

## INSTRUCTIONS FOR COMPLETING THE APPLICATION

Please follow these instructions very carefully. We reserve the right to reject any application that is not submitted in the proper form. Your application package must include the following documents in the order listed:

1. Application form, printed out, completed in ink, and signed. DO NOT create your own form.
2. *For applicants who are past recipients of one of our scholarships, graduate students, and other NYWICI members* – Completed supplementary form detailing your NYWICI activities
3. A résumé or similar document of no more than two pages (see format instructions below) that includes the following information:
  - § School and extracurricular activities (including any work experience, internships, and communications-related activities and memberships other than NYWICI)
  - § Significant achievements
  - § Academic awards/honors received
  - § Community service work
4. Essay (see format instructions below)

All high school and undergraduate applicants must write a 300-500 word essay on topic A.

Past scholarship winner and graduate student applicants may select topic A or B and write a 300-500 word essay. They are encouraged, but not required, to write essays on both.

A) It has often been said that any kind of economic contraction forces people to be creative with regard to the choices they make, on both a personal and professional level. Describe how the recent recession has affected your expectations and goals for the future – especially with regard to pursuing a passion for a career in the communications arena?

B) What advice would you give a younger student/colleague embarking on communications studies/a career in the communications arena, based on the lessons you've learned so far and your AHA! moments?

5. Two (no more) letters of recommendation. We must receive a signed original of each, preferably on official letterhead, with the writer's contact information.
  - § Letter #1 must be from a teacher/professor/academic advisor (preferably in a communications field) and must be current.
  - § Letter #2 can be from a teacher/professor/academic advisor, an employer, and/or an internship supervisor (preferably in a communications field) and must be current

NOTE: If you are returning to school after a prolonged hiatus, both letters can be from employers (preferably an immediate supervisor and/or above) but must be current. Past scholarship winners may not reuse letters from previous years' applications, although new letters can be from the same college professors/academic advisers for graduate and undergraduate students.

6. An official transcript from high school (for high school seniors) or all colleges attended (for undergrads/grads) and proof of qualifying GPA (minimum 3.2 or 87). Grades for the 2010-11 fall term (first quarter, midterm, or semester) must be included. No exceptions. Failure to provide these grades has been the #1 reason for disqualification.
7. *For those entering college or grad school, or transferring* – Verification of acceptance for the 2010-11 academic year to an accredited college/university in the U.S. If you have not received verification by the application deadline, provide it as soon as possible and no later than May 15.

- § Each separate submission (i.e., essay, résumé/activities list) must be typed using double spacing on separate sheets of 8" x 11" paper – one-sided pages, numbered if there are multiple pages, and with your full name at the top of each page. For the essay, use 12 pt. Times New Roman and 1" margins. For the résumé, type must be no smaller than 10 point.
- § Do not include unrequested materials (e.g., press clippings, writing samples, photos, extra letters of recommendation).
- § Submit three sets of your complete application (one set of original documents and two sets of copies) in a single envelope. Each of the three sets must include ALL the documents on the list above (unless transcript or recommendations are being sent separately), collated in the proper order, and paper-clipped together – no staples, folders, or binders. Double check each set for completeness and order. We reserve the right to disqualify any application that does not follow these instructions.
- § If your transcript is sent directly by the school one original is sufficient (although it would be helpful to receive an original and two copies). Transcripts should all be sent in one envelope, which must include the applicant's name on the outside.
- § If letters of recommendation are sent separately, one original and two copies should be sent in one envelope, which must include the applicant's name on the outside. Again, letters must be signed, should be on official stationery, and must include the writer's contact information.

Note: Only 100% complete application packages that meet all requirements, qualifications, and deadlines will be considered. The best way to ensure that we receive your entire application on time is to submit all the components in one envelope if at all possible. We receive hundreds of applications and having things arrive from different sources in multiple envelopes increases the likelihood that something will get lost. The NYWICI Foundation cannot notify candidates that items are missing. No part of your application will be returned. If you want to receive confirmation of receipt, please enclose a post-paid reply card.

All applications, as well as transcripts or other materials sent directly from your school, must be postmarked by Friday, January 28, 2011.  
No exceptions.

