greatest satisfaction? Why?

D. Your Orlando Advertising Federation/Ad 2 Orlando Activities

In which Orlando Advertising Federation/Ad 2 Orlando programs have you participated? (Luncheons, Volunteer Events)

Orlando Advertising/Broadcast conferences attended and contests won (include dates, local, sectional or national):

E. Career Choice

Why did you choose to enter the Advertising/Communications field?

What career path in the Advertising/Communications field did you choose? Why?

**F. Which of your educational/work experiences has given you the greatest satisfaction? Why?
Please limit your answer to the space provided.**



Orlando Advertising Federation/Ad 2 Orlando Scholarship Application

APPENDIX A

Description of the required elements needed to receive the final payment of \$1000.00 for the scholarship recipient.

Evaluation period for the recipient is from June 2006 to December 2006. By January 5, 2007, proof of the requirements below will need to be submitted to the scholarship committee. Report templates for steps (b) and (c) will be provided to the scholarship recipient(s).

Submit papers to:
Orlando Advertising Federation/Ad 2 Orlando
Scholarship Administrator
P.O. Box 1614
Orlando, FL 32801

- a. Maintain a "C" average. The overall students G.P.A. for the first semester of school will be a minimum 2.00.

Proof: Must provide an original transcript to the scholarship committee.

- b. Attend 2 AAF (OAF, Ad 2 or other AAF organizations in other cities) events or local advertising federation events in your residence area (if you are not living in the Orlando area). This includes luncheons, guest speakers or any event.

Proof: Student must provide notice and report to his/her mentor (please read mentor program) that he/she attended the entire event.

- c. Mentor Program:

The scholarship recipient will be assigned a current, active member of either OAF or Ad 2. The recipient can choose a mentor or OAF will assign one based on the career path the recipient has chosen.

The assigned or chosen mentor will be available to the recipient during the entire scholarship school year. The mentor is there to help the recipient with any questions related to his/her own career path. The mentors are proven professionals in their own field, so recipient will have a huge opportunity for insight into their mentor's professional career. The recipient may choose to use this point in time as little or as much as they prefer.

The mentor will also provide proof that the recipient did indeed attend 2 OAF and/or Ad 2 events.

Proof: The assigned mentor will let the scholarship board know the level of participation from the recipient.

Forms for the elements above will be distributed to the recipients of the \$2000 scholarship in June 2006.