



AMERICAN ADVERTISING FEDERATION
AAAF DULUTH/SUPERIOR

AAAF Duluth/Superior Scholarship Application

AAF Duluth/Superior Scholarship

THE MISSION

Providing students, professionals and the public with a broader awareness of the economic and social value of advertising, and respect for high industry standards fulfills an American Advertising Federation (AAF) and a AAF Duluth/Superior objective to advance and improve advertising education and, consequently, positively affect the future of our industry.

THE PURPOSE

The AAF Duluth/Superior Scholarship Program was established in 1991 to assist talented post-secondary students in their studies of advertising and related fields. The scholarship wishes to award students who, in addition to showing creativity and promise, have demonstrated leadership qualities through employment, participation in school and community activities, volunteer work and/or projects.

GUIDELINES

The scholarship will be awarded to full-time post-secondary students pursuing a degree in advertising or related fields.

Applicants will be evaluated in these areas:

- 1) Participation. The applicant will present his or her employment experience, school and community activities, volunteer work, and/or projects. The work need not necessarily relate to advertising.
- 2) Creativity and Promise. The applicant will write a creative strategy and design two pieces of work for the chosen non-profit agency or project. The applicant can choose to submit a public service radio announcement, a public service TV storyboard, a billboard, a poster, or a a web page concept. See the "Assignment" section.

FINALISTS

The finalists will be chosen by a panel of AAF Duluth/Superior judges. The first-place winner will receive a \$1200 scholarship; the second-place winner will receive a \$400 scholarship; and four honorable mention winners will each receive a \$100 scholarship. Design teams of two people are also eligible. The team will split the award for the category.

TIMELINE

Area events about the issue of homelessness will be presented throughout the fall including some sponsored by area colleges and universities. Consider attending these events to learn more about the issue. See the events listing at <http://headinghomeminnesota.org/saint-louis/>

Applications and creative samples are due Fri., Dec. 5, 2008. Finalists will be notified by February 1, 2009.

ASSIGNMENT

The assignment is to write a creative strategy and design two public service pieces for a selected northeast Minnesota area non-profit agency or project. (See back page)

1. Strategy

Describe the philosophy behind your campaign in one to three paragraphs. **The creative strategy section must be included or the application will be disqualified.** The creative strategy and samples must be original work.

2. Creative Samples

The concept is as important as the execution. Please do not mount work on oversized paper. Use 8 1/2 x 11 for all submissions. Submit at least two of the following five options:

- A. 30-second radio announcement. Provide a radio script on 8-1/2" x 11" paper.
- B. 30-second TV announcement. Provide TV storyboard on 8-1/2" x 11" paper.
- C. A billboard (representative size 4.5"h x 10"w). Provide a concept using graphics, headlines and copy.
- D. 8-1/2" x 11" poster. Provide a concept using graphics, headlines and copy.
- E. A web page concept. Design a home page and indicate the areas for future links. Provide concept on 8-1/2" x 11" paper.

APPLICATION

Name _____

Address _____ E-mail (_____) _____

City, State, Zip _____ Telephone (_____) _____

School (must be a current full-time student.) _____ Major or intended major _____

() Individual submission () Group Submission (maximum two students)

If this is a group submission, submit one application sheet for each member along with the creative strategy and the two public service pieces.

Participation

List employment, participation in school and community activities, volunteer work and/or projects:

Dates	Place	Activity
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Applicant's Statement

I have read the rules and conditions of the AAF Duluth/Superior Scholarship Program, and I wish to apply.

Signature: _____ Date: _____

Incomplete applications will not be considered. AAF Duluth/Superior reserves the right to award or not award scholarships based on satisfaction of scholarship guidelines and quality of work. Return the application, your creative strategy and two public service pieces to the AAF Duluth/Superior Education Committee by Friday, Dec 5, 2008:

American Advertising Federation Duluth/Superior c/o Cheryl Reitan University of Minnesota Duluth 315 Darland Admin. Bldg. Duluth, MN 55812 (218) 726-8996 creitan@d.umn.edu	Rhonda Cory ProPrint 326 Central Entrance Duluth, MN 55811 (218) 722-9805 rhonda@proprintduluth.com
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2008-2009 Assignment: Creating Awareness about Homelessness in St. Louis County

Critical Situation: Homelessness on the Rise

The problem of homelessness in Minnesota is worse today than it was in 1980 and far worse than it was in 2000.

There are many issues surrounding homelessness. It begins as a housing issue, but it is so much more. Homelessness and affordable housing are connected. The cost of housing has risen so dramatically that even though a person may have a job, they don't have enough money for shelter. By national standards, housing is affordable if it makes up 30% or less of a household's gross income. Many people have to spend far more and then don't have the resources for food, clothing, transportation, childcare and health care.

The economy, declining wages, loss of a job, poor job skills and insufficient educational training are all causes of homelessness. When a person lacks a phone number, permanent address or place to clean up and dress, it is hard to find or maintain a job.

Children are also victims of homelessness. A recent survey of homelessness in Minnesota conducted by the Wilder Research Center, found that "an estimated 10,600 children were either homeless or living in temporary arrangements on any recent night." They also found that there are more homeless children today than all of the homeless people combined in 1991.

Homeless children face critical issues. They can suffer physical, psychological, and emotional damage. Poor nutrition and a high rate of infectious diseases, asthma and related conditions are prevalent. Health care is spotty at best. For children with illness, their conditions often accelerate. Their cognitive, social and behavioral development as well as academic performance is hindered because homeless children don't have a stable home.

Many homeless children experience delayed development, such as delayed speech. Older homeless children also experience developmental delays, emotional and behavioral problems and learning disabilities.

The 2007 Wilder study gathered information during interviews with 3,700 homeless people around the state of Minnesota. They found that 52% of homeless adults suffer from a chronic mental condition; 53% of homeless youth have been the victims of domestic violence; and 25% of homeless men are military veterans.

Here's a summary prepared by Paul Mattessich, Wilder Research executive director, in April 2007.

** About half of the homeless in Minnesota are female; about half are male. This surprises many people.

** Very young adults (18-21) and the "middle aged" (35-54) tend to be over-represented among the homeless, relative to their proportion of the total state population. Older people (55+) are definitely under-represented among the homeless; people 55 and older comprise 28% of the state's adults, yet only 8% of homeless adults.

** Homeless adults tend to have less education than adults in general. For example, 63% of the state's adults over age 25 have some education beyond high school; 32% of homeless adults have that level of education.

The most striking demographic data relate to race:

** Blacks/African-Americans constitute 38% of homeless adults in contrast to 3% of Minnesota's adult population.

** American Indians constitute 11% of homeless adults in contrast to 1% of Minnesota's adult population.

** Latinos constitute 7% of homeless adults in contrast to 3% of Minnesota's adult population.

In short, groups of color are over-represented among the homeless.

Children also deserve some note:

** Of the roughly 9,200 homeless persons, about 3,400 are children.

** 2,800 of these are with their parents. This is more than the 875 that we found back in 1991.

** 600 are on their own

** Among children with their parents, about half are pre-school age.

** The youngest child whom we interviewed living on their own was age 11.

For more information contact:

Laura DeRosier

Housing Homelessness Coordinator

St. Louis County Public Health & Human Services

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<http://headinghomeminnesota.org/saint-louis/>

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