

# The Visto Bill Caspare Memorial Fund Diversity Scholarship



The Visto Bill Caspare Memorial Fund Scholarship was established in 2015 by Visto LLC, through the O'Toole Media Awards, to support diversity in the New Media and Data Science disciplines within advertising and media.

The Fund was created in memory of former Senior Executive of Visto, Bill Caspare. Bill was a true industry innovator with over 15 years in new media/digital advertising. He was both a founding member and provided the strategic vision behind several successful digital ventures including db Ad Strategies, The Fifth Network and Oggifinoggi. In his time at Visto, he was a trusted advisor and mentor influencing and working to shape various aspects of Visto's digital approach. Bill's contributions to the industry as a whole will be seen in the waves of new media to come.

► **In 2018, one diverse student will be awarded \$10,000 based on outstanding talent.**

## Eligibility

**Students are eligible to apply and be considered for The Visto Bill Caspare Memorial Fund Scholarship if they meet the following criteria:**

- U.S. Citizen or Permanent Resident
- African American, Asian American, Hispanic American, Native American or multiracial
- Lesbian, Gay, Bisexual, Transgender or Queer
- Full-time student
- Rising undergraduate junior or senior, or enrolling/enrolled in graduate school at the time of application
- GPA of 3.25 or above
- Interested in pursuing a career in New Media/Digital Advertising and/or Data Science

## Application Checklist

**Please use the following checklist to prepare your application packet:**

- Print out and complete the application form, click "Apply Now" to download
- Personal Statement 1: Why should you be granted the scholarship? (Limited to 1 page/500 words)
- Personal Statement 2: Why are you pursuing a career in New Media and/or Data Science field? (Limited to 1 page/500 words)
- Attach current resume (limited to 1 page).
- Three (3) educational and/or professional references. (Limited to 1 page each)
- Most recent official transcript
- Three (3) examples of work (either school and/or outside project work). Examples would be: written work, portfolio work or creative work

## Instructions For Submission

1. Application packets should be printed, completed, and emailed to [CBCscholarship@vistohub.com](mailto:CBCscholarship@vistohub.com).
2. Application and other required documents should be attached to your submission email.
3. Please include your name and school in the email "subject" line of your submission email.
4. Should include a naming structure for documents (i.e. Last\_First\_Assignment\_Caspare).



72 Madison Avenue,  
3<sup>rd</sup> Floor  
New York, NY 10016  
(646) 998-6066

## Deadline

Applications must be submitted by 11 :59PM EDT on Friday, June 29, 2018.

## Questions

If you have any questions or concerns please contact us at: [CBCscholarship@vistohub.com](mailto:CBCscholarship@vistohub.com)

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## Name

Last Name

First Name

Middle

## Current Address

Street Address

Apt.

City

State

Zip

Home Phone

Mobile Phone

## Permanent Address (if different from above)

Street Address

Apt.

City

State

Zip

## Current Education

Current School

Concentration/Major

Expected Graduation Date

Current GPA



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## Previous Education (if applicable)

School

Concentration/Major:

Degree Granted

## Additional Information

Select those that apply:

- African American       Multiracial       Native American  
 Hispanic American       Asian American       Lesbian, Gay, Bisexual, Transgender or Queer

Are you a citizen, national or legal permanent resident of the United States?       Yes       No

## How did you hear about the Visto Bill Caspare Memorial Fund Scholarship?

- School Contact       Internet (please specify) \_\_\_\_\_  
 Friend       Publication (please specify) \_\_\_\_\_  
 Marketing Materials       Other (please specify) \_\_\_\_\_

## Personal Statements

**Please limit to one page/500 words per question and include as part of your submission email.**

- The personal statement file itself must be saved as a PDF document.
- All documents must be attached to your submission email.
- Include a naming structure for documents (i.e. Last\_First\_Assignment\_Type\_Caspare).

### Question #1:

Why should you be granted the scholarship?

### Question #2:

Why do you want to pursue a career in New Media and/or Data Science field?

## Project Work Examples

**Please include three (3) examples of work (either school and/or outside project work).**

- All documents must be attached to your submission email
- Please limit file size to no more than 5 MB.
- Include a naming structure for documents (i.e. Last\_First\_Assignment\_Type\_Caspare)



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## Acknowledgment and Affirmation

Scholarships will be awarded in September of 2018. Please be aware that recipients must maintain satisfactory academic progress as determined by the school.

I, \_\_\_\_\_, understand that I am applying to The Visto Bill Caspare Memorial Fund Scholarship and affirm my wish to be considered. Permission is hereby given to officials of my institution to release transcripts of my academic record and other requested information for consideration in The Visto Bill Caspare Memorial Fund Scholarship. This application, including the essay, is my own work or formally cited from other sources. I affirm that the information contained herein is true and accurate to the best of my knowledge and belief.

In addition, I give Visto and the 4A's the right to publicity in regards to my name, likeness, excerpts from my work and related materials submitted for the scholarship fund.

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



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