



## THE ROBERT E. LUCKIE, JR. MEMORIAL SCHOLARSHIP

The American Advertising Federation Birmingham provides an annual \$2,500 to college students who are passionate about pursuing a creative writing career. Priority for consideration is given to students with majors/minors in English, advertising or journalism, with consideration being given to financial need.

### SELECTION COMMITTEE

The committee will consist of representatives from AAF Birmingham and Luckie & Company.

### CRITERIA FOR SELECTION

- Candidates should be graduates of high schools in the State of Alabama, and attending a four-year accredited university in the State of Alabama.
- Applicants should demonstrate exceptional promise as advertising professionals, with a strong interest in pursuing careers in creative writing, copywriting and/or advertising.
- Consideration is given to students with majors/minors in English, journalism or advertising.

### APPLICATION PROCEDURE

- Complete the scholarship application.
- Provide two letters of recommendation from faculty members.
- Communicate your passion and interest in a career in advertising by submitting one of the following with your application:
  - An essay
  - A video

Include a portfolio if you feel it supports your pursuit of this scholarship.

Please be sure to address all the question topics below when preparing your Essay/Presentation.

**Note: This presentation will be a significant factor in evaluating you as our scholarship recipient, so consideration should be given to answer the questions fully and as creatively as possible.**

In your presentation, explain the following:

1. Why do you feel writing in advertising is the career for you?
2. Please explain how a scholarship will help you to fund your advertising-related educational pursuits. Please include any information impacting your financial situation that you would like the committee to consider.
3. Please mention any related internship experience that you've had.
4. Please list any other scholarship(s) and/or award(s) that you have received and the date(s) they were awarded.
5. If applicable, tell us what on-campus and off-campus organizations you belong to and, importantly, about your involvement and what you personally achieved with your membership.
6. Please include any other information that is relevant to your application for the scholarship.

### Scholarship Application Deadline: March 15, 2010

Submit your applications to [student@aafbirmingham.com](mailto:student@aafbirmingham.com) or

ATTN Satina Richardson

Big Communications

1031 Richard Arrington, Jr. Blvd S

Birmingham, Alabama 35205



## APPLICATION

### The Robert E. Luckie, Jr. Memorial Scholarship Deadline: March 15, 2010

Name: \_\_\_\_\_

Expected Graduation Date: \_\_\_\_\_

College/University: \_\_\_\_\_

GPA: \_\_\_\_\_ Major: \_\_\_\_\_ Minor: \_\_\_\_\_

Degree: \_\_\_\_\_ Email: \_\_\_\_\_

Current Year (circle one): Junior Senior Graduate Student

Address During School Term: \_\_\_\_\_

\_\_\_\_\_ Telephone: \_\_\_\_\_

Address After School Term: \_\_\_\_\_

\_\_\_\_\_ Telephone: \_\_\_\_\_

I Wish To Be Contacted At (circle one): Home School

### COURSES TAKEN IN

Advertising: \_\_\_\_\_

Marketing: \_\_\_\_\_

Journalism: \_\_\_\_\_

Other Related Subjects (i.e., design, art, copywriting): \_\_\_\_\_

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