



# 2021 Prairie Equity Scholarship Information and Application

## **Purpose**

By supporting the career development of groups currently underrepresented in the broadcast and digital media industry on the Canadian Prairies, Pattison Media believes it can improve the industry in a number of ways.

- By removing barriers to employment for underrepresented groups
  - Indigenous Persons
  - 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 Prairie divisions of Pattison Media will make available two \$2,000.00 scholarships in 2021 to students accepted into a recognized broadcast or digital media education program at a post-secondary educational institution in Alberta, Saskatchewan or Manitoba.

## **Eligibility Criteria**

Applicants must meet these criteria:

- Resident of Alberta, Saskatchewan, or Manitoba.
- Attending or planning to attend in 2021, on a full-time basis, a post-secondary institution in Alberta, Saskatchewan or Manitoba in a recognized Broadcast or Digital Media 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 and/or Digital Media Department or of high school Counselor or Principal certifying that the applicant meets the eligibility requirements.

## **Selection Criteria**

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

- Preference will be given to members of groups currently underrepresented in the broadcast and digital media industries.
  - Indigenous Persons
  - Persons with disabilities
  - Members of visible minorities
  - Women
- The submission of a short essay. 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 and/or digital media
  - The applicant's community involvement and activity
- Two written personal or professional references.

## **Application Procedure**

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

Prairie Equity Scholarship Committee  
Pattison Media – Medicine Hat Division  
10 Boundary Road SE  
Redcliff, Alberta T0J 2P0

[dave.sherwood@pattisonmedia.com](mailto:dave.sherwood@pattisonmedia.com)

Applications must be postmarked/e-mailed by October 8, 2021.

The applications will be reviewed by the General Managers of the divisions of Pattison Media in Alberta, Saskatchewan, and Manitoba. A personal or phone interview may be arranged. The successful applicants will be notified by November 26, 2021.

The scholarship initiative is supported by the following divisions of Pattison Media:

- 👉 101.5 Today Radio, Calgary
- 👉 Wild 95.3 FM, Calgary
- 👉 Big West Country 92.9 FM, Drayton Valley
- 👉 102.3 NOW! radio, Edmonton
- 👉 Up! 99.3 FM, Edmonton
- 👉 Big Country 93.1 FM, Grande Prairie
- 👉 Q99 FM, Grande Prairie
- 👉 EverythingGP.com, Grande Prairie
- 👉 IarongeNOW.com, La Ronge
- 👉 Today's Country 95-5 Lethbridge
- 👉 All Hits B-93 Lethbridge
- 👉 LethbridgenewsNOW.com, Lethbridge
- 👉 Saskatchewan Country CJNS - Meadow Lake
- 👉 meadowlakeNOW.com, Meadow Lake
- 👉 CHAT 94.5 FM, Medicine Hat
- 👉 CHAT Television, Medicine Hat
- 👉 MY96 FM, Medicine Hat
- 👉 CHATNewsToday.ca, Medicine Hat
- 👉 CJVR FM, Melfort
- 👉 Beach Radio 750, Melfort
- 👉 northeastNOW.com, Melfort, Tisdale, Nipawin
- 👉 Fabvision, Melfort
- 👉 Q98 - North Battleford
- 👉 Saskatchewan Country CJNB - North Battleford
- 👉 93.3 The ROCK - North Battleford
- 👉 battlefordsNOW.com, North Battleford
- 👉 101.5 Beach Radio, Prince Albert
- 👉 900 CKBI, Prince Albert
- 👉 Power 99 FM, Prince Albert
- 👉 paNOW.com, Prince Albert
- 👉 BIG 105.5 FM, Red Deer
- 👉 106.7 REWIND Radio, Red Deer
- 👉 rdNewsNOW.com, Red Deer
- 👉 B94 FM, Rocky Mountain House
- 👉 saskNOW.com, Saskatchewan
- 👉 XM 105 FM, Whitecourt
- 👉 QX 104 Country, Winnipeg
- 👉 94-3 The Drive, Winnipeg



## 2021 Prairie 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 or Digital Media Program and/or school are you attending or planning on entering this year?

Signature of head of institution's Broadcast or Digital Media 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 Pattison Media Prairie 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 as noted in the information sheet
- Two written personal or professional references as noted in the information sheet

Mail or e-mail all documents to:

Prairie Equity Scholarship Committee  
 Pattison Media – Medicine Hat Division  
 10 Boundary Road SE  
 Redcliff, Alberta  
 T0J 2P0

[dave.sherwood@pattisonmedia.com](mailto:dave.sherwood@pattisonmedia.com)

Applications must be postmarked/e-mailed by October 8, 2021.

The applications will be reviewed by the General Managers of the divisions of Pattison Media in Alberta, Saskatchewan and Manitoba and a personal or phone interview may be arranged.

Recipients will be notified by November 26, 2021.

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  
Pattison Media - Medicine Hat  
10 Boundary Road SE  
Redcliff, AB  
T0J 2P0  
(403) 548-8246

[dave.sherwood@pattisonmedia.com](mailto:dave.sherwood@pattisonmedia.com)