



The Advertising Federation of the Roanoke Valley

Fred Freelantz Scholarship Application

The Fred Freelantz Scholarship is a monetary award of \$1500 upon completion of a 6-week internship with an advertising agency, photography studio or other company related directly to the field of advertising. Selection of the company is dependant upon availability and determined upon the student's areas of interest and by the Board of Directors of the Roanoke Advertising Federation. The student must be in good academic standing and be currently completing undergraduate or graduate studies at a college or university.

For questions or further information regarding the scholarship or the restrictions, please contact Ananda Young at 540.345.8552 or ayoung@franklcreative.com.

Rules and restrictions:

1. The Advertising Federation will not accept applications from previous recipients of the Fred Freelantz Scholarship.
2. The winner of the Fred Freelantz Scholarship MUST commit to 6 weeks/10-15 hours per week for the internship (or a total of at least 60 hours). Failure to complete the internship hourly requirements will result in non-payment of the Fred Freelantz Scholarship award.
3. The Fred Freelantz scholarship will be made payable to the college or university upon completion of the minimum hourly requirements of the internship. Checks will not be made payable directly to the student.
4. Payment of the Fred Freelantz scholarship will not be paid out in the event the student is disorderly, is repeatedly tardy, or does not give proper, professional attention to the internship during the duration. Interviews will be made at the participating company during the internship and upon completion to discuss the student's behavior and status.
5. The Fred Freelantz scholarship and internship award is an annual opportunity, and is restricted to one recipient per year. If no qualified applicants apply, a scholarship may not be awarded.
6. Applicants must be currently completing undergraduate or graduate studies at a college or university.
7. Partial or incomplete applications will not be accepted.

See next page for application.



The Advertising Federation of the Roanoke Valley
Fred Freelantz Scholarship Application

Please print legibly for all entries:

Name _____

Address of attending school _____

Upcoming academic level (Freshman, Sophomore, etc.) _____

School phone _____

Student's address _____

Student's phone _____

Current academic status _____

Birth Date _____

Area of Interests within Advertising (design, production, TV, etc.) _____

Academic History:

List any other previous schools attended _____

Degree(s) _____

Major(s) _____

Current GPA _____

GPA from previous schools _____

Please attach the following to this application:

1. Application essay to be written on "why advertising interests you"
2. Current transcript from registrar
3. Three letters of reference (teachers, professors, guidance counselors, or previous internship advisors)
4. Resumé and three samples of current work or portfolio pieces (copies accepted)

Please see previous page for restrictions. All applications should be mailed by April 2, 2010 to:
Fred Freelantz Scholarship, Ananda Young, 15 Franklin Road, Suite 1, Roanoke, VA 24011. Applicants will
be notified by May 1 regarding status.