



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 American, 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 _____