

**2017 Alliance for Women in Media Foundation &  
 NCTA- The Internet and Television Association  
 \$5,000 Scholarship Information & Application  
 Deadline to Apply is May 5, 2017**

The AWMF/NCTA- The Internet and Television Association Scholarship allows a deserving female communications/media undergraduate or graduate student to create an original piece (essay, digital short, video, animation or other concept chosen by the student) that will be featured in NCTA and AWMF media distribution channels. In addition, the chosen student will receive a scholarship to their educational institution for \$5,000 and a ticket to attend the Women in Media event in the Fall of 2017.

This scholarship serves to fund a promising student’s education as well as to provide a unique and compelling piece for her resume. The student will also have the opportunity to meet high-level professionals in the media industry through the Women in Media event. The scholarship piece will be ultimately created with the guidance of an NCTA representative to ensure it is as compelling and high-quality as possible.

***In addition to this completed form, please submit by email to [info@allwomeninmedia.org](mailto:info@allwomeninmedia.org):***

- 1- A letter of recommendation from a professor or a journalism/media/communications professional,***
- 2 - Proof of enrollment via a copy of your student id or transcript and***
- 3- A sample of your work from a college class (can be a link to a video, presentation, paper, article, etc.).***

Legal Name: \_\_\_\_\_  
 Last Name First Name M.I.

Address \_\_\_\_\_  
 City State ZIP

Cell Phone ( ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Your undergraduate major(s)/concentration \_\_\_\_\_

Number of college credits earned to date \_\_\_\_\_ Total number of credits required to graduate \_\_\_\_\_

Expected date to receive degree in progress \_\_\_\_\_ Degree you will receive \_\_\_\_\_

How did you learn of this scholarship? \_\_\_\_\_

**Please choose a topic that you would like to create a digital piece, essay or other creative concept if chosen for this scholarship:**

- **Review of cable industry public policy viewpoints.** Take a thoughtful and journalistic approach in reviewing cable industry viewpoints as portrayed by NCTA on its websites or through other information media, and focus and report on one or several points of view that may be of interest to the student. For example, the student could analyze one or more [NCTA policy viewpoints](#) and describe how such policies would benefit both industry and consumers, or describe how policy viewpoints might reflect or affect the current and future state of the industry.
  
- **The significance of digital literacy and 21st century skills.** Review information and literature on the importance of [21st century skills](#) in the U.S. education system and reflect on the contribution to skills development by companies in the entertainment and media industry.
  
- **Forecasting trends in new and digital media.** Survey the horizon of digital media trends and provide a forecast of the media landscape five years from now, from the perspective of transformative broadband products, services, and platforms that are likely to take shape and evolve over the five-year period.

**Please write, in 750 words or less, how you would address the topic chosen above in your scholarship project:**

**Scholarship Recipient Requirements and Deadlines:**

Once chosen for the scholarship, each student will develop and deliver the project according to a timeline set up between the student and NCTA representative.

**Scholarship Money and Recognition:** AWMF and NCTA will select one student winner to receive \$5,000, payable to the winning student's educational institution (50% for Fall semester and 50% for Spring semester upon completion of project), and one complimentary ticket to AWM's Women in Media event in October in New York. Notification will be in May of 2017.

**Additional Information:**

- This scholarship opportunity is open to any female undergraduate or graduate student attending an accredited college or university in the United States in 2017. Those pursuing a media career in an area such as cable, television, radio, digital media, publishing, journalism, advertising, production, creative design, or others are especially encouraged to apply.
- The finished product, pending editorial review, will be featured in NCTA and AWMF media distribution channels; and the student will have the right to use and retain the deliverable material in her own portfolio and for any purposes she sees fit.

**Application with requested materials must be submitted by the close of business on May 5, 2017. For questions, please email [info@allwomeninmedia.org](mailto:info@allwomeninmedia.org) or call 202.750.3664.**

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