Send completed application packages and/or transcripts to:

NYWICI Foundation 2011 Scholarship Program  
355 Lexington Avenue, 15th Floor  
New York NY 10017-6603

PLEASE TYPE OR PRINT CLEARLY

First name \_\_\_\_\_ Middle initial \_\_\_\_\_ Last name \_\_\_\_\_

Permanent/home address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Telephone: Home ( ) \_\_\_\_\_ College ( ) \_\_\_\_\_ Mobile ( ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Are you a U.S. citizen?  Yes  No

Social Security Number \_\_\_\_\_

Date of birth (month/day/year) \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Name of school currently attending (no abbreviations/nicknames) \_\_\_\_\_

Your address while attending school (if different than home/permanent address)

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Name of school you will or expect to attend in fall 2011 (no abbreviations/nicknames) \_\_\_\_\_

Did you receive early acceptance?  Yes  No

Academic year for which you are applying:  Freshman  Sophomore  Junior  Senior  Graduate

Expected graduation (month/year) \_\_\_\_ / \_\_\_\_

Major \_\_\_\_\_ Minor \_\_\_\_\_ Grade point average \_\_\_\_\_

How did you hear about the NYWICI Foundation Scholarship Program? \_\_\_\_\_

Are you qualified and interested in being considered for and able to fulfill all terms of any of the following named scholarships? (*Please read qualifications/requirements carefully and check off those that apply. You will still be considered for our general scholarships.*)

- Ruth Whitney Scholarship from *Glamour* magazine – Awarded to a student currently in college who has had some experience in writing, reporting, or design and has an interest in magazine journalism or publishing. Includes the opportunity to visit the magazine and spend a week with the editorial team.
- Judy Corman Memorial Scholarship and internship from Scholastic – Awarded to a student interested in public relations who can fulfill a paid internship at the company's New York City headquarters during summer 2010.
- Interpublic Group Scholarship and internship (IPG is the holding company for a large number of firms focused on communications. Some of the most well-known advertising and PR brands include McCann Erickson, Drafftcb, Deutsch, Gotham, Weber Shandwick, and GolinHarris.) – Awarded to an ethnically diverse student who is currently a college junior and has an interest in a career in advertising or public relations. Candidates must be able to fulfill a paid internship in New York City during summer 2010.
- Hearst Scholarship – Awarded to a college sophomore, junior, or senior with a demonstrated commitment to a career in magazines (editorial or ad sales) or digital media. Opportunity exists for an internship at the company's New York City headquarters during summer 2010.
- Daniel Ladner Scholarships – Awarded to a college junior or senior or a graduate student who has demonstrated a strong interest in pursuing a career in financial communications (whether in marketing, advertising, investor relations, PR, corporate communications, or the media/journalism), or political communications (whether in political journalism, advertising, analysis, or consulting; public, government, or international affairs; diplomacy; speechwriting; or advocacy) – two scholarships awarded.
- The Esperanza Scholarship funded by Macy's and Bloomingdale's– Awarded to a student of Hispanic heritage pursuing the dream of a career in communications.

Please note which number is best to use for reaching you after February 1.  
Home \_\_\_\_ College \_\_\_\_ Mobile \_\_\_\_

1. Have you ever applied for a NYWICI Foundation scholarship in the past?     Yes     No
2. Have you ever received a NYWICI Foundation scholarship?     Yes     No    If so, indicate the year(s) of the award and, if applicable, which scholarship(s): \_\_\_\_\_
3. Are you a member of New York Women in Communications?     Yes     No

If you answered "yes" to question 2 and/or 3, you *must* complete and submit the supplemental application form.

The following will arrive under separate cover (check all that apply):

- My transcript
- One letter of recommendation
- Both letters of recommendation

I certify that the information contained in this application package is true. If I receive a scholarship from the New York Women in Communications Foundation, I will do my best to serve as an ambassador for NYWICI and the Foundation and participate in their activities. I also agree to fulfill all the other obligations of scholarship recipients listed on the organizations' website.

Applicant's signature \_\_\_\_\_ Date \_\_\_\_\_