



## KY3 BROADCAST SCHOLARSHIP

KY3 is the leading television station in Springfield, Missouri. We have a keen interest in the excellence of broadcast education. KY3 has established this scholarship to encourage students of the highest caliber to enter broadcasting as a career and to seek the highest quality education in the field.

This scholarship reflects KY3's commitment to the equal opportunities in education and employment. The purpose of this scholarship is:

- 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 a societal responsibility of broadcasters; and
- To support potential and commitment in promising future broadcasters.

***KY3 will be awarding two (2), thousand dollar scholarships (\$1,000) for the 2011-2012 school year.***

### ELIGIBILITY REQUIREMENTS

- Applicants must be an Arkansas or Missouri resident, with a permanent address in one of the following Counties: **ARKANSAS:** Baxter, Boone, Carroll, Fulton, Marion and Newton **MISSOURI:** Barry, Benton, Camden, Cedar, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Lawrence, Laclede, Oregon, Ozark, Polk, Pulaski, St. Clair, Shannon, Stone, Taney, Texas, Webster, and Wright
- Attending a post-secondary institution (two or four-year college or vo-tech/trade school) during the 2011-12 school year.
- Enrolled in a broadcast or related curriculum, which provides training and expertise applicable to a broadcast operation. Broadcast related degrees may include, but are not limited to: Accounting, Communications, Engineering, Journalism, Mass Media and Marketing
- Enrolled in at least 12 hours each semester the scholarship is awarded
- Minimum grade point average of 2.5 on a 4.0 scale or equivalent
- KY3, Inc. employees and their immediate family members are not eligible to participate in the KY3 Scholarship Program. Persons who are the immediate family include: mother, father, sister, brother, daughter, son, step-children or spouse.

### APPLICATION REQUIREMENTS

1. A completed application signed by the school's department head certifying that you meet the eligibility requirements.
2. Three (3) letters of recommendation from a teacher, professor, broadcaster and/or other business person.
3. Official transcript of your college or university work (high school transcripts if graduating in 2011).
4. Essay, not to exceed three (3) typewritten pages, doubled-spaced.
5. One (1) copy of the application and attachments.
6. Application form must be completed and returned with all requested attachments to the KY3 offices postmarked by April 15, 2011.

*Only one application will be accepted per student per year.*

### APPLICATION PROCEDURE

Applicants must complete the application form, attaching additional sheets as necessary to:

KY3  
Scholarship Committee  
PO Box 3500  
Springfield, MO 65808

Applications must be postmarked by April 15, 2011.

## **APPLICATION DEADLINE**

The deadline for the application is April 15, 2011. Recipients will receive notification of their award no later than June 1, 2011.

## **SELECTION PROCESS**

KY3 will appoint a selection committee which will consider and select the top applicant(s) from those received. The committee will review the qualifications of candidates in order to narrow the field of scholarship candidates. The selection committee will consider the following information during its evaluation process:

1. The applicant's curriculum and career goals.
2. Clarity of thought and expression.
3. Letters of recommendation.
4. Community involvement and extracurricular activities.
5. Financial need. (While not a primary consideration, applicants will be asked to indicate how their education is being funded)

All decisions of KY3 and the selection process are final and are not subject to reconsideration or review by the applicant or any other party. KY3 reserves the right to withdraw the scholarship in the event that KY3 discovers the information contained in the application or any information submitted by an applicant was inaccurate or misleading.

**KY3 is an employer with respect for diversity. KY3 maintains a policy of nondiscrimination in all of its personnel practices throughout the entire organization. It is the policy of KY3 not to discriminate in its employment and personnel practices because of a person's race, color, creed, religion, sex, national origin, age, veteran status or disability.**



## KY3 BROADCAST SCHOLARSHIP APPLICATION

*To be eligible, you must submit a copy each of the application, letters of recommendation, transcript and essay.*  
Return to KY3, Scholarship Committee, PO BOX 3500, Springfield, MO 65808. Must be postmarked by April 15, 2011.

- Complete the form below
- Attach three (3) letters of recommendation from a college professor, broadcaster, or other business person
- Attach official transcript of your college or university work (high school transcripts if graduating in 2010)
- Attach the essay requested under the section titled "Your Career"

### STUDENT INFORMATION

Full Name \_\_\_\_\_ e-mail \_\_\_\_\_ Soc. Sec. No. \_\_\_\_\_

Permanent Address \_\_\_\_\_ Tel. No. (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

School Address \_\_\_\_\_ Tel. No. (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

How did you find out about this scholarship program?  
\_\_\_\_\_

### EDUCATION INFORMATION

School you are currently attending \_\_\_\_\_

Name of department head, advisor or counselor \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel. No. (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ School you will attend next fall \_\_\_\_\_

Your overall GPA \_\_\_\_\_ Broadcast course GPA \_\_\_\_\_

Grade level during the coming academic year \_\_\_\_\_ Expected date of graduation \_\_\_\_\_

Major/degree working toward \_\_\_\_\_

How is your education being funded? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What other scholarships or student aid do you have? \_\_\_\_\_  
\_\_\_\_\_

## EXTRA-CURRICULAR ACTIVITIES

What part-time or full-time work, if any, have you done while attending school? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List your academic honors and other accomplishments. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List school and community activities and clubs and offices held. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## CAREER INFORMATION

Please submit up to three (3) typewritten pages (double spaced) addressing four of the following questions:

- 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?
- What do you think about broadcast advertising and its importance to a station?
- What role do you think the government should play in a broadcast station's operations?
- How could broadcasting better serve society?
- How will your education improve your value as a broadcaster?
- Describe your most rewarding broadcast-related experience.

KY3 reserves the right to withdraw the scholarship in the event that KY3 discovers the information contained in the application or any information submitted by an applicant was inaccurate or misleading.

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

Applicant's signature \_\_\_\_\_ Date \_\_\_\_\_

COUNSELOR/ DEPARTMENT HEAD CERTIFICATION (must be completed)

I certify this applicant meets the criteria as it relates to Missouri or Arkansas residency, GPA, major and grade level.

Name (Please print) \_\_\_\_\_ Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

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