

LINDSEY + ASP
THE GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION
ADVERTISING AND PUBLIC RELATIONS

ADVERTISING APPLICATION (Fall Semester 2011)

In black ink, neatly print your responses for each question in part A below. Please type your responses to part B on a separate sheet of paper, attach to this application and return to Melanie Adams in Student Services. Applications for the Fall 2011 semester must be received no later than 5 p.m. Friday, March 25, 2011. Please direct any questions to Prof. Tarpinning at dtarpinning@ou.edu.

Requirements: Applicants must have completed **two** of the following courses and be enrolled in **one** of the remaining courses (**check** those you have taken and **x** the one in which you are enrolled) **Intro to Ad**___ **Account Planning**___ **Advertising Media**___ **Advertising Research**___ **Advertising Copy and Layout**___ **or Advertising Portfolio**___ . If applying for an interactive position: **Interactive Multi-Media**___ If applying for video production: **Beginning Video Production**___ or equivalent experience___.

Part A.

Name: _____ Student ID: _____ Date: _____

Campus Address: _____

Permanent Address: _____

City: _____ State: _____ Zip Code: _____

Daytime Phone: _____ Cell Phone: _____ E-mail Address: _____

Year in School: _____ Graduation Date: _____ Overall GPA: _____ Major GPA: _____

Major(s): _____ Minor(s): _____

Department (position) desired. Please list in order of preference.

Account planning ___ Account service ___ Creative ___ Interactive ___ Media ___ Video Production ___

Part B. Please type on a separate sheet and attach.

1. With what organizations, clubs or businesses are you affiliated that will supplement your involvement with Lindsey + Asp? Which leadership positions, if any?
2. Why do you feel you are qualified to work for Lindsey + Asp?
3. What past experiences do you believe will assist you in being an asset to Lindsey + Asp?
4. Where did you hear about Lindsey + Asp?

Important Note: *Please attach to your application a 250 word essay, double-spaced, telling us what you expect to gain, personally and professionally, from the Lindsey + Asp experience. Should your application be accepted, please include your day and evening availability for an approximate quarter-hour interview. Interviews will be scheduled between 8 a.m. and 12:30 p.m. daily through Friday until Friday, November 12.*

Applicant's signature _____ Date _____