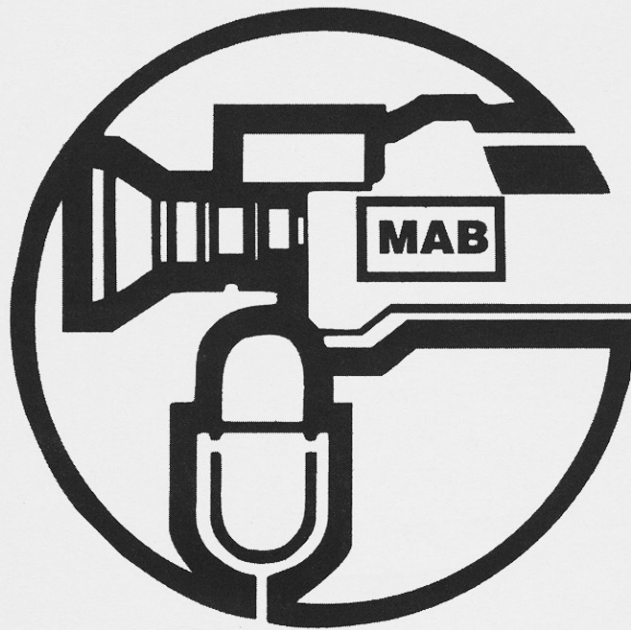


BROADCAST SCHOLARSHIP PROGRAM



Sponsored by

*MISSISSIPPI ASSOCIATION
OF BROADCASTERS*

Deadline for Application - May 1

THE PURPOSE

By endorsing quality education for potential broadcasters, the members of the Mississippi Association of Broadcasters believe that they are guaranteeing the future of quality broadcasting in Mississippi. Toward that goal, the Mississippi Association of Broadcasters has established a scholarship fund aimed at the higher education of promising students. The purpose of that scholarship fund is multifold.

- To encourage a higher standard of professionalism in the industry;
- To foster a stronger relationship between higher education and the profession;
- To promote a greater understanding of journalistic ethics and the societal responsibility of broadcasters;
- To support potential and commitment in promising future broadcasters.

THE SCHOLARSHIP

The Mississippi Association of Broadcasters will make available up to \$4,000 annually in scholarship awards.

- Scholarships to students enrolled in a fully accredited broadcast curriculum at a Mississippi four-year college; or
- Scholarships to students enrolled in a fully accredited broadcast curriculum at a Mississippi community or two-year college.

Those applicants determined to be the best candidates will receive a scholarship award without regard to their enrollment in a four-year or two-year college.

APPLICATION PROCEDURE

Complete the application form, attaching all additional sheets necessary and forward it to the MAB office.

To be considered for the upcoming school year, all applications must reach the MAB office by May 1. Recipients will be recognized at the MAB Annual Meeting.

SELECTION CRITERIA

Applicants should:

- Have a Mississippi home address;
- Submit up to three letters of recommendation from a college professor, broadcaster and/or other business person;
- Have the application signed by a college radio/TV department head or broadcaster certifying that the applicant meets the criteria.

Financial need may be considered; applicants are asked to indicate how their college education is being funded.

Industry need for sales/marketing professionals will be considered when selecting the winners.

Judges will consider the depth of thought, the clarity of expression and the commitment to broadcasting as primary. Extracurricular activities and community involvement will also be considered.

Previous MAB Scholarship Award winners are eligible.

THE SPONSOR

The Mississippi Association of Broadcasters has a keen interest in the excellence of broadcast education. Consistent with this goal, and to lend tangible support, the MAB has established this scholarship program to encourage students of the highest caliber to enter broadcasting as a career and to seek the best quality of education in the field. We sincerely want to see broadcasting as a profession today passed on to qualified, outstanding men and women.

The scholarship program reflects the MAB's commitment to the principal of affirmative action. No applicant will be discriminated against on the basis of race, color, religion, national origin, sex or age.



Mississippi Association of Broadcasters
855 South Pear Orchard Road, Suite 403
Ridgeland, Mississippi 39157
(601) 957-9121

SCHOLARSHIP APPLICATION

Return by May 1 to: **Scholarship Committee**
Blakeney Communications, Inc.
PO Box 6408
Laurel, MS 39441

Attach up to three letters of recommendation from a College Professor, Broadcaster and/or other business person.
Attach the essay requested under the section entitled "YOUR CAREER".

YOU

Name _____ Social Security No. _____
Home Address _____ Tel. No. _____
City _____ State _____ Zip _____
How did you find out about this scholarship program? _____

Parent/Guardian _____ Tel. No. _____
Address _____ State _____ Zip _____
Your overall GPA (if available) _____ Your Broadcast course GPA (if available) _____
Number of college credits earned _____ Broadcast credits earned _____
Grade level during the coming academic year _____
Major/degree working toward _____
Expected date of graduation _____
How is your college education being funded? _____

YOUR SCHOOL

School Attending _____
Address _____ City _____ State _____ Zip _____
Name of department head or advisor _____
Department address _____ Tel. No. _____

YOUR ACTIVITIES

What part-time work, if any, have you done while attending school? _____

What other scholarships or student aid do you receive? _____

YOUR ACTIVITIES (continued)

List your academic honors and other accomplishments. _____

List college and community activities and clubs in which you have participated; specify offices held where appropriate.

YOUR CAREER

Please submit up to three typewritten pages (double-spaced) addressing the following:

- Why did you select broadcasting as your career choice?
- What specific area of broadcasting most interests you and why?
- What is your first job preference after college?
- What is your career goal ten years after graduation?
- What is your eventual career goal?
- In what broadcast activities have you participated?
- How do you feel about broadcast advertising and its importance to a station?
- How do you feel about broadcast advertising and its obligation to consumers?
- How do you think broadcasting could better serve society?
- Describe the radio or television station you respect most.
- How might your college career improve your value as a broadcaster?
- Describe your most rewarding broadcast-related experience.

I certify that the information I have given on this application and attachments is true and correct to the best of my knowledge.

(Applicant's Signature)

DEPARTMENT HEAD CERTIFICATION (IF AVAILABLE)

I certify that this applicant meets the scholarship criteria as it relates to Mississippi residency, GPA, credits earned, major and grade level.

Name _____
(Please Type)

(Signature)



Blakeney Communications, Inc.
PO Box 6408
Laurel, MS 39441
601-649-0095