

BYU School of Communications Scholarship Application Cover Sheet and Checklist
(Advertising emphasis only)

Application Instructions (read carefully):

1. You may only apply for one scholarship per application. You may apply for multiple scholarships, but you must submit separate applications for each.
2. Find the name of the scholarship for which you are applying below, and read the requirements checklist. You **MUST initial each item** on the checklist to verify that you have met the criteria and requirements for that scholarship. Failure to do so will result in your application being disqualified.
3. Make sure you fill in the application thoroughly, making sure all requested information is provided. Failure to do so will result in your application being disqualified.
4. Once you have completed each of the above steps, your application and all required supporting documentation must be turned in to the school office in 360 BRMB by the **deadline of February 1 at 4:00 p.m.**
5. We are unable to guarantee return of submitted documents. Please be sure that what you turn in to us is not your only copy.

Scholarships will be awarded in strict compliance with Brigham Young University Scholarship policies. This requires full time enrollment as defined in that document.

Checklist for:	Checklist for:	Checklist for:
<p>The Hopson Family Communications Scholarship Award: One scholarship of up to \$2,500</p> <p align="center">(please <u>initial each item</u> ONLY if you are in compliance)</p> <p>___ Undergraduate or graduate student in PR or Advertising</p> <p>___ Scholastic achievement</p> <p>___ Financial need</p> <p>___ Service to community and/or church</p> <p>___ Letter identifying education plans, applied service, and any community or scholastic awards received or being considered for, and how PR or advertising fits into career plans</p> <p>___ Attached portfolio showcasing previous work (if applicable)</p> <p>___ 2-3 letters of recommendation (If from faculty, must be non-communications faculty)</p> <p>___ Resume</p> <p>___ Full progress report</p> <p>___ One-page statement outlining your financial need and professional goals and interests (see application)</p> <p>Do NOT turn in an application without the above initialed checklist</p>	<p>Barrus/Kagel Advertising Creative Track Award</p> <p align="center">Award: \$1,000 award</p> <p align="center">(please <u>initial each item</u> ONLY if you are in compliance)</p> <p>___ Comms major in advertising with outstanding performance in creative track</p> <p>___ Completed 330 and at least 90 credit hours by time award is funded</p> <p>___ 3.0 or better GPA</p> <p>___ Demonstrated commitment to research based activity</p> <p>___ One or more semesters remaining at BYU</p> <p>___ Portfolio</p> <p>___ Full progress report</p> <p>___ One-page statement outlining your financial need and professional goals and interests (see application)</p> <p>Do NOT turn in an application without the above initialed checklist</p>	<p>Deseret Book Scholarship Award: Full tuition scholarship for one semester</p> <p align="center">(please <u>initial each item</u> ONLY if you are in compliance)</p> <p>___ Advertising or Public Relations student</p> <p>___ 3.0 or higher GPA</p> <p>___ At least one full semester of school remaining</p> <p>___ Evidence of excellent planning and execution of strategic communication plans</p> <p>___ Portfolio</p> <p>___ Full progress report</p> <p>___ One-page statement outlining your financial need and professional goals and interests (see application)</p> <p>Do NOT turn in an application without the above initialed checklist</p>

INSTRUCTIONS REGARDING SUPPORTING DOCUMENTATION AND OTHER REQUIREMENTS:

FINANCIAL NEED – We do not require any supporting documentation such as tax forms to show financial need. We only require that you submit, in the designated place on the application, your explanation of your financial need, in your words. Please keep it as concise as possible.

LETTERS OF RECOMMENDATION – When letters of recommendation are required for a specific scholarship, letters may NOT be from any communications faculty. These must be in printed format, not digital, and included with your application.

TALENT – For talent-based scholarships, you demonstrate talent by providing examples of work you have done in the form of a portfolio. If you do not have this, you may include a brief letter describing any school, work, or voluntary projects you have worked on related to communications.

