



National Student Advertising Competition at Boston University

The information below outlines the commitment and responsibilities of being a part of the NSAC team at Boston University. Please read the following description and then sign in the appropriate spaces provided. Next, fill out the attached application for membership. Before handing in the application, please attach a copy of your resume, your Fall 2011 schedule, and any relevant portfolio pieces. Please place your completed application in the envelope marked “NSAC Applications” outside COM Rm 219B by Friday, September 9 at 5:00 PM. Good luck!

I. The Commitment

Becoming a member of the team is like taking on another class. You will be required to attend all weekly meetings (generally, Sundays 3:00-6:00 PM in SAO, beginning on September 11, 2011), and to complete assignments on your own during the week.

II. Responsibilities

The NSAC team will be divided into three individual teams in order to create a campaign efficiently:

1. Creative— responsible for all creative conception and execution in the campaign. They are also responsible for designing the plans book and presentation.
2. Account— responsible for the content of the plans book, including writing and editing, as well as writing the script for the presentation.
3. Media— responsible for familiarizing themselves with the kinds of media we expect our target to use. They are also responsible for researching media vehicles, allocating our budget effectively, and working closely with the creative team to develop an integrated media strategy.

III. Why join NSAC?

Not only will you learn a lot about advertising, but you will also get great experience to put on your resume. The competition is hosted by the American Advertising Federation and is highly respected and recognized. While we cannot emphasize enough that NSAC is a lot of work, we also make sure to have a good time.

Please read the following and sign below:

I understand the commitment and the responsibilities of becoming a member of the National Student Advertising Competition at Boston University. I am very interested in becoming a member of the team, and I would like to submit my attached application and resume. I also understand that there are a limited number of spots available on the team, and if I am not accepted, I will be put on the waiting list in case any spots open up.

(signature)

(please print)

If you have any questions, please contact:

Kelsey Mason
Executive Director, NSAC
AdClub
Email: kmase@bu.edu



National Student Advertising Competition at Boston University Application

Name _____ Date _____

BU ID Number _____

School/Major _____ Graduation Year _____

Telephone Number _____ Email _____

Will you be studying abroad Spring 2010? Please Circle One: YES NO

Relevant Classes and/or Internship Experience

Why would you like to join the NSAC team? What specific skills do you have that would make you a strong NSAC team member?

Are you interested in being on the creative team, account team, or media team? Why?

If you are not placed in the team of your choice, what other team would you be interested in? Please Circle One: Creative Account Media Only my first choice

I certify that this application is accurate and truthful to the best of my knowledge. If any information is found to be falsified, I understand that it will be grounds for dismissal from the NSAC team. Should I be chosen for this team, I acknowledge that membership requires a commitment equal to that of a graded class and I am willing to take on this additional responsibility.

Signature _____ Date _____