



The Yamaha-ACT Scholarship Program

Sponsored by Yamaha Motor Corporation, U.S.A.

The 2011-2012 Yamaha-ACT Scholarship Program will provide opportunities for TWO INDIVIDUAL ACT students and ONE CHAPTER based on merit, need, and quality of application materials:

- Two INDIVIDUAL STUDENT Scholarships** (total value approximately \$1,500) including (a) Travel Assistance to the 2012 Ag Media Summit and (b) a Career Development Gift Card Basket to be used at the student's discretion. The Travel Assistance award will cover costs (up to \$1,500) to attend the Ag Media Summit, including airfare and hotel accommodations. The Career Development Gift Card Basket (value to be determined based on remaining award after travel expenses) will include gift cards designed to help the student in preparation for an expected career search (for example, this could include gift cards to a department store for business attire, office supply store for professional supplies, etc.). Additionally, the scholarship recipients will be invited to serve as interns for Yamaha during the 2012 Ag Media Summit and can include serving as a room monitor during an AMS session, staffing the Yamaha booth during one of the InfoExpo sessions and blogging about the AMS experience on Agriculture.com (exact activities to be confirmed).
- One ACT CHAPTER Scholarship** (cash award of \$2,500) to be used by the chapter to assist its students with travel to the Ag Media Summit and/or additional professional development needs. Chapters should include a line-item budget for how the award will be used as part of its application.

Application Form (please complete and return as part of your Individual or Chapter Application):

Name (Individual or Chapter contact)	
Birthday / Age	
College/University (2011-2012) and/or ACT Chapter	
Major/Course(s) of Study & GPA (include Emphasis if applicable)	
School Address (street, city, state, zip)	
School Phone	
Permanent Address (Individual or Chapter contact)	
Phone (Individual or Chapter contact)	
Email (Individual or Chapter contact)	

(See page 2 for additional information, guidelines and restrictions.)

APPLICATION PACKET TO INCLUDE (hard copy):

1. Application Form (INDIVIDUAL and CHAPTER applications) from previous page.
2. Cover Letter to include as applicable (INDIVIDUAL and CHAPTER applications):
 - a. INDIVIDUAL student cover letter should include relevant background information including collegiate courses, scholarships, work experience and personal activities. CHAPTER cover letter should include recent member activities and how they enhanced students' career development.
 - b. Professional goals and aspirations (INDIVIDUAL only)
 - c. Level of need and persuasive argument for why you should receive this scholarship (INDIVIDUAL and CHAPTER)
 - d. Any personal ATV use as related to farming and ranching (not required)
 - e. CHAPTER cover letter should provide a more general overview of the CHAPTER and a line item budget for how the scholarship will be used
3. Copy of College Transcript (INDIVIDUAL application only).
4. Professional Resume (INDIVIDUAL application only).
5. Practical Communications Piece:
 - To allow for an evaluation of INDIVIDUAL student and CHAPTER agricultural communications skill level and area of interest, and to provide students with an opportunity to develop materials that can be used for his/her portfolio, and/or for coursework requirements please include a practical communications or marketing piece.
 - We encourage students to include this practical piece within coursework assignments if/when appropriate.
 - The practical communications piece(s) should incorporate appropriate "ATV Safety Awareness" **into an appropriate farming/agricultural setting** (refer to the attached ATV safety guidelines and recommendations).
 - INDIVIDUALs submit any ONE. CHAPTERs submit any THREE. These may include (but are not limited to):
 - a. Journalistic story / feature article
 - b. Public relations plan
 - c. Press release
 - d. Social media networking plan
 - e. Graphic design (for example: a print ad, brochure, web page, etc.)
 - f. Broadcast / Video story board (actual videos will not be accepted)
 - g. Photo essay
 - h. Blog entry
 - i. Other – please feel free to be creative and/or use materials created within coursework assignments

ADDITIONAL GUIDELINES AND RESTRICTIONS:

- **Deadline for Application: Must be postmarked by Friday, March 30, 2012**
- Winners will be notified individually by no later than **April 30, 2012**
- To be eligible for scholarships, INDIVIDUAL and CHAPTER winners must attend the 2012 Ag Media Summit.
- Applicants must be 18-years-old or older and a full time student at the time of application and during the 2012 Ag Media Summit.
- INDIVIDUAL Student Scholarship Payout:
 - Yamaha will book travel and accommodations for recipients to the Ag Media Summit.
 - Remaining balance (after travel expenses) will be awarded in the form of a Career Development Gift Card Basket at or prior to Ag Media Summit (Gift Card Basket amount will vary based on final travel/accommodations expenses for attending AMS).
- ACT Chapter Scholarship Payout:
 - Yamaha will provide a check in the amount of \$2,500 prior to Ag Media Summit.

Send Applications To:

Yamaha-ACT Scholarship Committee, c/o Van Holmes,
Yamaha Motor Corporation,
6555 Katella Avenue, Cypress, CA 90630
For questions or additional information please contact:
Van Holmes at van_holmes@yamaha-motor.com or
Dr. Jeff Miller at jdmiller@uark.edu