

**GUIDELINES FOR THE  
PITTSBURGH ADVERTISING FEDERATION SCHOLARSHIP  
OF THE PITTSBURGH FOUNDATION**

**Published September, 2010**

The Pittsburgh Advertising Federation Scholarship Fund was created at The Pittsburgh Foundation to build stronger ties between the Pittsburgh advertising community and college, technical school and university level students entering the advertising field. The motivation for the scholarship is to inspire and reward outstanding candidates who have demonstrated potential success in the field and to bring cultural diversity to the Pittsburgh advertising industry.

The Pittsburgh Advertising Federation Scholarship Fund will provide scholarships generally in the amount of \$1,500.00 to **undergraduate students (junior and senior level)** who demonstrate an interest in pursuing a career in advertising. Smaller or larger awards may be given. The scholarship may be used for undergraduate studies for no more than two years for any one student. Current recipients must reapply if they wish to renew their scholarship. Scholarship renewals are subject to approval of the Pittsburgh Advertising Federation's Board of Directors. In order to apply for assistance through the Pittsburgh Advertising Federation Scholarship Fund, a student must:

- Reside in Southwestern Pennsylvania and attend one of the schools on the attached list.
- Maintain a 3.0 GPA.
- Demonstrate an academic interest or creative talent in fields of studies pursuant to a career in advertising (studies might include, but are not limited to, advertising, art, business, communications, graphic design, marketing, public relations and writing.)
- Submit an original letter of academic recommendation, to be sent under separate cover, from a faculty member familiar with the students' abilities.
- Provide a current resume as it would be presented to an employer.
- Compose a brief essay, written as a letter, explaining what qualities the student possesses that would qualify them for the scholarship.
- Provide a transcript of the student's personal academic records and grades, including the last semester.

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Please sign **EACH PAGE** of the application package in the upper right-hand corner to protect the integrity of your application, in the event its pages for any reason come apart. **Return the completed application by April 15, 2011 to:**

**Pittsburgh Advertising Federation Scholarship**

**Attention:** Deborah L. Turner  
Scholarship Coordinator  
The Pittsburgh Foundation  
Five PPG Place, Suite 250  
Pittsburgh PA 15222-5414

Additional applications can be requested at [turnerd@pghfdn.org](mailto:turnerd@pghfdn.org) or downloaded from the Foundation's website at [www.pittsburghfoundation.org](http://www.pittsburghfoundation.org).

Final selection of the scholarship recipient(s) is subject to the approval of The Pittsburgh Foundation Board of Directors. Students will be notified in June, following the Foundation's board meeting. Checks will be made payable to the participating college, technical school or university for the student. Recipients may not be affiliated with or related to anyone on the Pittsburgh Advertising Federation Board of Directors.

If you are attending a school in Southwestern Pennsylvania that is not included on the attached list and are pursuing advertising-related studies (per bullet three of the guidelines), please contact The Pittsburgh Foundation and an application will be sent to you.

# Application

## The Pittsburgh Advertising Federation Scholarship Fund of The Pittsburgh Foundation

(Please **type** application and answer all questions. Use "n/a" if answer is not applicable)

Applicant's Name \_\_\_\_\_ ID# \_\_\_\_\_

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ Date of Birth \_\_\_\_\_  
(Home Mailing Address)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Where did you hear about this scholarship? \_\_\_\_\_

### **Academic Status**

Name of College/University \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Major \_\_\_\_\_

Status as of September 2011:  Junior  Senior

Expected date of graduation: \_\_\_\_\_  
(month/year)

### **Interest/Community Activities**

(Please attach separate sheet)

1. Cite examples of some of your leadership positions or personal achievements.
2. List any memberships or offices you hold in academic or social organizations.
3. Please attach a description of your best creative or academic work(s) and, if appropriate, photographs.
4. List any awards or special recognitions.

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Include with your application:

1. A transcript of your personal academic records, including your latest available semester.
2. A letter of recommendation from a faculty member or an academic dean attesting to your overall academic proficiency and interest in your chosen field of study. Letters of recommendation must be sent under separate cover to Pittsburgh Advertising Federation Scholarship Fund, Deborah L. Turner, Scholarship Coordinator, The Pittsburgh Foundation, Five PPG Place, Suite 250, Pittsburgh PA 15222-5414.
3. A brief essay, written as a letter, explaining what qualities you possess that make you qualified to receive a scholarship.
4. Your current resume as you would present it to an employer.

*All information received will be kept confidential by The Pittsburgh Foundation.*

## SCHOOL LISTING / LOCATION

Allegheny College (Meadville)  
Art Institute of Pittsburgh (Pittsburgh)  
Butler County Community College (Butler)  
California University of Pennsylvania (California)  
Cambria County Area Community College (Johnstown)  
Cambria-Rowe Business College (Johnstown)  
Cambria-Rowe Business College (Indiana)  
Carlow College (Pittsburgh)  
Carnegie Mellon University (Pittsburgh)  
Chatham College (Pittsburgh)  
Community College of Allegheny County (Pittsburgh)  
CCAC – Boyce Campus (Monroeville)  
CCAC – North Campus (Pittsburgh)  
CCAC – South Campus (West Mifflin)  
Community College of Beaver County (Monaca)  
Duquesne University (Pittsburgh)  
Geneva College (Beaver Falls)  
Indiana University of Pennsylvania (Indiana)  
LaRoche College (Pittsburgh)  
Mount Aloysius College (Cresson)  
Penn State – Altoona Campus (Altoona)  
Penn State – Beaver (Monaca)  
Penn State – Fayette (Uniontown)  
Penn State – Main Campus (University Park)  
Penn State – McKeesport (McKeesport)  
Penn State – New Kensington (New Kensington)  
Point Park College (Pittsburgh)  
Robert Morris University (Pittsburgh/Moon Township)  
Saint Francis College (Loretto)  
Saint Vincent College and Seminary (Latrobe)  
Seton Hill College (Greensburg)  
Slippery Rock University (Slippery Rock)  
University of Pittsburgh – Greensburg  
University of Pittsburgh – Johnstown  
University of Pittsburgh – Main Campus (Pittsburgh)  
Washington and Jefferson College (Washington)  
Waynesburg College (Waynesburg)  
Westminster College (New Wilmington)  
Westmoreland County Community College (Youngwood)