

AAF Akron/hfa Stanley Buda Scholarship Application

Scholarships are available to junior and senior students at The University of Akron studying communications, marketing, advertising, graphic design, digital media, public relations, journalism and more.



Apply today for your chance to be awarded \$1,000!

Completed applications are due by 12/15/2016 at 5 p.m.

Recipient will be announced at AAF-Akron's 2017 ADDY Awards Ceremony on 2/24/2017.



It is an honor for hfa to award the AAF-Akron hfa Stan Buda Scholarship.

Hitchcock Fleming & Associates, Inc. (hfa) has a long history of supporting education, from participating on schools' boards and committees, to hiring college interns, to developing and implementing a rigorous education program for its associates.

Ongoing learning is vital to achieving success and has fueled the success of hfa's associates for more than 75 years. Stan Buda was a driver of hfa's success during his 28-year career at hfa. Stan retired as hfa chairman in 2000. He had been part of the leadership team that greatly expanded the agency's capabilities.

Education and hard work were always a part of Stan's DNA. Stan joined the U.S. Air Force after graduating from high school and served on the personal staff of President Dwight Eisenhower. After the Air Force, Stan went to The University of Akron where he earned his Bachelor's degree, attending school at night while working full-time during the day.

Stan had an exceptional career in marketing communications. He also had tremendous integrity and an exemplary commitment to the marketing profession. In 1994, the Advertising Club of Akron (the predecessor of AAF-Akron), of which Stan was a past president, inducted him into its Hall of Fame, bestowing on him its prestigious Silver Medal Award. He earned the award for furthering advertising standards, displaying creative excellence, and his positive impact on the social concerns of the community.

Stan was a chairman of the American Association of Advertising Agencies' Cleveland Council and on the board of governors of its Central Region Council. He was a member of the Business Marketing Association and the Northeast Ohio advertising agencies' Screen Actors Guild - American Federation of Television and Radio Artists negotiations committee.

AWARD CRITERIA

- Applicants must meet all of the following criteria and submission requirements for eligibility: Be pursuing a bachelor's degree in a communications-related field, including advertising, marketing, graphic design, digital media, web design, photography, interactive marketing, copywriting, public relations, media planning, journalism, etc.
- Be enrolled in your junior or senior year, graduating between 2017 and 2018.
- Carry a full course load (minimum 12 credits) and hold a current minimum GPA of 3.0 or higher.
- Attend The University of Akron.

DIRECTIONS

1. Complete the award application form.
2. Submit a 500-word essay (more details below).
3. Submit one letter of recommendation (from internship supervisor, former employers, academic instructor or advisor, etc.).
4. Submit résumé listing any relevant internships, extracurricular activities, courses, etc.
5. Submit Unofficial Transcript

ESSAY QUESTIONS

Submit a 500-word essay on ONE of the following topics:

1. Describe what sets you apart from other students. Explain why you feel you should be awarded this scholarship.
2. What qualities do you think are essential to be a successful professional in your field? Discuss at least three, and explain how you are honing these skills.
3. The way we communicate has changed considerably throughout the past several years. How does that apply to communications, marketing, advertising or any related field as an industry?

Scholarship Application

FIRST NAME: _____ LAST NAME: _____

YEAR IN SCHOOL: _____ GPA: _____

EMAIL: _____ PHONE: _____

PROGRAM OF STUDY:

- MARKETING
- COMMUNICATIONS
- ADVERTISING
- PUBLIC RELATIONS
- DIGITAL MEDIA
- GRAPHIC DESIGN
- JOURNALISM
- OTHER _____

ACADEMIC ADVISOR:

NAME: _____

EMAIL: _____

When submitting, make sure to include your:

- Completed Application
- Unofficial Transcript
- Essay
- Letter of Recommendation
- Résumé

Submit via email to: scholarship@aafakron.com

Questions: scholarship@aafakron.com