2025-2026 Bettie Hudgens Memorial Scholarship

General Information

AAF Mobile Bay established this scholarship in honor of Bettie Hudgens. This scholarship program is awarded annually to deserving students of advertising, marketing, public relations, art or design. Students do not have to be a member to be eligible. Any student studying advertising or a related field is eligible. Criteria for the recipients include recommendations, writing ability and dedication to the advertising industry along with a detailed resume.

Amount of the Scholarship

$500

Eligibility Requirements

Applicants must:

• Be a rising junior or senior at a 4-year college, or a second year student at a two-year college at the time of application.
• Have an overall GPA of 3.0 or above (on a 4.0 scale) and be a full time student.
• Be studying an advertising-related discipline: advertising, marketing, public relations, art or design.
• Have demonstrated outstanding leadership qualities.

Application Package Requirements

• Completed application form.
• A letter of recommendation from a supervising academic official in the department of the applicant's major.
• A letter of recommendation from a professional in the field of the applicant's major.
• A detailed resume.
• An unofficial set of transcripts.
• A typed essay of no more than 500 words on one of the following topics:
    • What is your favorite advertising campaign and why.
    • Describe your career goals and how you plan to achieve them.
    • If you could change one thing about the current advertising industry, what would it be?
    • Our industry is constantly changing, what do you think the industry will look like in 10, 20 or 30 years?

Deadline

Completed applications due by **Friday, November 21, 2025**.

Submission

Megan Corley, Education Chair
megan.corley@trinovainc.com

Announcement of Recipient

Winner will be notified by in early December, 2025

Application

Submission Requirements

, Completed application form. , A letter of recommendation from a supervising academic official in the department of the applicant's major. , A letter of recommendation from a professional in the field of the applicant's major. , A detailed resume. , An unofficial set of transcripts.
, A typed essay of no more than 500 words on an assigned topic

Applicant Information

Full Name

Mailing Address:

Cell Number

E-mail:

Check one: , Two year college, , 4 year college junior, or , 4 year college senior

Major/Minor:

School:

I certify the above information is true and complete.

Signature:

Date: