



The Triangle AdFed created this scholarship fund in 2004 in honor of Robert F. Lauterborn, James L. Knight Professor of Advertising at UNC-Chapel Hill, for his outstanding contributions to advertising education. The Triangle AdFed will award **one \$1,500 scholarship** to an outstanding local advertising student.

The winner will be notified in February and recognized along with his/her advisor at the Triangle Advertising Federation American Advertising Awards gala on February 21, 2019. Anyone who has declared an advertising or communications-related major (such as strategic communications, marketing, communications, public relations, graphic design, audio/video/film production or photography, etc.), and is officially enrolled in an accredited college or university in the greater Triangle area; or a qualified student whose permanent residence is in the greater Triangle area and is officially enrolled in an accredited college or university in the USA, is eligible for this scholarship.

The Robert F. Lauterborn Scholarship Fund **2019 Advertising Scholarship**

Enter now to win the \$1,500 Robert F. Lauterborn Scholarship by January 25, 2019, at 11:59 PM, for funds to be applied towards tuition for the 2019-2020 school year.

ELIGIBILITY CRITERIA:

- Applicants must be current undergraduates who are enrolled in an accredited, two-year or four-year college or university.
 - Applicants must be enrolled in an accredited college or university in Wake, Durham, Orange, Chatham, Harnett, Lee, Johnston, Alamance, Guilford or Pitt Counties
- OR**
- Applicants must have a permanent residence and must have attended high school in Wake, Durham, Orange, Chatham, Harnett, Lee, Johnston, Alamance, Guilford or Pitt Counties
 - Applicants must be a current university or college student anticipating graduation in the winter 2019 or later (i.e. student in school now planning to still be in attendance through at least winter of next year).
 - All eligible students are encouraged to apply.

THE APPLICATION PROCESS:

A committee of judges will review all qualified applications. The winner will be determined based on the following criteria:

- Interest in a career in advertising/communications
- Involvement/experience/accomplishments in advertising or communications-related activities

- Involvement/experience/accomplishments in school, service, and/or community
- Potential for professional success
- Talent
- Character and citizenship

The judges' decisions are final.

APPLICATION INCLUDES:

- A completed application form (see pages 3-4), and any additional pages needed to complete the application. Incomplete or illegible application forms may disqualify applicants.
- A portfolio showing your creative/strategic thinking/writing abilities of at least 3 examples but not more than 10 examples of your work that represent your skills in the field of advertising. Portfolios may include strategy documents, creative samples, media plans, social media content, and any other relevant/similar output in the advertising/strategic communications/marketing communications profession.
- A 250-word (or less) single-sided, double-spaced essay explaining why you are pursuing a career in advertising/communications, and why you deserve this scholarship.
- A faculty sponsor to sign the application
- **A single .pdf email (with URL links) is the preferred delivery method** over physical copies. Physical copies are also accepted.

Applications may be emailed as (ideally a single) .pdf to hvincent@Elon.edu
subject: Adv. Scholarship Application

Applications can be completed and mailed to (and received by January 25, 2019:
Hal Vincent
Elon University School of Communications
2850 Campus Box
Elon, NC 27244

DEADLINE FOR ENTRIES: Received by January 25, 2019, 11:59 PM. (no late submissions will be considered)

All entries submitted become the property of Triangle AdFed and will not be returned. Please label all pieces. Triangle AdFed will not be held responsible for lost or damaged material.

Submission of entries acknowledges the right of the AAF to use them for publication, exhibition and marketing of the Student Scholarship program.

SCHOLARSHIP AWARD DATE:

The scholarship will be awarded and the winning student notified in February 2019. **The winner will be invited to attend the Triangle Advertising Federation American Advertising Awards gala on February 21, 2019. and encouraged to bring their faculty sponsor and/or family/friends that have supported them.**

QUESTIONS?

Contact Hal Vincent, Triangle AdFed Education chair at hvincent@elon.edu or 336-278-5348.

**THE ROBERT F. LAUTERBORN SCHOLARSHIP FUND
2019-2020 ADVERTISING SCHOLARSHIP APPLICATION FORM**

Full Name: _____

Preferred Name/Nickname: _____

Permanent Address: _____

City: _____ State: _____ ZIP: _____

Current Address: _____

City: _____ State: _____ ZIP: _____

Phone Number where you can be reached: _____

E-mail Address: _____

Current School: _____

Major: _____

Career Objective: _____

Anticipated Graduation Date: _____ GPA _____

Did you attend high school in Wake, Durham, Orange, Chatham, Harnett, Lee, Johnston, Alamance, Guilford or Pitt County)? If yes, name of school, if no skip:

Extracurricular Activities: Please list your top extracurricular activities, especially those related to the field of advertising. These can include civic, professional, social, and summer activities.

Awards/Honors/Distinctions and Scholarships Received: Include names, selection criteria, and dates. (Note: Having received other awards/scholarships will not negatively affect your eligibility for the AAF Raleigh-Durham scholarships.)

Involvement with the Triangle AdFed, Ad2, your school's Ad Club, or other professional or student advertising clubs: Note: Substantive involvement can positively influence your chances of winning a scholarship.

Please include any other credentials that you believe the judges would consider relevant when reviewing your application.

Faculty Sponsor:

As the student's advisor or as a professor in a field related to advertising/communications, I have read this application and believe it to be accurate.

Name Printed: _____

Faculty Signature: _____

Title: _____

Department: _____

Relationship to Student: _____

Phone: _____

E-mail: _____

I attest that the information I am providing is true, that all samples sent reflect my original work, and that I intend to pursue a career in advertising/communications.

Student Signature: _____

Date: _____

CHECKLIST:

Make sure your application is complete. Be sure to include the following:

- 1) This completed application form, and any additional pages needed to complete the application. Incomplete or illegible application forms may disqualify applicants.
- 2) A portfolio showing your creative/strategic/writing abilities of at least 3 examples but not more than 10 examples of your work that represent your skills in the field of advertising.
- 3) A 250-word (or less) single-sided, double-spaced essay explaining why you are pursuing a career in advertising/communications, and why you deserve this scholarship (mandatory for advertising/communications scholarship candidates)

A single .pdf email (with URL links) is the preferred delivery method. Please include your essay, portfolio or work examples (CD/USB drive or .pdf or links to web portfolios are acceptable), and any other supporting materials in one envelope together with this completed application. **Send hard copies of application and support materials OR single .pdf email to arrive by January 25, 2019 to:**

Hal Vincent
Elon University School of Communications
2850 Campus Box
Elon, NC 27244
hvincent@elon.edu

QUESTIONS?

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