



AMERICAN ADVERTISING FEDERATION  
**GREENVILLE**

**BILL LESLIE SCHOLARSHIP**  
**A P P L I C A T I O N**

**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.

Bill Leslie scholarship awards are merit awards. Financial need is not a factor in determining the recipients.

### **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, etc.)
  - A minimum 2.5 grade point average overall must be maintained with a minimum 3.0 grade point average in area of study
- 5** Recipients are selected based on the portfolio and interview process detailed in Application Procedures.

### **Application Procedure**

Please do not hesitate to contact us if you have any questions about the application process:

Joanna Daniels (joanna.daniels@jacksonmg.com)

- A** Applications may be emailed to Application materials may be emailed to info.aafgreenville@gmail.com, or mailed to  
Bill Leslie Scholarship  
AAF Greenville  
PO Box 464 Greenville SC 29602
- B** Portfolio information.. format, contents, etc.
- C** Have your selected recommenders complete and return the Recommendation Form to the AAF Greenville.
- D** Complete the Scholarship Application Form. Be sure to include the short personal essay in which you tell about your interest 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 Form
- G** Winner will be announced at the Student Advertising Creative Fuel, at 6 pm, Jackson Marketing

### **DEADLINES:**

APPLICATION MATERIALS MUST BE POSTMARKED BY APRIL 1, 2020

# 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"/>

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Signature

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

\_\_\_\_\_  
Phone

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

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

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

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip