



2011 Alberta Equity Scholarship

Purpose

By supporting the career development of groups currently underrepresented in the Alberta broadcast industry, the Jim Pattison Broadcast Group believes it can improve the industry in a number of ways.

- By removing barriers to employment for underrepresented groups
 - Aboriginal Peoples
 - Persons with disabilities
 - Members of visible minorities
 - Women
- By accessing a currently untapped pool of potentially talented employees
- By encouraging the employment of people with diverse viewpoints and backgrounds
- By using those diverse backgrounds and viewpoints
 - to enhance relationships with local communities
 - to broaden the potential audience and advertiser base

The Scholarship

The Alberta stations of the Jim Pattison Broadcast Group will make available one \$2000.00 scholarship in 2011 to students accepted into a recognized broadcast education program at an Alberta post-secondary educational institution. Awards will be made prior to fall enrollment.

Eligibility Criteria

Applicants must meet these criteria:

- Resident of the province of Alberta
- Attending or planning to attend, on a full-time basis, a post-secondary institution in the Province of Alberta in a recognized Broadcast program. (Though applicants may apply prior to enrollment, proof of enrollment will be required before payment is finalized.)
- Signature of head of institution's Broadcast Department or of high school Counselor or Principal certifying that the applicant meets the eligibility requirements.

Selection Criteria

The selection committee will award scholarships based on the following criteria.

- Preference will be given to members of groups currently underrepresented in the broadcast industry.
 - Aboriginal Peoples
 - Persons with disabilities
 - Members of visible minorities
 - Women
- The submission of up to three typewritten pages (double spaced). This essay will be evaluated on the clarity and content of how the applicant addresses the following:
 - Applicability of the philosophy of this scholarship to the applicant's personal situation (i.e., membership in one of the underrepresented groups).
 - The applicant's commitment to broadcasting
 - The applicant's community involvement and activity
- Letters of Recommendation. The applicant is encouraged to submit three letters of recommendation from teachers, broadcasters, business-people, community leaders, or employers.

Application Procedure

Complete the application form, attaching your essay and recommendation letters, and mail or e-mail all documents to:

Alberta Equity Scholarship Committee
Jim Pattison Broadcast Group – Medicine Hat Division
10 Boundary Road SE
Redcliff, Alberta
T0J 2P0

dsherwood@jpbg.com

Applications must be postmarked/e-mailed by June 3, 2011.

The applications will be reviewed by the General Managers of the stations of the Jim Pattison Broadcast Group in Alberta and the JPBG Employment Equity Committee. A personal or phone interview may be arranged.

Recipients will be notified by August 15, 2011.



2011 Alberta Equity Scholarship Application

Name					
Address					
Home Phone		Cell Phone		Other Phone	
e-mail address					
Parent or Guardian if under the age of 21 (and contact information)					

What have you been doing for the past year (schooling, including courses taken or any employment)?

What is the overall grade point average/letter grade average/average percentage for your most recent educational experience?	
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What Broadcast Program and/or school are you planning on entering this year? And what year of the program will you be entering?

Signature of head of institution's Broadcast Department or of High School Counselor or Principal certifying that the applicant meets the eligibility requirements.					
Name		Position			Phone
I certify that to the best of my knowledge, the applicant meets the eligibility criteria for the JPBG Alberta Equity Scholarship.			Date	Signature	

I, the above named applicant, confirm that all information provided by me in this application is true and correct to the best of my knowledge.	Date	Signature
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When submitting the application, please remember to include the following.

- This completed application form
- A short essay (three double-spaced pages or less) as noted in the information sheet
- Three letters of recommendation as noted in the information sheet

Mail or e-mail of all documents to:

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By submitting this application, the applicant agrees that, if selected as the scholarship recipient, they allow their name, voice, and/or image to be used in news releases announcing the scholarship award—or in future promotion of the scholarship.

If you have any questions, please contact:

Dave Sherwood, General Manager

Jim Pattison Broadcast Group, Medicine Hat

10 Boundary Road SE

Redcliff, AB

T0J 2P0

(403) 548-8246

dsherwood@jpbg.com