



Communications Association of the Southern Tier
PO Box 143 Endicott, NY 13761-0143

Communications Scholarship Program

Information Sheet

Purpose

To promote the communications field as a career choice for bright young students graduating from high school by awarding a 1st place scholarship of \$300.00 and a 2nd place scholarship of \$200.00 to selected students who plan to pursue careers in communications.

Eligibility

1. High school senior.
2. Attend a high school in the Broome County region or in a district where the business of an active member of the Communications Association of the Southern Tier (CAST) is located.
3. Entering a 2-year or 4-year college majoring in a communications related field which may include, but is not limited to, advertising, marketing, broadcasting, graphic design, printing and publishing, photography, public relations, etc. (The CAST Scholarship Committee will make the final determination if the field of study indicated qualifies for the scholarship.)

Procedure for Applying

1. **Student** - Provide the following items to your counselor by March 16, 2006, along with this information sheet:
 - a. A completed Application Form (front side only).
 - b. An essay, not to exceed one typed page, describing your plans for communications as a career and why this vocation was selected.
 - c. Two reference letters, one from a teacher and one from someone outside the school.
2. **Counselor** - Complete the back of the Application Form and attach a 7th semester transcript.
3. **Counselor** - Submit all items described above by March 23, 2006 (application must be postmarked no later than 3/23/06) to: Renee DePrato, Lourdes Public Relations, 169 Riverside Drive, Binghamton, NY 13905.
(Phone number: 607-772-1274)

Selection of Scholarship Winners

The CAST Scholarship Committee will equally rate the following criteria to select the winners:

1. **Academic Potential** - Based on transcript, SAT scores and reference letters.
2. **Leadership and Service in School/Community** - Based on reference letters, counselor recommendation and school and community activities and awards.
3. **Commitment to the Communications Field** - Based on essay on vocational plans, reference letters and activities.

Award of Scholarship

1. Scholarship winners and their counselors will be informed of their award by May, 2006.
2. Scholarship checks will be distributed to school counselors for presentation to the winning students.



Communications Association of the Southern Tier
PO Box 143 Endicott, NY 13761-0143

Communications Scholarship Program

STUDENT APPLICATION FORM

Name _____

(please print)

Street Address _____

City/State/Zip _____ Phone _____

Name of College/University You Plan to Attend _____

Have you applied for admission? Yes / No Were you accepted? Yes / No

Major/Minor _____

Activities and Awards in School (Include sports, offices held, extracurricular activities and academic awards.)

Activities and Awards outside of School (Include volunteer work, part-time/summer jobs, hobbies, membership in community organizations, and service awards.)

Signature of Applicant _____ Date _____

**PLEASE SUBMIT ALL MATERIALS TO YOUR COUNSELOR
By March 16, 2006**

TO BE COMPLETED BY SCHOOL COUNSELOR

Counselor's Name _____
(please print)

School Name _____

Street Address _____

City/State/Zip _____

Counselor's Telephone Number and Extension _____

Student's Rank in Class _____/_____ SAT Verbal _____ SAT Math _____

(Attach a 7th semester transcript to this application)

Counselor Recommendation

Counselor's Signature _____ Date _____

DEADLINE FOR APPLICATIONS

March 23, 2006 (applications must be postmarked no later than 3/23/06)

Mail to: Renee DePrato, Lourdes Public Relations, 169 Riverside Drive, Binghamton, NY 13905

Phone: 772-1274 E-mail: rdeprato@lourdes.com

Before mailing, are the following items enclosed?

- A completed Application Form (front and back).
- One page essay, typed.
- Two reference letters (teacher & outside the school).
- 7th semester transcript.