



MAT/Cardona Scholarship for Outstanding Hispanic Alumni

This \$1,000 scholarship will be awarded annually to MAT alum to assist in furthering their advertising career in Los Angeles. The Cardona Scholarship was created by Rafael Cardona, former, MAT alum, who started his advertising career by interning through the MAT Program. Rafael has also given back to the program by being a dedicated, passionate and supportive board member since 2005. For the past four years, Rafael has served as a committee member for the other MAT Program Scholarship as well as chairman for the Laughing MATters Comedy Night Fundraiser where he helped elevate the event. His love and passion for the program have driven him to lend support for Hispanic MAT alumni candidates.

SELECTION COMMITTEE

The committee will consist of at least two representatives from the MAT Program and Rafael Cardona to interview all candidates.

CRITERIA FOR SELECTION

- Applicant must be committed to pursuing a career in the Los Angeles advertising community.
- Applicant must be a current or past MAT intern who is either currently enrolled in school, graduated, or who is within two calendar years of completing their MAT internship.
- Scholarship can only be used for educational purposes.

APPLICATION PROCEDURE

- Complete Scholarship application available at matprogram.org
- 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 a presentation based on seven questions from the application. Please submit a copy of your presentation with your application. Your application and presentation will be reviewed in advance by the committee.
- You will be interviewed by the committee and will have the opportunity to present your presentation that day.

Scholarship application questions:

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 MAT internship experience and how did it or how do you think it will prepare you for a career in the Los Angeles advertising community.
4. How do you think your cultural background has helped prepared you for a career in advertising?
5. Present an example of a multicultural or ethnic campaign and how it affected you as a consumer?
6. How will you contribute or make an impact in multicultural advertising in today's global economy?



Cardona Scholarship Application
Please Type or Print Clearly

Name:		Expected Graduation Date:
College/University:		Degree:
Major:		
Email:		
<input type="checkbox"/> Junior <input type="checkbox"/> Senior <input type="checkbox"/> Graduated <input type="checkbox"/> Graduate Student		
Address:		
City/State/Zip:		
Telephone:		
Cell phone:		
Advertising/Marketing:		
Other Related Subjects: <i>(i.e., design, art, copywriting, consumer behavior, psychology, statistics, computers, etc.)</i>		
Internship Session		
MAT Internship Agency/Company		
Internship department		