



**OC AD FEDERATION**  
in association with AAF

## **Academic Achievement Award Criteria**

### **Objective**

The OCAF Academic Achievement Award recognizes, promotes and encourages academically talented students of advertising related disciplines, helping them to complete their undergraduate education.

Reflective of the competitive world of business, the OCAF Academic Achievement Award will be granted on a competitive basis rather than by recommendation.

### **Eligibility**

Applicants must be attending an Orange County university or college at the time the application is submitted.

Students must be majoring in or studying:

- |                             |   |
|-----------------------------|---|
| i. Advertising              | v. Marketing                                |
| ii. Commercial/Graphic Arts | vi. Photography                             |
| iii. Communications         | vii. Public Relations                       |
| iv. Printing                | viii. Radio/Television/Film/Web/Interactive |

Undergraduate applicants must have an overall GPA of 3.0 and a minimum of 3.5 in their field of study.

Applicants must obtain a letter of recommendation from at least one, but not more than three, faculty members in their field of study.

Applicants must include an essay describing how advertising can contribute to society in a positive way, their reason for wanting to enter the advertising industry, as well as why they are deserving of this award. This information may include life experiences, educational and personal goals, significant accomplishments, and unique personal and financial needs. Please limit essays to 250 typewritten words.

Applicants must submit three, but not more than ten, diverse examples of work completed in their chosen field of study. Photographs, photocopies, CDs and DVDs will be accepted. Marketing students must submit one, but not more than three, detailed marketing strategies of a product, business or service.

NOTE: the form or style of presentation, work examples and essay is at the discretion of the applicant.

### **Selection Criteria**

Complete the OCAF Application Form. No other forms will be accepted.

Obtain an official copy of school transcripts and attach to the application.

Complete the essay, obtain letters of recommendation, compile completed work examples, and prepare a presentation of all materials.

Deliver or mail all materials to the OCAF on or before the published deadline.

Selection will be made on a scoring system of the above listed criteria, how well directions were followed, and the overall presentation of the material.

A personal interview may be required. The Selection Committee reserves the right to decide if an interview is necessary to decide the recipient of the award.

### **Deadline**

Deadline for the OCAF Academic Achievement Award is March 1, 2010.

Applications received after that date will not be reviewed.

### **Notification & Presentation**

Recipient will be notified.

Award will be presented at the OCAF ADDY Awards in March.

Refer any questions about the OCAF Academic Achievement Award to:  
Sandy King, OCAF Board of Directors  
PO Box 18644; Irvine, CA 92623; PH 714-796-7014; EM [sandy@ocadfed.org](mailto:sandy@ocadfed.org)





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# ACADEMIC ACHIEVEMENT AWARD APPLICATION

## Personal Information

Name \_\_\_\_\_ D.O.B. \_\_\_\_\_  
Address \_\_\_\_\_  
City/ST/Zip \_\_\_\_\_  
Day Phone \_\_\_\_\_ Night Phone \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
Interests/Hobbies/Activities/Accomplishments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Academic Information

School Now Attending \_\_\_\_\_  
Address \_\_\_\_\_  
City/ST/Zip \_\_\_\_\_  
Faculty Advisor \_\_\_\_\_ Phone \_\_\_\_\_  
Major \_\_\_\_\_ Career Goal \_\_\_\_\_  
Overall GPA \_\_\_\_\_ Major GPA \_\_\_\_\_  
High School Attended \_\_\_\_\_  
City/ST \_\_\_\_\_ Grad DT \_\_\_\_\_

Classification beginning next school session:  
Freshman      Sophomore      Junior      Senior  
School Attending Next Session \_\_\_\_\_  
Number of Credits beginning next session \_\_\_\_\_  
Course of Study: Major \_\_\_\_\_ Hours Completed \_\_\_\_\_  
Minor \_\_\_\_\_ Hours Completed \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**



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