



Lee Hague Memorial Award

The Kellogg School of Management is pleased to announce the Lee M. Hague Memorial Award, intended to further the preparation of Kellogg students for careers in the media by investigating a particularly challenging or emerging facet of the media.

Approximately \$4000 is awarded annually as a reimbursement of media management project expenses to a second-year student or group of second-year students. The number of winners is determined by the quality of the projects proposed, as well as the budgets of the proposed projects.

Eligibility

- The award will go to part-time or second-year full-time students who are
 - Media Management Majors
 - have completed MEDM 432, and
- Preference will be given to students with high-impact projects and/or a demonstrated commitment and passion to a career in the media industries.
- Students can apply individually or as a group.
- Projects may build on work in previous or current classes that count toward the Media Management major. Students may also propose projects that take work done in the Media Management courses to a higher level or that focus on new issues.

Project Guidelines

Projects will be done as part of an independent study in Media Management (MEDM 499). Students will need to enroll in this course, and will receive a grade. The class will count as an elective towards completing the Media Management major.

Projects may be completed in winter or spring quarter. However, to enable students to use their project in their job search efforts, preference will be given to applications for winter quarter projects.

Project deliverables should include a final paper as well as a summary presentation.

Application Process

Applications must include the following:

- Resume(s) of the applicant(s), email (if applying as a group, a primary contact email is required), and phone numbers (again, if applying as a group, a primary contact phone number is required)
- Summary of the topic the student(s) will work on.
- A formal presentation of the project, including a thorough explanation on why the project would be of interest to media executives.
- The timetable for completion and delivery of the project.
- Budget of anticipated project costs, which may include travel and lodging (toward gathering expert interviews or performing field research), data purchases, books or other materials, etc.

Applications must be received by noon on December 3, 2009. Submit applications via email to Michael P. Smith, program chair, at m-smith3@kellogg.northwestern.edu. Or deliver hard copy applications to Professor Smith in Fisk Hall, Suite 304, 1845 Sheridan Road, Evanston, IL 60208.

About Lee Hague

This award is named in honor of Lee Hague, who received his undergraduate business degree from Northwestern in 1968 and his masters from Kellogg in 1973. He was an enthusiastic and loyal supporter of the Kellogg School and served on the Kellogg Alumni Advisory Board until his untimely passing.

The Lee M. Hague Memorial Fund is a permanent endowment that will benefit Kellogg students with a specialization in media management. This gift was established in Lee Hague's honor by Joseph Field, founder and chairman of Entercom Communications Corp., one of the largest radio broadcasters in the country. Mr. Hague served with distinction for 23 years on the Board of Directors of Entercom and was integral in the process of taking the company public in 1999.