



## Scholarship Criteria for Undergraduate Students

**Undergraduate (current freshmen, sophomores, juniors and non-graduating seniors ONLY!) applicants meeting the following criteria and completing the application on the reverse side (typed, not handwritten) will be considered for The LAGRANT Foundation (TLF) scholarship:**

1. Applicant must be a U.S. citizen or permanent resident and a member of one of the following ethnic groups: African American, Asian Pacific Islander, Hispanic/Latino or Native American/Alaska Native.
2. Applicant must be a full-time student at a four-year, accredited institution, carrying a total of 12 units or more per semester/quarter. Applicant must have a minimum of 2.75 GPA\* and **MUST** major in a field of study that has an emphasis on public relations, marketing or advertising or must minor in communications with desire to pursue a career in public relations, marketing or advertising. Applicant must have at least one year to complete his/her degree from the time the scholarships are awarded in June.
3. Applicant must write a one to two-page, typed essay outlining his/her career goals and what steps he/she will take to increase the lack of ethnic representation in the fields of advertising, marketing and public relations. In addition, applicant must define the role of an advertising, marketing or public relations practitioner (depending on emphasis). Applicant can include accomplishments relevant to increasing awareness about diversity in his/her community.
4. Applicant must write a brief paragraph explaining college and/or community activities in which he/she is involved. (Give dates)
5. Applicant must write a brief paragraph describing any honors and awards that he/she has received. (Give dates)
6. Applicant must provide a letter of reference from a college professor or internship advisor.
7. If the applicant does not think his/her GPA accurately reflects his/her scholastic capability and achievement, then draft an essay no longer than one-page explaining the discrepancy.
8. Applicant must attach a resume. The resume should reflect what he/she would present to a prospective employer, with the career objective clearly stated.
9. Applicant must attach a sealed, official transcript from his/her college/university or have an official transcript sent directly to TLF. No copies will be accepted.
10. Applicant must sign, date and return the application to The LAGRANT Foundation, 600 Wilshire Blvd., Suite 1520, Los Angeles, CA 90017-3247. **The Application, along with all attachments, must be RECEIVED no later than 6:00 p.m. on Friday, February 26, 2010. Applications postmarked February 26, 2010 or later WILL NOT be accepted!**
11. If chosen, the applicant **MUST** attend The LAGRANT Foundation's career development workshop **AND** awards reception to receive the scholarship. **Recipient MUST be available Sunday, June 6, 2010 through Tuesday, June 8, 2010.** TLF incurs the costs associated with the trip. In addition, the applicant must make a one-year commitment to maintain contact with TLF to receive professional guidance and academic support.

# Scholarship Application

## Undergraduate Students

**Note: All information must be typed. Handwritten applications will not be accepted!**

Name (Last, First, Middle Initial) \_\_\_\_\_

Current Address \_\_\_\_\_

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

Phone Number \_\_\_\_\_ E-mail \_\_\_\_\_

Social Security Number \_\_\_\_\_ Date of Birth \_\_\_\_\_

United States Citizen  Yes  No  Permanent U.S. Resident

Ethnicity  African American  Asian Pacific American  Hispanic/Latino

Native American/Alaska Native  Other  Multiracial (check all that apply)

Tribal Affiliation(s) (if Native American) \_\_\_\_\_

Permanent Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Phone Number \_\_\_\_\_

University/College \_\_\_\_\_

Address \_\_\_\_\_

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

Major/Course of Study \_\_\_\_\_ Overall GPA \_\_\_\_\_ on a scale of \_\_\_\_\_

Current Undergraduate Standing  Freshman  Sophomore  Junior

Have you ever applied for this scholarship?  Yes  No

Have you ever received this scholarship?  Yes  No

Are you interested in an internship?  Yes  No

Please indicate what type of organization you would prefer to intern with. Please list according to interest:

Ad Agency \_\_\_\_\_ PR Agency \_\_\_\_\_ Corporation \_\_\_\_\_ Non-Profit \_\_\_\_\_ Other \_\_\_\_\_

**I have checked all the forms for omissions and errors and I certify that the information provided is complete and accurate to the best of my knowledge. I understand that falsifying any information may result in the revocation of my application and any scholarship granted to me by The LAGRANT Foundation.**

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