PORTFOLIOS – You may submit work samples in the form of hard copy, disk, or flash drive. Do not submit more than five pages of hard copy portfolio. Do NOT use plastic sleeves, folders, envelopes, binders, or covers of any kind for hard copies. Hard copies should be attached to your application either with staple or binder clip. Disks or flash drives should be placed in an envelope and attached to your application. Put your name and scholarship name on the envelope in case it becomes detached. There is a place on the application to provide a url for an online portfolio.

ESSAY – If a scholarship requires any sort of essay, this must be in printed/hard copy form and attached to your application. No digital formats allowed.

See next page for application

SCHOOL OF COMMUNICATIONS—ADVERTISING EMPHASIS
BRIGHAM YOUNG UNIVERSITY
SCHOLARSHIP APPLICATION
(DEADLINE: February 1, 2017 at 4 p.m.)

Name _____ BYU Student I.D. # _____

Email address you check frequently: _____

Status (check one): Pre-comms Comms Junior Comms Senior Transferring Incoming Freshman

Your emphasis: Advertising Public Relations

1) Major GPA (if applicable) _____ Number of University Credits _____ Overall GPA _____

2) Semesters/terms when you will be a full-time student (check all that apply):

Spring 2017 Summer 2017 Fall 2017 Winter 2018

We require a separate application for EACH scholarship for which you are applying.

Please mark the scholarship for which you are applying (see department website for scholarship descriptions):

Continuing BYU Students (check ONE only):

George Barrus and Richard Kagel Scholarship

The Hopson Family Communications Scholarship

Deseret Book Scholarship

Please provide accurate contact information below.

3) Winter Address (January - April)

(Street)

(City) (State) (Zip Code) (Phone Number including Area Code)

4) Spring/Summer Address (May – August)

(Street)

(City) (State) (Zip Code) (Phone Number including Area Code)

5) Relative or other person who will know how to contact you:

Contact Name: _____ Relationship: _____

Address: _____
(Street)

(City) (State) (Zip Code)

Phone: _____

Scholarship Policies:

- You must be a full-time, matriculated day school student during the semester(s)/term(s) of your scholarship.
- If you receive a fall/winter scholarship, you must complete a minimum of 14 credit hours per semester during the semester(s) of your award.
- If you receive a spring/summer scholarship, you must complete a minimum of 6 credit hours that term.

For a complete account of scholarship policies or for questions regarding the policies, please contact the University Scholarship office at (801) 422-4104.

REQUIRED:

- Attach to this form a one-page statement outlining your professional goals and interests and financial need (see next page).
- Attach a copy of your current Full Progress Report or transcript(s). Your FULL progress report is required if you are a BYU student.
- Application, appropriate number of copies, and any other required documents (see cover page checklist) and materials must be submitted to the School of Communications **front desk in 360 BRMB on or before February 1, 2017 at 4 p.m. BUT NOT BEFORE DEC. 15**

The following is the REQUIRED ORDER of application materials:

1. Your filled-out/signed application
2. Your one-page statement outlining goals, interests, and financial need (see next page)
3. Letters of recommendation (if applicable) in printed format only
4. FULL progress report or transcripts in printed format only (required for all scholarships)
5. Any other required documentation for a specific scholarship
6. Portfolio – (up to 5 pages printed, or in an attached envelope if in disk or flash drive format). **NO sleeves, folders, binders, or any other covers** for printed portfolio materials are allowed. Attached envelope should have your name and scholarship name on it in case it becomes detached. You may also provide a url to an online portfolio here:

7. Your initialed cover page checklist
8. Attach all, in the correct order, with a staple or binder clip

By signing, I certify that I understand that I must meet all of the aforementioned requirements and criteria, and that failing to do so will result in disqualification of my application.

X _____
SIGNATURE OF APPLICANT

DATE

All applicants should actively abide by the Brigham Young University Honor Code.

ONE-PAGE STATEMENT DESCRIBING PROFESSIONAL GOALS & INTERESTS AND FINANCIAL NEED (REQUIRED)

You may fill in this page or create your own, but it must follow the format shown here, with a heading for each section, in the order shown. **Limit to ONE PAGE.**

FINANCIAL NEED – Describe the nature of your financial need below:

PROFESSIONAL GOALS AND INTERESTS - Include your plans for the future as well as any extracurricular activities here: