



2008 Scholarship Competition

\$3,000 in Scholarship Awards Available!

Scholarships will be awarded in varying amounts to five students who show a high potential, demonstrate a commitment to the field, and have a strong academic record.

Scholarship funds will be applied to the students' tuition for the 2008-2009 academic year. Checks will be made out to the school in advance of the fall 2008 semester.

Eligibility

The Erie Ad Club Scholarship Competition is open to any individual enrolled in a college, university, or technical school who is majoring in advertising, marketing, communications, or a related field, and seeks to pursue a career in that area. Applicants must have at least one full year of classes left to take.

Applying

Mail this completed application to:
Erie Ad Club, Portfolio Review
P.O. Box 1402
Erie, PA 16512

Applications must be postmarked by March 22, 2008.

Applicants will receive an email confirming the club has received the application and indicating an assigned in-person review time. Interviews will be held Saturday, April 12; applicants are required to attend the interview and produce a portfolio of completed projects.

A group of industry professionals will review the applications and portfolios, interview the applicants, and assist the Erie Ad Club Board of Directors in selecting the award recipients.

Questions?

Contact Jen Duda
jduda@mercyhurst.edu
(814) 450-1889

Portfolios

Applicant portfolios should consist of 5 to 8 works to be judged, which may vary depending on major and subject. Works within a portfolio should be summarized, edited, condensed, etc. in order to be effectively reviewed within a 15-minute interview and discussion process.

Examples of typical projects include:

Writing

Public relations writing
Journalism

Publications

Layout
Design
Photojournalism
Publication production

Broadcast/Audio/Visual

All material should be available in CD or DVD format; hard copy where applicable.

Photography
TV news/studio production
Film/documentary
Radio
Broadcasting
Broadcast media production
Design
Animation
Illustration

Internet/Interactive Media

Submissions should contain screen shots/hard copies; Internet connection will be available.

Website
Presentations
Pop-up banner
Email
E-cards

Marketing/Advertising

Campaign development
Marketing plans
Media plans

