

Kellogg McCormick Scholars Program 2010 Scholarship Application

The Media Management Center at Northwestern University and the McCormick Foundation invite applications for the 2010 McCormick Scholars Program. The program is designed to cultivate a new generation of outstanding business leaders for the media and information industry.

The scholarship provides full tuition for three academic quarters to two Kellogg Media Management majors for their second year of study beginning in the fall of 2010. In addition, scholars can apply for an additional stipend to support their summer work either in the media or conducting media research. The purpose of the summer stipend is to enable scholars to undertake worthwhile activities they could not consider without the stipend. To receive the stipend, scholars would submit a proposal for study and a budget.

Eligibility

Two scholarships are available to first-year Kellogg Media Management majors to be used for their second year of study beginning in the fall of 2010. Applicants must demonstrate a deep interest in attaining a leadership position in a media company. Special emphasis will be given to those who focus on news and information media and to students of diverse backgrounds.

Scholars Requirements:

- Scholars must intern at a media company or conduct media research in the summer between years one and two of their Kellogg MBA program.
- Scholars must obtain faculty approval to do a media management internship or media research and complete that work with an outstanding record.
- Scholars must take one unit of independent study (supervised and approved by the Media Management faculty) that draws on their media management course work and experience from their summer work or research.
- Scholars must produce a product or presentation from their independent study project and present it at a gathering during their second year or at the biennial retreat.

Summer Stipend

Stipends for summer 2010 are designed to afford scholars the opportunity for high-level media industry exposure, research and work they could not otherwise consider.

Examples of purposes for which a scholar might receive a stipend:

- To take a low-paid or non-paid internship with a particularly interesting media company
- To cover extra travel or living expenses required in order to take an internship
- To conduct research
- To disseminate findings through travel, appearances, papers, videos, etc.

Biennial Retreat

From Sept. 27-29, 2010, the Media Management Center will conduct the next biennial retreat for all current and past Kellogg and Medill McCormick Scholars and will produce related research and publications. Biennial retreats will provide professional development for the McCormick Scholars, further cultivating their leadership skills and keeping them abreast of major trends in news media management. The retreats will also contribute to the creation of an ongoing community of Scholars with their research adding new knowledge about media management.

In accepting their award as a Scholar, applicants agree to return for at least the retreat that is during or immediately after their year as a Scholar and to present their work if they are requested to do so.

Application Process

Applicants should submit an application along with the following documents:

- resume
- 2 letters of recommendation
- signed form for consent for release of personal information/education records

Letters from recommenders should be mailed to:

Michael P. Smith
Media Management Center
Northwestern University
1845 Sheridan Road
Evanston IL 60208

Applications must be received by 5 p.m., February 5, 2010. Submit applications by mail or in person to Michael P. Smith at the Media Management Center, 304 Fisk, 1845 Sheridan Road, Evanston IL 60208.

Selection is made by a panel of industry experts and past Kellogg Scholars. Scholarship winners will be chosen and notified by March 1, 2010

The McCormick Foundation

The McCormick Foundation is a longstanding partner with programs at Northwestern University and the Media Management Center. The Scholars Program, created in 2005, commemorates the foundation's 50th anniversary with eighty full-tuition merit scholarships, sixty to Medill students and twenty to Kellogg students, over the next ten years. It is designed to cultivate a new generation of outstanding business leaders for the media and information industry.

For more information, visit

<http://www.mccormickfoundation.org/>



The Media Management Center

The Media Management Center conducts executive education and research to address the issues and needs of media organizations worldwide. It is affiliated with Northwestern's Kellogg School of Management and Medill School of Journalism.

The Center's executive education programs include courses for leaders in newspapers, magazines and broadcast television, as well as tailored programs for media companies. Faculty and staff at the Center conduct original and applied research on the most complex issues and trends in the industry. Through its collaborative projects, the Center examines the challenges that impact all levels of the media organization to formulate solutions.

Visit www.mediamanagementcenter.org.

You may submit the following Information, Summary and Statements on separate paper with your signature and date.

Applicant Information

Name:

Address:

Email:

Phone:

Applicant Summary

Summary of your experiences to date emphasizing why you selected Kellogg and the Media Management Major:

Applicant Statements

Statement of goals and a brief summary of how you plan to apply your knowledge of media and business management learned at Kellogg to a leadership role in the media and information industry:

Statement of what you believe to be the most important current challenge or issue facing the news and information industry:

Statement of proposed summer 2010 internship, work or research and how it will be of value to you, the Media Management Center and the news and information industry. Include an approximate estimate of expenses:

Statement of proposed independent study project to be undertaken in year two as a media management major. Explain how it is relevant to your goals as a leader in the media industry and to upcoming media management students:

In submitting this application and with the signature below, the applicant gives the Media Management Center permission to share all of the information herein.

Signature of Applicant

Date

Submit with your resume, 2 letters of recommendation and the Information Release Consent form to:
Michael P. Smith
Media Management Center
304 Fisk, 1845 Sheridan Road, Evanston IL 60208



CONSENT FOR RELEASE OF PERSONAL INFORMATION/EDUCATION RECORDS

I, the undersigned, understand that my consent is required, by the Family Education Rights and Privacy Act of 1974, as amended ("FERPA"), for Northwestern University to release any personally identifiable information from my education records not defined as "Public Information" under the University's FERPA policy.

I therefore give my permission to the Media Management Center at Northwestern University to release information contained in my application for the McCormick Scholarship 2010 to members of the scholarship selection committee which may include individuals not employed or affiliated with Northwestern University for the purposes of McCormick Scholarship selection.

Signature

Print Name

Date