

2019



# BILL LESLIE SCHOLARSHIP

A P P L I C A T I O N



AMERICAN ADVERTISING FEDERATION  
GREENVILLE

**The AAF Greenville scholarship is named in honor of Bill Leslie, founder of Leslie Advertising and a leader in Greenville's advertising industry for nearly 40 years.**

### **Mission**

The Bill Leslie Scholarship exists to support students studying advertising or advertising-related fields at colleges and universities in the Greenville, SC market by providing a one-time financial scholarship.

### **Values**

These qualities are valued by the board of the AAF Greenville Bill Leslie Scholarship:

- excellence in advertising-related courses;
- a thorough, professional portfolio that demonstrates superior advertising work;
- giftedness that exhibits disciplined study and academic development;
- a pursuit of advertising that reflects a passion for the industry;
- a high quality of academic, co-curricular, and extra-curricular work in the advertising industry.

### **Information**

- 1** Eligible students must be enrolled in a degree-seeking baccalaureate program at a college or university within the Greenville advertising market.
- 2** Advertising scholarships are “no-need” awards; financial need is not the factor in determining the recipients.
- 3** Scholarship nominees will have two weeks after notification in which to accept the award.
- 4** The Bill Leslie Scholarship requires the following:
  - Full-time enrollment status at a college or university in the Greenville market
  - Seeking a degree in a field related to advertising (i.e., advertising, marketing, graphic design, interactive media, communication studies, etc.)
  - A minimum 2.75 grade point average overall must be maintained with a minimum 3.15 grade point average in area of study
- 5** Recipients are selected based on their portfolio, personal essay, experience, and recommendation as detailed in Application Procedures.
- 6** The scholarship is in the amount of \$1,000.00

### **Application Procedure**

Please do not hesitate to contact AAF Greenville if you have any questions about the application process.

- A** Application materials may be emailed to [info.aafgreenville@gmail.com](mailto:info.aafgreenville@gmail.com), or mailed to  
Bill Leslie Scholarship  
AAF Greenville  
PO Box 464 Greenville SC 29602
- B** A portfolio of applicable projects must be submitted in a single PDF along with the application form. Possible portfolio contents might be advertisements, marketing plans, brand campaigns, website designs, completed for classes, clients, or internships. Submit your best examples.
- C** Recommendations: two (2) recommenders must complete and return the Recommendation Form to AAF Greenville. Recommendations may be sent digitally or by mail.
- D** Complete the Scholarship Application Form. You must include a short personal essay (500 to 1000 words) in which you express your interest and goals in pursuing advertising as a career.
- E** Include a list of courses studied and additional experience in advertising.
- F** To be considered for the Bill Leslie Scholarship, the following materials must be submitted to the Selection Committee:
  1. Portfolio
  2. Scholarship Application
  3. Short Personal Essay
  4. Experience list
  5. Recommendation Forms

The portfolio should be a single, all-inclusive PDF. The application may be submitted in hard copy or as a PDF. The personal essay and experience list may be included with the portfolio PDF or submitted in hard copy along with the hard copy application. Recommendations may be submitted digitally or hard copy.

**G** Application date is February 13, 2019

**H** The recipient of the Bill Leslie Scholarship will be awarded at the AAward Gala, February 23rd 2019; plan to be available that evening.

### **DEADLINE:**

APPLICATION MATERIALS MUST BE TIMESTAMPED OR POSTMARKED BY FEBRUARY 13, 2019

# Scholarship Application Form

**I: PERSONAL INFORMATION** To be completed by Applicant. Please accurately furnish all requested information.

NAME \_\_\_\_\_ DATE OF BIRTH \_\_\_\_\_  
FIRST MIDDLE LAST

HOME ADDRESS \_\_\_\_\_ STREET \_\_\_\_\_ CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HOME PHONE \_\_\_\_\_ CELL \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

## II: ACADEMIC INFORMATION

COLLEGE OR UNIVERSITY \_\_\_\_\_ ADDRESS \_\_\_\_\_

MAJOR \_\_\_\_\_ MINOR \_\_\_\_\_ EXPECTED GRADUATION DATE: \_\_\_\_\_ GPA: \_\_\_\_\_

ACADEMIC HONORS YOU HAVE RECEIVED: \_\_\_\_\_

\_\_\_\_\_

OTHER SCHOOL ORGANIZATIONS & ACTIVITIES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## III: ADVERTISING BACKGROUND: BRIEFLY LIST YOUR MOST RECENT EXPERIENCES IN ADVERTISING

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ACTIVITIES: LIST THE ADVERTISING ACTIVITY AND ROLE YOU PLAYED. LIST THE MOST RECENT FIRST.

YEAR	ORGANIZATION NAME	SUPERVISOR	EMAIL
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

HONORS ORGANIZATIONS: LIST ANY HONORS ORGANIZATIONS THAT YOU HAVE BEEN A MEMBER OF.

GRADE	ORGANIZATION NAME
_____	_____
_____	_____
_____	_____

I HEREBY MAKE APPLICATION FOR THE BILL LESLIE SCHOLARSHIP.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

# Recommendation Form

## PART I: TO BE COMPLETED BY APPLICANT.

Please furnish all requested information and provide recommender with a stamped/addressed.

APPLICANT NAME: (please print)

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Middle Initial

\_\_\_\_\_  
Last Name

Under provisions of the FERPA Law of 1974, this applicant will have access to this information unless he/she has waived the right for such access. (WAIVING your right is recommended for greater accuracy of recommendation comments.)

I waive my right to access this recommendation.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

I do not waive my right to access this information.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## PART II: TO BE COMPLETED BY RECOMMENDER.

- This applicant is being compared to the following:
  - Entry-level advertising professionals I have worked with.
  - Undergraduate students I have taught.

2. Please rate this student in the following areas:

3. Please provide insight into the applicant's strengths and weaknesses with your comments below

	Superior	Above Average	Average	Below Average	Inferior
Scholarship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Potential for Professional Growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perseverance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work Ethic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receptiveness to Instruction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Displays Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Position/Title:

\_\_\_\_\_  
Name of Institution (if applicable):

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

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip