

Discovering Advertising Protégés (DAP), part of the American Advertising Federation of Roanoke, is seeking nominees for a day long program – ADSCAPE – designed to give creative high school students an insider’s view of advertising. The program includes hands-on workshops on a range of topics and lunch with professionals, professors, and college students. Minority students are particularly encouraged to attend, as this segment of the population is being heavily recruited in the industry.

### STUDENT PARTICIPANT

STUDENT NAME \_\_\_\_\_

SCHOOL \_\_\_\_\_

GRADE  9  10  11  12  Chaperone

HOME ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE/Work \_\_\_\_\_ (home/cell) \_\_\_\_\_

**FOR THE APPLICANT:** Write an *elevator pitch* that tells about what makes you unique and send it with this application. An elevator pitch is a 30-second speech, the amount of time you would have while riding with someone on an elevator. It should be about 80 to 90 words, no more. Start by grabbing the listener’s attention with a question or strong statement. Plus, tell a little about yourself with specifics that show your creativity and energy. Tell us why you’re interested in learning about advertising. Be ready to deliver your pitch if called upon during the event!

### PARENT/GUARDIAN INFORMATION

#### FATHER

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE/Work \_\_\_\_\_ (home/cell) \_\_\_\_\_

#### MOTHER

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE/Work \_\_\_\_\_ (home/cell) \_\_\_\_\_

### MEDIA RELEASE

I/We are the legal parent or guardians/s of the applicant and hereby give organizers of Adscape and participating agencies permission to videotape and photograph and use images of the above mentioned minor for lawful promotional or informational purposes.

Yes  No

Print name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

These materials and the activity described herein are not sponsored or endorsed by the Roanoke City School Board.

Return all registration materials to the guidance office no later than **5 P.M. THURS., OCTOBER. 11, 2018**

### SELECT YOUR TOP FOUR CHOICES OF WORKSHOP TOPICS

- Virtual Reality/Gaming
- Audio/Video Production
- Social media
- Public Relations
- CGI/3D Animation
- Graphic design
- Advertising management
- Digital/Mobile media

### LUNCH PREFERENCE

- Chicken BBQ
- Vegetarian

Please indicate any dietary restrictions (allergies, other)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### T-SHIRT SIZE

- Small
- Medium
- Large
- XL
- XXL
- Other \_\_\_\_\_

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An AAF Roanoke Committee

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