



M.A.T./Saatchi Scholarship information and application

M.A.T., Multicultural Advertising Training, awards an annual \$2,500 M.A.T./Saatchi & Saatchi Scholarship based on merit. M.A.T. administers the scholarship for the purpose of providing educational funding opportunities for multicultural college students and/or graduates who are passionate about pursuing a career in the Los Angeles advertising community. Only current or past MAT interns, (interns within one year of completing their internship), are eligible.

SELECTION COMMITTEE

The committee will consist of at least two representatives from the M.A.T. Steering Committee and one representative from Saatchi & Saatchi/LA's Executive Committee.

CRITERIA FOR SELECTION

- Applicant must be committed to pursuing a career in the Los Angeles advertising community and be enrolled in school or have completed a major in one of the following related fields: business, communications, art, marketing or advertising.
- Applicant must be a current or past M.A.T. intern who is either currently enrolled in school, graduated, or who is within one calendar year of completing their M.A.T. internship.

APPLICATION PROCEDURE

- Complete Scholarship application (see below)
- Provide two letters of recommendation – one letters must be from your current or past MAT internship supervisor at the company you were assigned.
- Communicate your passion and interest in a career in advertising by preparing and presenting on the day of your interview, one of the following: Submit a copy of your presentation with your application.
 - An essay
 - A video
 - A portfolio
 - A PowerPoint presentation

Please be sure to address all the question topics when preparing your Essay/Presentation. **Note: This presentation will be a significant factor in evaluating you as our scholarship recipient and consideration should be given to answer the questions fully and as creatively as possible.** Be prepared to present your project on the day of the interview.

1. Why do you feel advertising is the career for you?
2. Please explain how a scholarship will help you to fund your advertising-related educational pursuits. Please include any information impacting your financial situation that you would like the committee to consider.
3. Briefly tell us what you got out of your internship experience and how it has prepared you for a career in the Los Angeles advertising community.
4. Please list any other scholarship(s) and/or award(s) that you have received and the date(s) they were awarded.
5. If applicable, please describe any involvement in special projects, research or papers that are part of your academic studies and identify the professors with whom you are working.
6. If applicable, briefly tell us what on-campus and off-campus organizations you belong to, and importantly, tell us about your involvement and what you have personally achieved and accomplished with your membership.
7. Please include any other information that is relevant to your application for the M.A.T./Saatchi & Saatchi scholarship.

Scholarship Application - Application deadline: November 2, 2007

Interviews on Saturday, November 17th

Please Type or Print Clearly

Name:	Expected Graduation Date:
College/University:	GPA:
Major:	Degree:
Email:	
<input type="checkbox"/> Junior <input type="checkbox"/> Senior <input type="checkbox"/> Graduated <input type="checkbox"/> Graduate Student	
Address During School Term:	
City/State/Zip:	
Telephone:	
Address After School Term:	
City/State/Zip:	
Telephone:	
I Wish To Be Contacted At:	<input type="checkbox"/> Home <input type="checkbox"/> School
COURSES TAKEN IN:	
Advertising:	
Marketing:	
Journalism:	
Other Related Subjects: (i.e., design, art, copywriting, consumer behavior, psychology, statistics, computers, etc.)	
M.A.T. INTERN STATUS:	
Currently Applying	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
Completed Internship	<input type="checkbox"/> Date/Location <input type="text"/>